



Procurement of Services

Under Limited International Bidding Method

Invitation for Bids

Procurement of

Appointing Digital Advertising Agency – India

File No: SLTPB/ PROC/ 2026 / S/ 71

Sri Lanka Tourism Promotion Bureau

Section I : Invitation for Bids

Democratic Socialist Republic of Sri Lanka
Ministry of Tourism
Sri Lanka Tourism Promotion Bureau

Invitation for Bids to Appointing Digital Advertising Agency for SLTPB

1. The Chairman, Department Procurement Committee of SLTPB, invites sealed bid proposals from reputed and experienced Digital Advertising Company. The required funds shall be allocated by Sri Lanka Tourism Promotion Bureau.
2. Bidding will be conducted adopting Limited International Bidding Method under National Procurement Guideline 2024 <https://www.treasury.gov.lk/p/procurement-guidelines-and-manuals>
3. Interested eligible bidders may obtain further information from the Managing Director of the Sri Lanka Tourism Promotion Bureau sending a request to procurement@srilanka.travel.
4. **Eligibility Criteria**
 - The agency must be a legally registered entity in India under the Companies Act or relevant statutory regulations and must have been in active operation for the last five (05) years.
 - **Submission of price schedule and proposal**
Bidders shall fully complete all services requested in the price schedules and submission forms. The agency shall submit a completed technical proposal addressing all points mentioned under “**SCOPE OF WORK**” of the bidding document. Campaign duration and termination
 - The agency must have a minimum of three (03) years (01/01/2022 to 31/12/2025) of proven experience in planning , managing and executing integrated 03 nos of digital marketing and digital advertising campaigns in the Indian market. The agency shall have prior experience in execution digital advertising campaigns for tourism travel / international brands, Airlines hospitality or destination marketing organizations.
 - The agency should demonstrate a sound financial standing, evidenced by a minimum annual turnover of INR 200 Million during each of the last two financial years and possess the capability to efficiently manage and administer digital media budgets. Submission of audited financial statements or turnover details for the last two (02) financial years is required.
5. **Campaign Period & Budget**
Campaign Period: Six (06) months (2026/2027)
Budget: INR 20 Million
6. Late bids will be rejected.
7. Bids shall be submitted by courier, register post, hand delivered or deposited at the tender box (can be used any method) at the **High Commission of Socialist Republic of Sri Lanka, No 27, Kautilya Marg, Chanakyapuri, New Delhi – 110021** on **20th August 2026 at 11.30 am (India time)** Bids will be opened immediately after the bid closing time at the above address in presence of the bidder’s representatives who choose to attend in person.

Chairman,
Department Procurement Committee,
Sri Lanka Tourism Promotion Bureau,
No 35 D.R Wijewardana Mawatha,
Colombo 10

Section II - Instructions to Bidders (ITB)

ITB shall be read in conjunction with the section III -Bidding Data Sheet (BDS)

A: General	
1. Scope of Bid	1 The Purchaser named in the Data Sheet invites you to submit a bid for the supply of Goods as specified in Section III Schedule of Requirements. Upon receipt of this invitation, you are requested to acknowledge the receipt of this invitation and your intention to submit bid. The Purchaser may not consider you for inviting bid in the future, if you failed to acknowledge the receipt of this invitation or not submitting a bid after expressing the intention as above.
B: Contents of Documents	
2. Contents of Documents	2.1 The documents consist of the Sections indicated below. • Section I. Invitation for Bid • Section II. Instructions to Bidders (ITB) • Section III. Data Sheet • Section IV. Schedule of Requirements • Section V. Bid Submission form(s) • Section VI . Price Schedule
C: Preparation of Bid	
3. Documents Comprising your Bid	3.1 The Bid shall comprise the following: (a) Bid Submission Form and the Price Schedules; (b) Technical Specifications & Compliance with Specifications
4. Bid Submission Form and Price Schedules	4.1 The vendor shall submit the Bid Submission Form using the form furnished in Section V. This form must be completed without any alterations to its format, and no substitutes shall be accepted. All blank spaces shall be filled in with the information requested. 4.2 Alternative offers shall not be considered. The vendors are advised not to quote different options for the same item but furnish the most competitive among the options available to the bidder.
5. Prices and Discounts	5.1 Unless specifically stated in Data Sheet, all items must be priced separately in the Price Schedules. 5.2 The price to be quoted in the Bid Submission Form shall be the total price of the bid, including any discounts offered.

	5.3 The applicable VAT shall be indicated separately. 5.4 Prices quoted by the vendor shall be fixed during the vendor's performance of the Contract and not subject to variation on any account. A bid submitted with an adjustable price shall be treated as non-responsive and may be rejected.
6. Currency	6.1 The vendors shall quote only in Sri Lanka Rupees.
7. Documents to establish the Conformity of the Goods	7.1 The vendor shall furnish as part of its bid the documentary evidence that the Goods conform to the technical specifications and standards specified in Section IV, "Technical Specifications & Compliance with Specifications". 7.2 The documentary evidence may be in the form of literature, drawings or data, and shall consist of a detailed item by item description of the essential technical and performance characteristics of the Goods, demonstrating substantial responsiveness of the Goods to the technical specifications, and if applicable, a statement of deviations and exceptions to the provisions of the Technical Specifications given. 7.3 If stated in the Data Sheet the vendor shall submit a certificate from the manufacturer to demonstrate that it has been duly authorized by the manufacturer or producer of the Goods or service to supply these Goods in Sri Lanka.
8. Period of Validity of Bid	8.1 Bid shall remain valid for the period specified in the Bidding Data. 8.2 In exceptional circumstances, the Employer may request that the bidders extend the period of validity for a specified additional period. The request and the bidders' responses shall be made in writing. A Bidder may refuse the request without forfeiting the Bid Security or execution of its Bid Securing Declaration. A Bidder agreeing to the request shall not be required or permitted to modify it.
9. Format and Signing of Bid	a. The bid shall be typed or written in indelible ink and shall be signed by a person duly authorized to sign on behalf of the vendor.
D: Submission and Opening of Bid	
10. Submission of Bid	10.1 Vendors may submit their bid by mail or by hand in sealed envelopes addressed to the Purchaser bear the specific identification of the contract number. 10.2 If the bid is not sealed and marked as required, the Purchaser will assume no responsibility for the misplacement or premature opening of the bid.

