**Ref: BRACBANK/Proc/RFQ/Y25/348, 2000002982**

**Dated: 13th October 2025**

**Subject: Request for Quotation (RFQ) for Digital and Traditional Media Buying & Query Management Agency for BRAC Bank PLC.**

**Dear Sir:**

BRAC Bank PLC invites commercial proposals for the requirement mentioned in the RFQ from reputed Companies having experiences in Telco & Banking and related sectors.

Please check following attached files for detailed scope and instruction for your response

1. Annexure 1: Instruction to bidder
2. Annexure 2: Scope of Works
3. Annexure 3: Documents required for submission

Submission of above-mentioned documents has got direct bearing on the technical scoring of the bidder. Hence utmost care in preparing the bid documents from bidder end is expected.

**GENERAL TERMS AND CONDITIONS:**

1. **Purchaser’s Right:** The Purchaser reserves the right to accept/ cancel/ reject any or all offer without assigning any reason. The Purchaser is not obliged to purchase the lowest offer or any offer at all. The Purchaser reserves the right to share the Bidder’s response to this RFQ with its advisors and Purchaser Business Units. Purchaser reserves the right to: conduct negotiations with one or more Bidder and/ or accept the Bid without any negotiations.
2. **Technical Bid Submission/ Closing Date:** The bidder must submit their technical bid to the Fusion Link **https://eega.fa.ap1.oraclecloud.com/** **by** **3:00pm of 27th October 2025 (Bangladesh Standard Time).** The Purchaser reserves the right to reject any Offer submitted after the Closing Date. The Purchaser reserves the right to change the Time schedule at any time. We will share another fusion link for financial submission.
3. **Quotation Validity:** The Quotation shall be valid for **minimum 120 calendar days** from the Quotation submission/ closing date.
4. Manipulation or any kind of unusual approach or failure to submit the proposal/offer within stipulated time frame will be treated as “Disqualification” to attend in the bidding.
5. **Point of Contact:**

**Commercial Issues:**

**Abu Jafar Al Mamun** [**abujafaralmamun.30936@bracbank.com**](mailto:abujafaralmamun.30936@bracbank.com)**, 01711296184**

**Techno-Functional related issue:**

**Mirza Md. Aushaful Haque** [**mirzamdaushaful.haque@bracbank.com**](mailto:mirzamdaushaful.haque@bracbank.com) **–** **01711084488 or**

**Minhaj Uddin Ahmed** [**minhajuddin.ahmed@bracbank.com**](mailto:minhajuddin.ahmed@bracbank.com) **01709630240**

1. If procurement committee deems that the existing outcome of a particular Open tender is not suitable/viable/feasible/lucrative enough to meet BBL standard and expectation, the particular bid may be negotiated with most suitable vendor(s) or may be floated again as re-tender to allow participation that may ensure submission of better technical and commercial proposals to suit BBL need/expectation the best.
2. In case a willing participant does not have Fusion ID or is not enlisted, they are requested to express their interest to participate by mailing the following documents to [**abujafaralmamun.30936@bracbank.com**](mailto:abujafaralmamun.30936@bracbank.com); by 05:00 PM, 20 Oct 2025 by email: (Mail size Should not exceed 05 MB)
   1. Trade License/Certificate of Incorporation
   2. TIN Certificate
   3. BIN Certificate
   4. Bank Solvency/Bank Statement
   5. Company profile
   6. Contact person’s Name, Mobile no, Email Address

**COMMERCIAL TERMS AND CONDITIONS:**

1. **Price and VAT and Tax:** The quoted price must include applicable withholding Tax and VAT.
2. **Delivery Place:** The Bidder will deliver the product as per instruction mentioned in PO, on the Agreed Date of Delivery.
3. **Liquidated Damages for Delay:** The Bidder has to complete the entire work within the stipulated period as mentioned in clause no 2, in failure 5% of total contract value will be deducted for each Week delay but Penalty will be considered pro-rata basis. Bank will not consider any delay in delivery unless due to force majeure.
4. **Payment Terms:** Payment will be made after successful completion of delivery of ordered product) & upon submission of the bill with work order & original challan which is duly signed by authorized personnel of BRAC Bank Limited (Authorised Person’s Sign, Name, PIN & Seal, if available). Payment will be made through Bank Account only. BBL will deduct all applicable withholding income Tax and VAT from the invoice at the time of payment as per Government Rules.
5. Bank Reserves right to conduct 2nd round of bid if deemed necessary.
6. After completion of Bid, BRAC Bank may ask the bidders to provide product sample. BBL marketing team hold the authority to approve/reject sample provided by the bidders
7. BRAC Bank Limited reserves the right to call in the bill of Entry for availing applicable adjustment in the VAT or ATV at import stage.

**EVALUATION CRITERIA: 0/ Two Stage Techno-Commercial Evaluation**

**Guidelines on Fusion Participation Contingencies**

Dear Participants

Please see below precautionary guidelines regarding submission of bid through Fusion Portal:

1. Please ensure that your Internet connection is stable and fast.
2. Please log in the Fusion portal 30-60 minutes before the auction to confirm that you can log in successfully. In case of any issues, please mail to procurement concerned person immediately.
3. You are also advised to keep an alternative device (phone/laptop, etc.) in case there is any issue with your current device
4. In case of any browser issue, you are suggested to restart the browser (and PC, if needed) or clear cache memory of browser. In case the issue remains, please mail to procurement concerned person immediately.
5. For any technical difficulty or issue, please take a screenshot and mail to Procurement concerned before the bidding is over. No verbal request, mail without proof (screenshot) or communication after bidding is over may not be taken under consideration.
6. In case of technical difficulty that prevents one or more bidders from participating successfully, the bid may be cancelled and held at a later time. However, any technical difficulty, issues, lack of understanding, etc., arising from bidder’s end shall not be entertained.

