

Facility Management Division

Request for Proposal (RFP) for Creative Retainer Agency for Prime NOW

Paper Reference: Tender Notice published in 02 (two) national dailies (The Daily Prothom Alo & The Daily Star) dated 10.12.2025.

Sealed tender hereby invited by Prime Bank PLC. from reputed Suppliers/Manufacturers/Authorized Distributors in the relevant field for providing below item:

SL	Name of Item	Period of Sale		Last Date of Submission
		From	To	
1	Request for Proposal (RFP) for Creative Retainer Agency for Prime NOW	10.12.2025	29.12.2025	29.12.2025 at 03:00 PM
2	Tender Document Price	BDT 5,000		

Interested bidders may collect tender document for the said work on submission of a request letter addressing the undersigned as well as documentary evidence of the followings:

- Eligibility** : Details in tender document
- Creatives & BOQ** : Details in tender document
- Tender Price** : Tender document will be available at **Prime Tower (10th Floor), Plot # 8 & 35, Nikunjo-2, Khilket, Airport Road, Dhaka-1219.** Interested bidder must bring forwarding letter for the tender along with tender document price (**mentioned as above**) in the form of Payment Order (non-refundable) favoring Prime Bank PLC. issued by any Scheduled Bank during office hours (**10:00 AM to 5.00 PM**) on any working day as per mentioned schedule.
- Tender Sale Time** : No Tender document will be sold after the last date of sale as mentioned above.
- Earnest money** : Earnest money (refundable to the unsuccessful bidder) equivalent to Earnest money 2% of the total quoted amount of works in the form of Payment Order/Bank Guaranty in favor of Prime Bank PLC. issued by any Schedule Bank shall have to be submitted along with the tender document, **failing which shall cause rejection of the tender document.**
- Envelope system** : Tender must be submitted in sealed envelope mentioning the name of work on top of the envelope to the office of the undersigned as per aforesaid date on **29 December 2025** within **3:00 PM**. Submission of tender after the specified time shall not be acceptable.
The Tender must be submitted in 2(two) envelope system i.e. one "Creative Proposal" and another "Financial Proposal" mentioning Creative/Financial proposal on the top of each envelope. These two proposals will be submitted together in a sealed envelope. All the envelopes will contain the full name and address of the participant company. The name, address and telephone number of the contact person should be mentioned in the forwarding letter both of the **"Creative Offer"** and the **"Financial Offer"**.
- Soft Copy Provision:** The bank may require various document (soft copies) be submitted, and the bidder must comply without any delay.



8. **Bank's Right** : The Bank reserves the right to accept/cancel/reject any or all offers without assigning any reason. The Bank is not obliged to purchase the lowest offer or any offer at all. Bidders may be selected based on the creative and financial evaluation. The Bank reserves the right to conduct negotiations with one or more Bidder and/ or accept the Bid without any negotiations. Any attempt of persuasion will result in immediate disqualification of the bidder from this tender process.
9. **Tender drop** : By 3:00 PM on 29 December 2025 at Prime Tower (Ground Floor, Central Dispatch), Plot 8 & 35 Airport Road, Nikunja-2.
10. **Point of Contact** :
- Creative Point** : Qoushik Ahmed, Email: qoushik@primenow.ai, Cell: +880 179586 0884.
RFP Process : Partha Sarathi Bairagi, Email: pb061605@primebank.com.bd, Cell: 01730-781194.



Head of Facility Management Division

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