11. Deadline for Submission of Bid	a. Bid must be received by the Purchaser at the address set out in Section II, "Data Sheet", and no later than the date and time as specified in the Data Sheet.
12. Late Bid	12.1 The Purchaser shall reject any bid that arrives after the deadline for submission of bids, in accordance with ITB Clause 11.1 above

13. Opening of Bids	13.1 The Purchaser shall conduct the opening of bid in public at the address, date and time specified in the Data Sheet. 13.2 A representative of the bidders may be present and mark its attendance.
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E: Evaluation and Comparison of Bid

14. Clarifications	14.1 To assist in the examination, evaluation and comparison of the bids, the Purchaser may, at its discretion, ask any vendor for a clarification of its bid. Any clarification submitted by a vendor in respect to its bid which is not in response to a request by the Purchaser shall not be considered. 14.2 The Purchaser's request for clarification and the response shall be in writing.
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15. Responsiveness of Bid	15.1 The Purchaser will determine the responsiveness of the bid to the documents based on the contents of the bid received. 15.2 If a bid is evaluated as not substantially responsive to the documents issued; it may be rejected by the Purchaser.
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16. Evaluation of bid	16.1 The Purchaser shall evaluate each bid that has been determined, to be substantially responsive. 16.2 To evaluate a bid, the Purchaser may consider the following: (a) the Price as quoted; (b) price adjustment for correction of arithmetical errors; (a) price adjustment due to discounts offered. 16.3 The Purchaser's evaluation of a bid may require the consideration of other factors, in addition to the Price quoted if stated in Section II, Data Sheet. These factors may be related to the characteristics, performance, and terms and conditions of purchase of the Goods.
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17. Purchaser's Right to Accept any Bid, and to Reject any or all bids	17.1 The Purchaser reserves the right to accept or reject any bid, and to annul the process and reject all bids at any time prior to Acceptance, without thereby incurring any liability to bidders.
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F: Award of Contract	
18. Acceptance of the bid	18.1 The Purchaser will accept the bid of the vendor whose Offer has been determined to be the lowest evaluated bid and is substantially responsive to the documents issued.
19. Notification of acceptance	19.1 Prior to the expiration of the period of validity of bid, the Purchaser will notify the successful vendor, in writing, that its Bid has been accepted.
20. Performance Security	If requested in the Bidding Data, within 14 days after receipt of the Letter of Acceptance, the successful Bidder shall deliver to the Employer a Performance Security in the amount and in the form (Bank Guarantee and/or Performance Bond) stipulated in the Bidding Data, denominated in the type and proportions of currencies in the Letter of Acceptance and in accordance with the Conditions of Contract.

Section III: Bidding Data Sheet

The following specific data for the services to be procured shall complement supplement, or Amend the provisions in the Instruction to Bidder (ITB) whenever there is a conflict, the provisions herein shall prevail over those in ITB.

ITB Clause Reference	
1.1	The Purchaser is: Sri Lanka Tourism Promotion Bureau No 35 D.R Wijewardana Mawatha, Colombo 10, Sri Lanka
1.1	Name of the contract Appointing an Agency Digital Advertising Campaign in India
1.1	Identification No of the Contract - SLTPB/PROC/2026/S/71
2.1	The documents consist of the Sections indicated below. • Section I. Invitation for Bids • Section II. Instructions to Bidders (ITB) • Section III. Bidding Data Sheet • Section IV. Form of bid • Section V. Schedule of Requirement • Section VI. Price Schedule • Section VII. Submission form 01 to 08 • Section VIII. General Condition • Section IX: Contract Data Annexure A - Format for Bid Security Declaration Annexure B - Performance Bank Guarantee Annexure C - Advance Bank Guarantee for Advance Payment
6.1	The Bidders shall quote only in INR
7.3	Manufacture's Authorization is not relevant.
8.1	Bid Valid 77days from bid opening date
10.2	Bids shall be submitted in one original and one duplicate. The Original and the duplicate should be sealed in two separate envelopes and " Appointing an Agency for Digital Adverting Campaign in India " on the top left-hand corner of the envelope. Both envelops shall together be enclosed in one envelope and enclosed Contract No and Contract Name on the top left-hand corner.
11.1	Address for submission of Bid Bids shall be Addressed to Chairman, Department Procurement committee Sri Lanka Tourism Promotion Bureau No 35 D.R Wijewardana Mawatha, Colombo 10 Sri Lanka And

	Bid shall be submitted by courier, hand deliver , registered post or deposited of the tender box at, High Commission of Socialist Republic of Sri Lanka, No :27,Kautilya Marg, Chanakyapuri, New Delhi – 110021																				
13.1	The bid shall be opened at the following address: High Commission of Socialist Republic of Sri Lanka, No :27, Kautilya Marg, Chanakyapuri, New Delhi – 110021 Deadline for submission of bid is on 20th August 2026 at 11.30 am (Indian time) and the Bids will be opened immediately after the bid closing time at the above address.																				
14.1	Interested eligible bidders may obtain further information from the Managing Director of the Sri Lanka Tourism Promotion Bureau sending a request to procurement@srilanka.travel prior to twenty (20) days of closing date.																				
16	In addition to section 16.1,16.2 and 16.3 in SOR, following Evaluation criteria will be considered to select the bidder. Evaluation Criteria <table><tr><th>S/N</th><th>Evaluation Criteria</th><th>Maximum Points</th><th>Minimum Points</th></tr><tr><td>1</td><td>Experience in similar assignments - (Refer Schedule)</td><td>25</td><td>15</td></tr><tr><td>2</td><td>Paid Media (KPI Targets)</td><td>60</td><td>36</td></tr><tr><td>3</td><td>Financial Capability</td><td>15</td><td>09</td></tr><tr><td></td><td>Total</td><td>100</td><td>60</td></tr></table>	S/N	Evaluation Criteria	Maximum Points	Minimum Points	1	Experience in similar assignments - (Refer Schedule)	25	15	2	Paid Media (KPI Targets)	60	36	3	Financial Capability	15	09		Total	100	60
S/N	Evaluation Criteria	Maximum Points	Minimum Points																		
1	Experience in similar assignments - (Refer Schedule)	25	15																		
2	Paid Media (KPI Targets)	60	36																		
3	Financial Capability	15	09																		
	Total	100	60																		
16.3	The bidder shall submit the following additional documents Copy of Business registration (Evidence to prove company registered as a legal entity) All Submission Forms Annexure 1 - The Bid Security Declaration																				
20	The amount of Performance Security shall be 5% of the contract price that should be submitted in the specified format in the Annex B Performance Bank Guarantee (Unconditional and on demand) issued by a bank based in India , backed by a commercial bank operating in Sri Lanka and approved by the Central Bank of Sri Lanka																				

Section IV

BID SUBMISSION FORM

[The Vendor shall fill in this Form in accordance with the instructions indicated.

No alterations to its format shall be permitted and no substitutions will be accepted.]

[The bidder shall fill in this Form and it is compulsory to submit with signature.]

[date]

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

Having examined the bidding documents, we offer to provide the Services for **“Appointing an Agency for Digital Campaign in India 2026/2027”** bearing Bid Number: SLTPB/PROC/2026/S/71 in accordance with the Conditions of Contract, Employer’s Requirements, drawings and Price Schedule accompanying this Bid for the Contract Price of **INR**
(words) (INR.....) (figure) or any other sum derived in accordance with the said documents.

This Bid and your written acceptance of it shall constitute a binding Contract between us. We understand that you are not bound to accept the lowest or any Bid you receive.