We look forward to your successful participation in the Bid.

Regards

Procurement Department

General Services Division

BRAC Bank PLC.

**ফিউশন বিডিং অংশগ্রহণ ও ত্রুটি সংক্রান্ত যোগাযোগ নীতিমালা**

১. বিকল্প ইন্টারনেট সংযোগ (ব্রডব্যান্ড / মোবাইল ডেটা) দিয়ে নিরবিচ্ছিন্ন ইন্টারনেট সংযোগ নিশ্চিত করতে হবে

২. নিজ কোম্পানির সর্বনিম্ন মূল্যের প্রস্তাবটি সিস্টেমে সর্বাগ্রে প্রদান করার পরামর্শ দেওয়া হল।

৩. যে কোনও প্রযুক্তিগত ত্রুটির মুখোমুখি হলে অবশ্যই সেটির স্ক্রিনশট গ্রহণ করে ততক্ষণিক ভাবে ব্যাঙ্কের প্রকিউরমেন্ট ডিপার্মেন্টের কাছে ইমেইল ​করতে হবে। উল্লেখ্য, স্ক্রিনশট ব্যাতিত কোন অভিযোগ আমলে নেয়া হবেনা। বিড এর জন্য বরাদ্দ নির্দিষ্ট সময়সীমা শেষ হওয়ার কোন অভিযোগ গ্রহণযোগ্য না।

৪. যদি উল্লেখিত ত্রুটি / প্রযুক্তিগত সমস্যাগুলির যথার্থতা ব্যাঙ্কের আইটি ডিপার্মেন্ট দ্বারা যাচাইপুর্বক নিশ্চিত করা না যায়, তবে সেগুলো গ্রহনযোগ্য হবে না।

৫. দরদাতা যদি বিড চলাকালীন পুরো সময় ধরে অংশগ্রহন অব্যাহত রাখতে ব্যর্থ হয় তবে বিড চলাকালীন সময়ে উক্ত দরদাতা কর্তৃক প্রদত্ত সর্বশেষ অফারটিকে বিবেচনায় নেওয়া হবে।

৬. যদি দুইয়ের অধিক অংশগ্রহনকারী দরদাতাদের একই রকম প্রযুক্তিগত অসুবিধার অভিযোগ উত্থাপন না করেন, তবে ব্যাংক কর্তৃপক্ষ এ সঙ্ক্রান্ত অভিযোগ / প্রতিবেদনগুলি উপেক্ষা বা গ্রহণ করার বিবেচনা সংরক্ষণ করেন।

৭. অংশগ্রহণকারীদের নিজস্ব কম্পিউটার কিংবা ইন্টারনেট সংযোগের প্রযুক্তিগত সমস্যার কারণে বা ম্যানুয়ালটিকে সঠিকভাবে অনুসরণ না করার কারণে যে কোন সমস্যার সম্মুখীন হলে তা বিবেচনায় নেওয়া হবে না।

আপনাদের সার্থক অংশগ্রহণ কামনা করছি।

ধন্যবাদান্তে

প্রকিউরমেন্ট ডিপার্ট্মেন্ট

জেনারেল সার্ভিস ডিভিশন

ব্রাক ব্যাংক লিঃ

**[To be printed on vendor’s letterhead]**

**Supplier’s Relationship Declaration Form**

Date:

**BRAC Bank Limited**

Anik Tower (1st Floor), 220/B, Tejgaon I/A

Tejgaon Gulshan Link Road,

Dhaka-1208

Bangladesh

Attention :

RFQ Title :

RFQ Ref. No. :

1. Please state if the <……………………………………… > has any relationship to BRAC Bank Limited (BBL) employees. The list must, as a minimum, include the following persons in your company:

* Major shareholder(s) or owner(s) of the company.
* Member(s) of the management team.
* Other person(s) involved in answering this RFQ.
* Other key person(s).

□ **YES**  □ **NO** (In such case skip section 2)

1. Relationships that must be described should, as a Minimum, cover the following:

* Family and relatives.
* Friends.
* Business partners in outside company.
* BBL employees who have an ownership in your company.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name of Supplier’s Employee(s)** | **Position in Supplier’s Company** | **Name of BBL Employee** | **Position in BBL** | **Type of Relationship** |
|  |  |  |  |  |
|  |  |  |  |  |

The undersigned is authorized to certify on behalf of the entity that all stated information in the above form are true and correct and no important and relevant information has been suppressed. The undersigned acknowledges that the Company at any time may verify the validity the above information.

Signature :

Name of the Signatory :

Title of the Signatory :

Name of the Company :

Date :

E-mail Address :

Phone No. :

*Note: Any company that fails to comply with this requirement, or on purpose withhold any information, may at any time and without further notice be excluded from the ongoing PO/ Contract process and will also risk not having future business with BRAC Bank Limited.*