



**Democratic Socialist Republic of Sri Lanka**  
**Ministry of Tourism & Land**  
**Sri Lanka Tourism Promotion Bureau**

## **INVITATION FOR BIDS (IFB)**

**SELECTION OF AN AGENCY TO EXECUTE A DIGITAL MARKETING CAMPAIGN IN  
THE INDIAN MARKET FOR THE PERIOD OF SIX MONTHS - 2024**  
**Bid No: SLTPB/PROC/NCB/145**

The Chairman, Departmental Procurement Committee of Sri Lanka Tourism, invites sealed bids from reputed and experienced agencies for selection of a Digital Marketing Campaign in the Indian Market For The Period of Six Months - 2024, in coordination with Sri Lanka Tourism Promotion Bureau (SLTPB).

1. The purpose of the proposed Digital Marketing campaign to develop a country-specific Digital Marketing strategy for Indian Market based on content and channel strategy to optimize the digital presence of the destination for a period of Six months.
2. The maximum total contract value over the period of six months will be LKR 200 million for the proposed activity in India, and the required funds shall be allocated by Sri Lanka Tourism Promotion Bureau.
3. Prospective bidders shall comply with the following eligibility criteria ;
  - a. Company duly registered in Sri Lanka as a legal entity
  - b. Minimum of 03 years of experience in Digital Marketing. (Completed campaigns)
  - c. Proven track records in handling minimum of Three (03) International Brands from 2013 to 2023 (Completed Campaigns).
  - d. The Agency should have office/agent/representative/sub agent in India.
4. Bidding will be conducted adopting the National Competitive Bidding Method (NCB) under the National Procurement Guidelines 2006.
5. Interested eligible bidders may obtain further information from the Managing Director of the Sri Lanka Tourism Promotion Bureau after sending a request to **procurement@srilanka.travel** with a copy to **nithinip@srilanka.travel**
6. A complete set of bidding documents in the English Language may be obtained by interested bidders on submission of a written application to the e-mail address below, and upon depositing/online transfer of **Rs.25,000 /= ( Twenty Five Thousand only)** being a non-refundable fee in-favor of the Sri Lanka Tourism Promotion Bureau on or before **07.03.2024** credit of account number 007119985 maintained at Bank of Ceylon, Corporate Branch and email the proof of payment to **nithinip@srilanka.travel** furnishing the under-mentioned information;
  - \* Name of the Agency
  - \* Name of the contact person and the contact details
  - \* Email address of the contact person.
7. The Bidding document could be viewed free of charge by logging in to the web site: <https://www.srilanka.travel/tender-documents> by the interested bidders.
8. A Pre-Bid Meeting in this regard will be held at 10:30 am Sri Lanka Time (GMT + 5.5) on **27.02.2024** at the Board Room, Sri Lanka Institute of Tourism and Hotel Management (Hotel School) No 78, Galle Road, Colombo 03.
9. All bids shall be accompanied by an Unconditional and On Demand Bid Security, which shall be in the form included in the bidding document, issued in favor of Managing Director, Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03 for an amount of Sri Lanka Rupees Two Million (Rs. 2,000,000) valid up to **09.06.2024** issued by an A class Commercial Bank registered in Sri Lanka.
10. Bid submission address is Chairman, Departmental Procurement Committee, Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03. Bids must be delivered to the Procurement Division (Basement), Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03 **at 10.30 a.m on or before 07.03.2024**. Bids will be opened immediately after the bid closing time at the Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03 in presence of the bidder's representatives who choose to attend in person.
11. Late bids will be rejected.
12. Further information on the assignment could be obtained from the Head of Procurement **nithinip@srilanka.travel ; 0112426800 (Ext 117)** during office hours (8.30 a.m.- 4.15 p.m.)
13. Calling for bids or cancellation of calling for bids for this procurement, is carried out at the discretion of the Departmental Procurement of Committee.

**Chairman**  
**Departmental Procurement Committee,**  
**Sri Lanka Tourism Promotion Bureau,**  
**No. 80, Galle Road,**  
**Colombo 03.**