We hereby confirm that this Bid complies with the Bid validity required by the bidding documents and specified in the Bidding Data.

	Authorized Signature	
	Name of Signatory	
	Title of Signatory	
	Name of Bidder	
	Address of the Bidder	

Section V

SCHEDULE OF REQUIREMENTS (SOR)

SRI LANKA TOURISM PROMOTION BUREAU (SLTPB) TO EXECUTE A DIGITAL ADVERTISING CAMPAIGN IN INDIA – 2026

1. Background & Rationale

India has emerged as one of the fastest-growing outbound travel markets globally, driven by a rapidly expanding middle class, increased air connectivity, high mobile penetration, and strong digital consumption habits. Indian travelers increasingly rely on digital platforms such as search engines, social media, video streaming services, and travel-related websites when researching, planning, and booking their holidays.

In this context, executing a structured digital advertising campaign over six months is essential to build sustained visibility, brand recall, and destination preference within the Indian market. Unlike short-term promotional bursts, a six-month digital campaign allows for continuous engagement with target audiences across different stages of the travel decision-making journey, from inspiration and consideration to conversion.

The extended campaign duration also enables optimization through data-driven insights, allowing creative content, audience targeting, and media placements to be refined based on performance metrics. Seasonal travel trends, festival periods, school holidays, and long weekends in India can be strategically leveraged during the campaign period to maximize reach and impact.

Furthermore, a sustained digital presence strengthens the destination's competitive positioning against other regional and global destinations actively marketing in India. By utilizing a mix of high-impact digital formats including display, video, social media, and search-based advertising the campaign aims to effectively communicate key destination experiences, enhance consumer engagement, and stimulate travel demand from India over the medium term.

2. Campaign Objectives

- To significantly increase awareness and visibility of the destination/brand across key Indian source markets through sustained digital presence over six months.
- To position the destination as a preferred, safe, and value-for-money travel choice for Indian travelers by highlighting unique experiences, culture, nature, wellness, and hospitality.
- To effectively reach and engage priority Indian market segments, including leisure travelers, honeymooners, families, millennials, luxury travelers, and MICE travelers, using data-driven targeting.
- To influence potential travelers during the planning and decision-making stages by delivering compelling, inspirational, and informative content that encourages destination consideration.
- To generate meaningful engagement through digital platforms by increasing website visits, video views, social media interactions, and content consumption from Indian audiences.
- To complement ongoing travel trade, airline, and tour operator promotions in India by creating demand-led digital visibility and reinforcing conversion opportunities.
- To maintain consistent and uninterrupted visibility in the Indian market over six months, ensuring brand recall and competitive advantage against other regional destinations.

- To continuously monitor campaign performance and optimize creative, audiences, and media placements based on analytics and market insights to maximize return on investment (ROI).
- To effectively utilize high-impact digital platforms such as social media, search engines, video networks, display advertising, and mobile platforms popular among Indian consumers.
- To achieve clearly defined key performance indicators (KPIs), including reach, impressions, engagement rate, click-through rate (CTR), cost efficiency, and audience growth within the six months

3. Target Audience

4.1 Primary Target Audience

Indian Outbound Travelers

- Urban and semi-urban residents of **Tier 1 and Tier 2 cities**, including (but not limited to) Mumbai, Delhi NCR, Bengaluru, Chennai, Hyderabad, Kolkata, Pune, Ahmedabad, Kochi and Coimbatore
- **Age group:** 25–55 years
- **Income level:** Upper-middle to high income households with discretionary spending power
- **Travel profile:**
 - Leisure travelers
 - Honeymooners and couples
 - Family holidaymakers
 - Young professionals seeking experiential travel
- **Digital behavior:**
 - Active users of social media platforms, search engines, online travel portals, and video streaming platforms
 - Research-driven travelers who plan trips online and respond to digital advertising and influencer content

4.2 Secondary Target Audience

Travel Trade and Tourism Influencers

- Indian travel agents, tour operators, and online travel platforms
- Travel bloggers, vloggers, content creators, and digital influencers with strong reach among Indian outbound travelers
- Media professionals and travel journalists active on digital platforms

4.3 Niche and Emerging Segments

- **Luxury and premium travelers** seeking upscale accommodation, wellness, and curated experiences
- **Adventure and experiential travelers** interested in nature, culture, cuisine, and soft adventure
- **MICE travelers**, including corporate planners and incentive travel organizers
- **Millennials and Gen Z travelers** influenced by short-form video, social media storytelling, and peer recommendations

4.4 Geographic Focus

- Primary focus on high outbound travel-generating markets across **India**, with enhanced targeting in metropolitan cities and fast-growing outbound hubs
- Audience targeting will be optimized based on campaign performance data during the six months

4.5. Behavioral and Interest-Based Targeting

- Users actively searching for international travel, holiday packages, visas, flights, hotels, and destination inspiration
- Audiences engaging with travel-related content, promotions, seasonal travel offers, and destination discovery campaigns

4. Product Segmentation:

5.1 Geographic Segmentation

Primary Metro Markets (Tier 1 Cities)

- Mumbai
- New Delhi
- Bengaluru
- Chennai
- Hyderabad
- Kolkata

Emerging Tier 2 Markets

- Ahmedabad
- Pune
- Chandigarh
- Lucknow
- Jaipur
- Kochi

Rationale:

Metro cities generate high outbound travel traffic, while Tier 2 cities are fast-growing markets with increasing disposable income and international travel interest.

5.2 Demographic Segmentation

Age Groups

- 25–40 years: Young professionals & couples
- 30–50 years: Family travelers
- 50+ years: Leisure & spiritual travelers

Income Level

- Upper-middle class
- Affluent / High Net-Worth Individuals (HNIs)

Occupation:

- Corporate professionals
- Entrepreneurs / Business owners
- IT & service sector employees
- Newly married couples

(must prioritize financially capable, travel-ready audiences)

Family Status

- Newly married couples (honeymoon segment)
- Families with children
- Empty nesters

5.3 Psychographic Segmentation

Lifestyle Categories

- Luxury seekers
- Adventure enthusiasts
- Wellness & Ayurveda travelers
- Cultural & heritage explorers
- Wildlife & nature lovers
- Beach holiday seekers

Travel Motivation

- Short-haul international getaway
- Destination weddings
- Spiritual retreats
- Experiential travel

5.4 Behavioral Segmentation

Travel Frequency

- Frequent international travelers
- First-time outbound travelers

Booking Behaviour

- OTA users (MakeMyTrip, Yatra, etc.)
- Direct booking travelers
- Last-minute planners

Digital Behaviour

- Active social media users (Instagram, YouTube, Facebook)
- Travel content consumers
- Influenced by travel bloggers & influencers

5.5 Interest-Based Segmentation (Digital Targeting)

- International holiday packages
- Beach destinations
- Romantic getaways
- Wildlife safaris
- Luxury resorts
- Ayurveda & wellness
- Cultural festivals

5.6 Special Niche Segments

- Destination wedding planners
- MICE travelers (Meetings, Incentives, Conferences, Exhibitions)
- Film tourism segment
- Spiritual tourism groups

5.7 Seasonal / Occasion-Based Segmentation

- Indian long weekends
- Summer holidays (April–June)
- Festive travel (Diwali, Dussehra)
- Wedding & honeymoon season (Nov–Feb)

6. Scope of Work

- **Total Campaign Budget:** LKR INR 20 Million including all applicable taxes.

The appointed social media agency will be responsible for planning, creating, executing, and managing all digital marketing and social media activities under the Six-Month Digital Marketing Campaign to significantly increase awareness and visibility of the destination/brand across key Indian source markets. The agency must ensure fast, accurate, and visually compelling communication across SLTPB's dedicated social media channels and aligned digital platforms.

The proposed budget allocation

Description	Cost breakdown
Execute a short-term digital advertising campaign via social media	LKR 75,000,000.00 (INR 20 Mn)
Paid Advertising	80% of the digital budget
Agency management fee ,microsite development and reporting	20% of the digital budget

6.1 Content for the campaign:

- Master video, cut down version of the master video, the static post requirements will be provided by the SLTPB (the production agency of SLTPB) Refer Annexure 01
- The other product/experience/locations, short videos will be provided by the production agency based on the requirements of the selected agency.

6.1.1 Campaign Microsite Development

The selected agency shall be responsible for the design, development, and deployment of a dedicated campaign microsite, which shall function as the official campaign landing page for the digital advertising initiative.

All core content to be featured on the microsite shall be provided by the Sri Lanka Tourism Promotion Bureau (SLTPB). This will include, but not be limited to, market-preferred Sri Lankan tourism destinations, attractions, experiential content, and a curated list of tour operators and hoteliers with dedicated promotional content.

The selected agency shall undertake the complete development of the microsite, including user experience (UX) and user interface (UI) design, technical development, testing, and deployment. The scope shall also include domain name registration and web hosting for the duration of the respective campaign period, ensuring optimal performance, accessibility, and security throughout the campaign lifecycle.

Website traffic to the campaign microsite/landing page shall be considered a key performance indicator (KPI) for evaluating microsite performance and campaign conversions."

6.2 Campaign Strategy & Planning

- Develop a comprehensive six-month digital campaign strategy aligned with SLTPB's objectives.
- Propose a content roadmap covering key themes: Gastronomy, Festivals, Weddings & Honeymoons, Wildlife & Adventure, Ramayana Trail, Film locations, Authentic Experiences, Luxury Properties, Nightlife, etc.
- Identify platform-specific tactics for the Indian market.
- Present a detailed media plan with proposed budgets, targeting parameters, and expected outcomes.
- Recommend digital channels and platforms (e.g., Google Ads, Meta Ads, YouTube, LinkedIn).
- Perform market research and competitor analysis within India
- Define campaign objectives, KPIs (e.g., impressions, clicks, CTR, conversions, ROAS).
- Identify target audience segments (demographics, geography, interests, behavior, travel intent, etc.)

6.3 Digital Activation:

The agency is expected to plan, execute, and optimize the digital activation targeting the Indian market. Identifying and collaborating with influencers, travel creators and micro-influencers of Indian market should be effective.

6.3.1 Paid Media and Digital Advertising

- Plan, execute and optimize paid digital campaign – Indian Market.
- Use platform-specific ads such as:
 - Meta Ads (Facebook, Instagram)
 - YouTube TrueView and Short Ads
 - Google Display and Search Ads

Provide ongoing optimization to maximize reach, engagement, and website conversions.

6.3.3 Media Strategy & agency fee

The agency has to present the media strategy that will be implemented by the agency. The agency fee could be quoted under this component.

6.4 Content Creation and Creative Development

- Produce high-quality content tailored for the Indian audience, including:
 - Static posts and graphics
 - Short-form videos and reels
- Ensure all materials align with SLTPB brand guidelines.
- Design ad creative (banners, videos, social media posts, display ads).
- Write ad copy tailored to each platform.
- Optimize creative for different device formats and placements.

7 Payment for the deliverables

Option 01

- No Advance Payment included; Monthly payments will be made on an actual basis based on the delivery of the pre-agreed deliverables/KPIs.
- Proper reporting should be submitted by the agency on timely manner.
- Proportionate payment deductions will be applied for the non-performed campaign deliverables

Option 02

S/N	Activity	Payment Structure	Time Period
13.1	Advance Payment	20%	– Mobilization advance of 20% of the contract amount will be paid after signing the agreement, based on submission of an advance payment guarantee – Advance payment will be recovered within the first three months of the period.
13.2	Payments on progress	80%	– Monthly payments will be made on an actual basis based on the delivery of the pre-agreed deliverables. – Proportionate payment deductions will be applied for the non-performed campaign deliverables.

Remark:

- Original invoice addressed to The High Commissioner, High Commission of Sri Lanka, **27, Kautilya Marg, Chanakyapuri, New Delhi - 110 021**, giving a breakdown of expenses as per the price schedule. The original invoice should be manually signed & stamped by the authorized person, or a system-generated invoice certified as a “system-generated invoice.”
- All social media ad placements will be on a net basis, with no commission payable to the agency. The agency shall submit all relevant documentation/communication to SLTPB for settlement of ad purchases.
- All bidders shall strictly adhere to the above percentage-based budget allocations when submitting proposals.
- The total bid price will not be considered in the final evaluation. However, any bidder whose quoted total exceeds the allocated budget of LKR 75 million (INR 20 Million) shall be deemed non-responsive and disqualified.
- The selected bidder shall submit their payment account details together with a confirmation letter issued by the relevant bank.

8. Marking Criteria

		Maximum marks	Minimum marks
1	Past Experience	25	15
2	Paid media (KPI targets)	60	36
3	Audited financial statements	15	09
	Total	100	60

Bidder shall secure minimum of 60 marks overall and for each respective criteria shall secure minimum marks individually

9. Coordination, compliance, monitoring and reporting

- The selected agency shall be responsible for managing and responding to all inquiries and messages received through the social media channels activated under this campaign
- Provide timely, professional, and accurate responses to all queries. Reach out to the nominated SLTPB officer for any clarification required to provide correct information.
- Work closely with SLTPB teams to ensure content accuracy and quick approval cycles.
- Maintain data confidentiality and adhere to SLTPB policies, branding standards, and legal requirements.
- The selected agency shall provide SLTPB and the nominated officer with real-time access to all digital advertising platforms used in the campaign (Ex: Meta, YouTube, Google). This access must allow viewing of campaign setups, budgets, targeting, performance metrics, and optimizations. The agency shall also provide a real-time campaign performance dashboard for SLTPB to update internal and external stakeholders. Any major changes to campaign settings, budgets, or targeting must be communicated to SLTPB in advance. The selected agency shall provide SLTPB with full real-time access to all paid digital advertising platforms used for the campaign, including but not limited to Meta Ads (Facebook and Instagram), YouTube TrueView and Shorts Ads, Google Display, etc. (where applicable).
- The agency must grant analyst-level access to the SLTPB-nominated officer, enabling the officer to independently monitor:
 - Campaign structures and ad setups
 - Budget allocations and spending patterns
 - Targeting parameters
 - Performance metrics and analytics

Delivery status and optimization activities. This nominated SLTPB member should be able to view all dashboards without requiring agency mediation. The agency is also required to notify SLTPB in advance of any major changes made to campaign settings, targeting, budgets, or creative.
- Submit a monthly report to SLTPB summarizing the inquiries received, response timelines, actions taken, and any follow-up required.
- **KPI achievement report should be submitted monthly. The achievement against the target should be comparatively presented.**
- Submit a final comprehensive campaign report including:
 - Campaign objectives & KPIs
 - Key achievements & ROI of the campaign
 - Market-level impact
 - Booking trend insights of the Indian market
 - Social media usage trends of Indian travellers
 - Recommendations for sustained marketing

- Challenges & learnings
- Use industry-standard analytics tools to measure digital footprint and sentiment.

10. Copyright of the content development

Intellectual property remains vested with SLTPB once the payment is made for the respective material (creative, artwork, video, banners, fliers, autographs, gifs, animations, etc.) developed by the Agency for SLTPB. The agency shall provide the material along with the raw images, raw rushes, written content, etc. with a copyright Assignment provided as follows:

- If the agency purchases images or video clips from third parties, the universal usage rights shall be submitted with an assignment note obtained from the original owner of the content on behalf of SLTPB.
- SLTPB shall be deemed to be the sole owner (exclusive rights) of any material provided by SLTPB and the Material produced during the course of the contract by the Agency shall intern be confirmed by a copyright Assignment as the case may be.

Section VI

Price Schedule 01

The bidders are expected to fill the KPI targets for six (6) months where applicable. You may mark “N/A” where necessary.

Month 01 to 06

S/ N	Media Channel	KPI Targets						
		Est video Views	Est. clicks	Est. Impressi ons	Est. Engage ment	Est. Reach	Est. Website clicks	Cost in INR
1	Facebook							
2	Instagram							
3	YouTube							
4	Google							
	Total cost							

Remark: The comprehensive Media Strategy should be attached as an annex: 6.2

MASTER PRICE SCHEDULE

	Cost item	Cost (INR)
1	Price Schedule - Paid Media KPI Target	
2	Agency Management Fee , Microsite Development and Reporting	
Total before VAT		
VAT		
Grand Total		

Payment Terms (Please mark √ the following options)

Option 01 ☐

Option 02 ☐

Section VII

SUBMISSION FORMS 01 – GENERAL

Company profile

Name of the Company (as per the Business registration)	
Head office address of the company	
Contact numbers of the company (Land)	
Name of the contact person for this project	
E-mail address of the contact person of the project	
Direct contact number of the contact person	
Tax number of the company	
Business Registration Certificate number of the bidder	
Number of years in Business	
Assisting company (if applicable): Company Name & the Business Registration Certificate number	

Submission form 2 – Past experience of the bidder

- Experience in the field of social media marketing and public relations (relevant contracts undertaken in the recent past 3 years: 2022- 2025)
- The agency shall have conducted at least two (2) social media marketing campaigns focusing on the Indian market related to hospitality / Tourism or destination promotions.
- Priority will be given to submissions of all campaigns related to destination marketing, the hospitality sector, tourism boards, or tourism-related products/services, and airlines.
- The contract value of the previous campaigns should exceed the 60% of the budget of this bid document. (If the contract values can't be disclosed / proof documents with values cannot be submitted due to data protection laws of the country of the bidder, such a legal clause should be quoted in writing with an authorized company signatory.
- The bidder may submit the creative content used for the below-stated campaigns separately on an external drive.

No	Name and Address of the Client	Name & Scope of Work of the Contract	Value of the contract (INR)	Time and duration of the contract (M/Y to M/Y)	Campaign creative (to be submitted separately)
Digital campaigns					
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

Remark: If the bidder wishes to provide more details of the contracts (e.g., portfolio of work), they are free to attach them as appendices.

Bidders are feel free to add any number of contract / past experience up to 10 rows

Submission form 3 – Proposed team & the assigned tasks

The key team members assigned to this project/campaign. A dedicated officer should be assigned for the overall coordination of the campaign, who will liaise with the market officer – Indian market. That person has to liaise with the social media team of SLTPB and the production company as well.

S/ N	Position in the team	Full name of the member	Whether operating full-time or not	Tasks to be performed in the team
1	Account Director			
3	Digital Marketing Specialist			
4	Digital Media Buying Manager			
5	Content Specialist			
6	Senior Executive			

The agency shall attach the curriculum vitae (CV) of each team member mentioned in the above section separately, along with their education and work experience.

Submission Form 4 - Financial Information

Item	2022	2023	2024
Information from the Balance Sheet			
Total Assets			
Total Liabilities			
Current Assets			
Current Liabilities			
Information from the Income Statement			
Turnover			
Profit After Tax			

Remark:

- Proof documents: Provide Audited Annual Accounts stating the year and the above figures.

Section VIII

General Conditions of the Contract

A. General Provisions	
1. Definitions	
1.1	Unless the context otherwise requires, the following terms whenever used in this Contract have the following meanings: (a) “Financial Bid” is the priced and completed list of items of Services to be performed by the Service Provider forming part of his Bid; (d) “Completion Date” means the date of completion of the Services by the Service Provider as certified by the Employer (c) “Contract” means the Contract signed by the Parties, to which these General Conditions of Contract (CC) are attached, together with all the documents listed in Clause 1 of such signed Contract; (d) “Contract Price” means the price to be paid for the performance of the Services, in accordance with Clause 6; (e) “Employer” means the party who employs the Service Provider (f) “Party” means the Employer or the Service Provider, as the case may be, and “Parties” means both of them; (g) “Personnel” means persons hired by the Service Provider as employees and assigned to the performance of the Services or any part thereof; (h) “Service Provider” is a person or corporate body whose Bid to provide the Services has been accepted by the Employer; (i) “Service Provider’s Bid” means the completed bidding document submitted by the Service Provider to the Employer (j) “Employer’s Requirements” means the Employer’s Requirements of the service included in the bidding document submitted by the Service Provider to the Employer (k) “Services” means the work to be performed by the Service Provider pursuant to this Contract, as described in Appendix A; and in the Employer’s Requirements and Schedule of Activities included in the Service Provider’s Bid. (l) “Provisional Sum” means a sum which is specified in the Financial Bid as a Provisional Sum for the execution of any part of the contract as specified under sub Clause 6.5
1.2 Applicable Law	The Contract shall be interpreted in accordance with the laws of the Socialist Democratic Republic of Sri Lanka
1.3 Language	This Contract has been executed in English Language
1.4 Notices	Any notice, request, or consent made pursuant to this Contract shall be in writing and shall be deemed to have been made when delivered in person to an authorized representative of the Party to whom the communication is addressed, or when sent by registered mail, to such Party at the address specified in the Contract Data.

1.5 Location	The Services shall be performed at such locations as are specified in Appendix A, in the Employer's Requirements and, where the location of a particular task is not so specified, at such locations, as the Employer may approve.
1.6 Authorized Representatives	Any action required or permitted to be taken, and any document required or permitted to be executed, under this Contract by the Employer or the Service Provider may be taken or executed by the officials specified in the Contract Data.
B. Commencement, Completion, Modification, and Termination of Contract	
2.1 Effectiveness of Contract	This Contract shall come into effect on the date the Contract is signed by either parties or such other later date as may be stated in the Contract Data.
2.2 Starting Date	The Service Provider shall start carrying out the Services seven (07) days after the date the Contract becomes effective, or at such other date as may be specified in the Contract Data.
2.3 Intended Completion Date	Unless terminated earlier pursuant to Clause 2.6, the Service Provider shall complete the activities by the Intended Completion Date, as is specified in the Contract Data. If the Service Provider does not complete the activities by the Intended Completion Date, it shall be liable to pay liquidated damage as per Sub-Clause 3.8. In this case, the Completion Date will be the date of completion of all activities.
2.5 Force Majeure	
2.5.1 Definition	For the purposes of this Contract, "Force Majeure" means an event which is beyond the reasonable control of a Party and which makes a Party's performance of its obligations under the Contract impossible or so impractical as to be considered impossible under the circumstances.
2.5.2 No Breach of Contract	The failure of a Party to fulfill any of its obligations under the contract shall not be considered to be a breach of, or default under, this Contract insofar as such inability arises from an event of Force Majeure, provided that the Party affected by such an event (a) has taken all reasonable precautions, due care and reasonable alternative measures in order to carry out the terms and conditions of this Contract, and (b) has informed the other Party as soon as possible about the occurrence of such an event.
2.5.3 Extension of Time	Any period within which a Party shall, pursuant to this Contract, complete any action or task, shall be extended for a period equal to the time during which such Party was unable to perform such action as a result of Force Majeure
2.5.4 Payments	During the period of their inability to perform the Services as a result of an event of Force Majeure, the Service Provider shall be entitled to continue to be paid under the terms of this Contract, as well as to be reimbursed for additional costs reasonably and necessarily incurred by them during such period for the purposes of the Services and in reactivating the Service after the end of such period.
2.6 Termination	
2.6.1 By the Employer	The Employer may terminate this Contract, by not less than Fourteen (14) days' written notice of termination to the Service Provider, to be given after

	the occurrence of any of the events specified in paragraphs (a) through (e) of this Clause 2.6.1 and twenty eight (28) days' in the case of the event referred to in (f):
	(a) if the Service Providers do not remedy a failure in the performance of their obligations under the Contract, within thirty (30) days after being notified or within any further period as the Employer may have subsequently approved in writing;
	(b) if the Service Provider become insolvent or bankrupt;
	(c) if, as the result of Force Majeure, the Service Provider/s are unable to perform a material portion of the Services for a period of not less than sixty (60) days; or
	(d) if the Service Provider does not maintain a Performance Security in accordance with Clause 3.9;
	(e) if the Service Provider has delayed the completion of the Services by the number of days for which the maximum amount of liquidated damages can be paid in accordance with Sub-Clause 3.8.1 and the Contract Data.;
	(f) if the Employer, in its sole discretion, decides to terminate this Contract.
2.6.2 By the Service Provider	The Service Provider may terminate this Contract, by not less than thirty (30) days' written notice to the Employer, such notice to be given after the occurrence of any of the events specified in paragraphs (a) and (b) of this Clause 2.6.2:
	(a) if the Employer fails to pay any monies due to the Service Provider pursuant to this Contract and not subject to dispute pursuant to Clause 7 within forty-two (42) days after receiving written notice from the Service Provider that such payment is overdue; or
	(b) if, as the result of Force Majeure, the Service Providers are unable to perform a material portion of the Services for a period of not less than fifty six (56) days.
2.6.3 Payment upon Termination	Upon termination of this Contract pursuant to Clauses 2.6.1 or 2.6.2, the Employer shall make the following payments to the Service Provider:
	(a) remuneration pursuant to Clause 6 for Services satisfactorily performed prior to the effective date of termination;
	(b) except in the case of termination pursuant to paragraphs (a), (b), (d), (e) of Clause 2.6.1, reimbursement of any reasonable cost incident to the prompt and orderly termination of the Contract.
C. Obligations of the Service Provider	
3.1 General	The Service Providers shall perform the Services in accordance with the Employer's Requirements and the Financial Bid, and carry out their obligations with all due diligence, efficiency, and economy, in accordance with generally accepted professional techniques and practices, and shall observe sound management practices, and employ appropriate advanced technology and safe methods. The Service Providers shall always act, in respect of any matter relating to this Contract or to the Services, as faithful advisers to the Employer, and shall at all times support and safeguard the

	Employer's legitimate interests in any dealings with Subcontractors or third parties.
3.3 Confidentiality	The Service Providers, their Subcontractors, and the Personnel of either of them shall not, either during the term or within two (2) years after the expiration of this Contract, disclose any proprietary or confidential information relating to the Project, the Services, this Contract, or the Employer's business or operations without the prior written consent of the Employer
3.5 Service Providers' Actions Requiring Employer's Prior Approval	The Service Providers shall obtain the Employer's prior approval in writing before taking any of the following actions: (a) entering into a subcontract for the performance of any part of the Services, (b) appointing such members of the Personnel not listed by name in Appendix C ("Key Personnel and Subcontractors"), (c) changing the Program of activities; and (d) any other action that may be specified in the Contract Data
3.6 Reporting Obligations	The Service Providers shall submit to the Employer the reports and documents specified in Appendix B in the form, in the numbers, and within the periods set forth in the said Appendix.
3.7 Documents Prepared by the Service Providers to Be the Property of the Employer	All plans, drawings, Employer's Requirements, designs, reports, and other documents and software submitted by the Service Providers in accordance with Clause 3.6 shall become and remain the property of the Employer, and the Service Providers shall, not later than upon termination or expiration of this Contract, deliver all such documents and software to the Employer, together with a detailed inventory thereof. The Service Providers may retain a copy of such documents and software. Restrictions about the future use of these documents, if any, shall be specified in the Contract Data
3.8 Liquidated Damages	
3.8.1 Payments of Liquidated Damages	The Service Provider shall pay liquidated damages to the Employer at the rate per day stated in the Contract Data for each day that the Completion Date is later than the Intended Completion Date. The total amount of liquidated damages shall not exceed the amount defined in the Contract Data. The Employer may deduct liquidated damages from payments due to the Service Provider. Payment of liquidated damages shall not affect the Service Provider's liabilities.
3.8.2 Correction for Overpayment	If the Intended Completion Date is extended after liquidated damages have been paid, the Employer shall correct any overpayment of liquidated damages by the Service Provider by adjusting the next payment certificate. The Service Provider shall be paid interest on the overpayment, calculated from the date of payment to the date of repayment, at the rates specified in Clause 6.5
3.9 Performance Security	The Service Provider shall provide the Performance Security to the Employer no later than the date specified in the Letter of acceptance. The Performance Security shall be issued in an amount and form and by a bank

	or surety acceptable to the Employer. The performance Security shall be valid until a date 28 days from the Completion Date of the Contract.
D. Service Provider's Personnel	
4.1 Description of Personnel	The titles, agreed job descriptions, minimum qualifications, and estimated periods of engagement in the carrying out of the Services of the Service Provider's Key Personnel are described in Appendix C. The Key Personnel and Subcontractors listed by title as well as by name in Appendix C are hereby approved by the Employer
4.2 Removal and/or Replacement of Personnel	(a) Except as the Employer may otherwise agree, no changes shall be made in the Key Personnel. If, for any reason beyond the reasonable control of the Service Provider, it becomes necessary to replace any of the Key Personnel, the Service Provider shall provide as a replacement a person of equivalent or better qualifications.
	(b) If the Employer finds that any of the Personnel have (i) committed serious misconduct or have been charged with having committed a criminal action, or (ii) have reasonable cause to be dissatisfied with the performance of any of the Personnel, then the Service Provider shall, at the Employer's written request specifying the grounds thereof, provide as a replacement a person with qualifications and experience acceptable to the Employer.
	(c) The Service Provider shall have no claim for additional costs arising out of or incidental to any removal and/or replacement of Personnel.
E. Obligations of the Employer	
5.1 Assistance and Exemptions	The Employer shall use its best efforts to ensure that the Government shall provide the Service Provider such assistance and exemptions as specified in the SCC
5.2 Change in the Applicable Law	If, after the date of this Contract, there is any change in the Applicable Law with respect to taxes and duties which increases or decreases the cost of the Services rendered by the Service Provider, then the remuneration and reimbursable expenses otherwise payable to the Service Provider under this Contract shall be increased or decreased accordingly by agreement between the Parties, and corresponding adjustments shall be made to the amounts referred to in Clauses 6.2 (a) or (b), as the case may be.
5.3 Services and Facilities	The Employer shall make available to the Service Provider the Services and Facilities listed under Appendix E.
F. Payments to the Service Provider	
6.1 Lump-Sum Remuneration	The Service Provider's remuneration shall not exceed the Contract Price and shall be a fixed lump-sum including all Subcontractors' costs, and all other costs incurred by the Service Providers in carrying out the Services described in Appendix A. Except as provided in Clause 5.2, the Contract Price may only be increased above the amounts stated in Clause 6.2 if the Parties have agreed to additional payments in accordance with Clauses 2.4 and 6.3
6.2 Contract Price	The Contract Price is set forth in the Contract Data.
6.3 Payment for Additional Services,	The Employer shall make available to the Service Provider the Services and Facilities listed under Appendix E.

and Performance Incentive Compensation	
6.3.1	For the purpose of determining the remuneration due for additional Services as may be agreed under Clause 2.4, a breakdown of the lump-sum price is provided in Appendices D.
6.4 Terms and Conditions of Payment	Payments will be made to the Service Provider and according to the payment schedule stated in the Contract Data. Unless otherwise stated in, the Contract Data, first payment shall be made against the provision by the Service Provider of a bank guarantee for the same amount, and shall be valid for the period stated in the Contract Data. Any other payment shall be made after the conditions listed in the SCC for such payment have been met, and the Service Provider have submitted an invoice to the Employer specifying the amount due.
6.5 Provisional Sum	Each Provisional Sum shall only be used, in whole or in part, in accordance with the instructions of SLTPB, and the Contract Price shall be adjusted accordingly. The total sum paid to the Contractor shall include only such amounts, for the work, supplies or services to which the Provisional Sum relates, as the SLTPB shall have instructed. For each Provisional Sum, the SLTPB may instruct: (a) work to be executed (including Plant, Materials or services to be supplied) by the Contractor. (b) Plant, Materials or services to be purchased by the Contractor, from a nominated Subcontractor or otherwise; and for which there shall be included in the Contract Price: (i) the actual amounts paid (or due to be paid) by the Contractor, and (ii) a sum for overhead charges and profit, calculated as a percentage of these actual amounts by applying the relevant percentage rate (if any) stated in the appropriate Schedule. If there is no such rate, the percentage rate stated in the Contract Data shall be applied. The Contractor shall, when required by SLTPB, produce drawings BOQs Estimates Technical specifications, quotations, invoices, vouchers and accounts or receipts in substantiation.
G. Quality Control	
7.1 Identifying Defects	The Employer shall check the Service Provider's performance and notify him of any Defects that are found. Such checking shall not affect the Service Provider's responsibilities.
7.2 Correction of Defects, and Lack of Performance Penalty	(a) The Employer shall give notice to the Service Provider of any Defects before the end of the Contract. The Defects liability period shall be extended for as long as Defects remain to be corrected.
	(b) Every time notice a Defect is given; the Service Provider shall correct the notified Defect within the length of time specified by the Employer's notice.
	(c) If the Service Provider has not corrected a Defect within the time specified in the Employer's notice, the Employer will assess the cost of having the Defect corrected, the Service Provider will pay this amount, and a Penalty for Lack of Performance calculated as described in clause 3.8
H. Settlement of Disputes	

8.1 Amicable Settlement	The Parties shall use their best efforts to settle amicably all disputes arising out of or in connection with this Contract or its interpretation.
8.2 Dispute Settlement	
8.2.1	Any dispute arises between the Employer and the Service Provider in connection with, or arising out of, the Contract or the provision of the Services, whether during carrying out the Services or after their completion, which was not settled amicably in as with sub clause 8.2.1 above, shall be finally settled by arbitration in accordance with Arbitration Act No 11 of 1995.
8.2.2	The arbitral tribunal shall consist of a sole arbitrator, who shall be appointed in the manner provided under sub clause 8.2.3.
8.2.3	The Party desiring arbitration shall nominate three arbitrators out of which one to be selected by the other Party within 21 Days of the receipt of such nomination. If the other Party does not select one to serve as Arbitrator within the stipulated period, then the Arbitrator shall be appointed in accordance with Arbitration Act No 11 of 1995, or any other amendments thereof

Section IX

CONTRACT DATA

Clauses in brackets are optional; all notes should be deleted in final text.

Number of GC Clause	Amendments of, and Supplements to, Clauses in the General Conditions of Contract
1.4	The addresses are: Employer: Sri Lanka Tourism Promotion Bureau Lake House Building (DFCC Bank Entrance) No. 35 D.R. Wijewardhena Mawatha Colombo 10 Sri Lanka Attention (Contact Person): Managing Director Tel: 0112 900 900 _Ext 903 e-mail: md@srilanka.travel Service Provider: Attention (Contact Person): Tel: Mobile: e-mail:
1.6	The Authorized Representatives is: For the Employer: Managing Director For the Service Provider:.....
2.1	The date on which this Contract shall come into effect is [date]. 14 days after the Letter of Acceptance issued [Note: The date may be specified by reference to conditions of effectiveness of the Contract, such as approval of the Contract by the Bank, effectiveness of Bank Loan/IDA Credit, receipt by Service Provider of advance payment and by Employer of bank guarantee (see Clause 6.4), etc.]
2.2	The Starting Date for the commencement of Services is : Date of Agreement Execution.
2.3	The Intended Completion Date is 379 days (One Year + 14 days) from the date of the Letter of Acceptance In addition to the provision in 2.3 the employer reserves the right to reduce the scope of the contract considering the achievement of overall objective
3.3(d)	The other actions are - Any statement pertaining to Sri Lanka or Sri Lanka Tourism to media or otherwise to be made with the Sri Lanka Mission in the respective country in an emergency situation
3.4	Appendix B - Reporting Obligations of the Bidder- Schedule of Payments and Reporting Requirements.
3.5	• Apart from the provisions in 3.7 the service provider is liable to handover all equipment's or any other assets acquired under the contract to SLTPB • Intellectual property remains vested with SLTPB once the payment is made for the respective material (creative, artwork, video, banners, fliers, autographs, gifs, animations, etc.) developed by the Agency for

	SLTPB. The agency shall provide the material along with the raw images, raw rushes, written content etc. with a copyright transfer note. If the agency purchased images or video clips from third parties the copyrights transfer note shall submitted by original owner of the content • All copyrights of the aggregated data of the campaign shall be vested with SLTPB. The agency has no right to handover or sell any database, content to another party. Reusing any data collected throughout the campaign will be at the sole discretion of SLTPB. • Accordingly, SLTPB shall be deemed the sole owner of any material produced during the course of the contract
3.6.1	The liquidated damages rate is 0.1% per day The maximum amount of liquidated damages for the whole contract is 6.0 percent of the final Contract Price.
3.7	Performance security should be submitted within 14 days after receipt of the Letter of Acceptance
4.1	Appendix C- Key Personnel - Service Provider shall obtain the prior approval of SLTPB for substitution of selected personal at the time of award of the contract.
5.1	Not Applicable
5.3	Services and facilities provided by the Employer - applicable
6.1	Description of the Services (Schedule of Requirements (SOR))
6.2	The amount is [Insert amount]. (Refer: Section VII- Activity Schedule
6.3	Appendix C – Key Personnel
6.3.1.	Remuneration due for additional services shall be in accordance with the rate card (Section Vii) (section Viii)
6.4	Payments shall be made work completion. (a) Payments will be made in accordance with subject to certification by the Employer, that the services have been rented satisfactorily, pursuant to the performance indicators based on the actual delivery of the pre-agreed deliverables in accordance with the price schedule. (b). Proportionately payment deductions will be applied for the non-performed campaign deliverables © Payment will not be processed for the any on-going activities.
	Intellectual property remains vested with SLTPB once the payment is made for the respective material (creative, artwork, video, banners, fliers, autographs, gifs, animations, etc.) developed by the Agency for SLTPB. The agency shall provide the material along with the raw images, raw rushes, written content etc. with a copyright Assignment provided as follows:. 1. If the agency purchased images or video clips from third parties the universal usage rights shall be submitted with an assignment note obtained from the original owner of the content on behalf of SLTPB to a minimum period of 2 years. 2.SLTPB shall be deemed to be the sole owner of any material provided by SLTPB and the Material produced during the course of the contract by the Agency shall intern be Confirmed by a copyright Assignment as the case may be.".

	Payment shall be made within [45] days of receipt of the invoice and the relevant documents that shall be agreed with the employer specified in Clause 6.4, and within [60] days in the case of the final payment.
6.5 Budget allocation for Rate card	From the total budget of 10% will be allocated for creative & production listed in the Rate card to obtain required services, in addition to the creative provided by the SLTPB's creative agency and within the PR Agency's campaign scope. This will be utilized for on need basis as per the conditions laid under General conditions of the contract No: 6.5)

LETTER OF ACCEPTANCE

[Letterhead of the Employer]

[This is applicable for the selected supplier.]

Notes on Standard Form of Letter of Acceptance

The Letter of Acceptance will be the basis for formation of the Contract as described in Clauses 25 of the Instructions to Bidders.

This Standard Format of Letter of Acceptance will be filled in and sent to the selected Bidder by SLTPB only after evaluation of bids has been completed.

[date]

To: [name and address of the Service provider]

This is to notify you that your Bid dated [date] for providing services [name of the Contract and identification number] for the Contract Price of [amount in numbers and words], as corrected and modified in accordance with the Instructions to Bidders is hereby accepted by us.

You are hereby instructed to proceed with the execution of the said contract for the provision of Services in accordance with the Contract documents.

	Authorized Signature	
	Name of Signatory	
	Title of Signatory	
	Name of Agency	

FORM OF CONTRACT

This CONTRACT (hereinafter called the “Contract”) is made the [day] day of the month of [month], [year], between, on the one hand, [name of Employer] (hereinafter called the “Employer”) and, on the other hand, [name of Service Provider] (hereinafter called the “Service Provider”).

WHEREAS

- a. the Employer has requested the Service Provider to provide certain Services as defined in the Conditions of Contract and Contract Data attached to this Contract (hereinafter called the “Services”);
- b. the Service Provider, having represented to the Employer that they have the required skills, and personnel and resources, have agreed to provide the Services on the terms and conditions set forth in this Contract at a contract price of.....;

NOW THEREFORE the parties hereto hereby agree as follows:

1. The following documents attached hereto shall be deemed to form an integral part of this Contract:

- a. This Contract Agreement
- b. Letter of Acceptance
- c. The Conditions of Contract
- d. The Contract Data
- e. The Form of Bid
- f. Price schedule, Master price schedule and Rate Card
- g. The Employer’s Requirements
- h. The following Appendices: [Note: If any of these Appendices are not used, the words “Not Used” should be inserted below next to the title of the Appendix and on the sheet attached hereto carrying the title of that Appendix.]

Appendix A: to C Description of the Services (Schedule of Requirements (SOR)

2. The mutual rights and obligations of the Employer and the Service Provider shall be as set forth in the Contract, in particular:

- a. The Service Provider shall carry out the Services in accordance with the provisions of the Contract; and
- b. the Employer shall make payments to the Service Provider in accordance with the provisions of the Contract.

IN WITNESS WHEREOF, the Parties hereto have caused this Contract to be signed in their respective names as of the day and year first above written.

For and on behalf of [name of Employer]

[Authorized Representative]

For and on behalf of [name of Service Provider]

[Authorized Representative]

Checklist for submission of Bid

All the bidders are kindly requested to follow the undermentioned checklist and ensure that all the documents required to make the bid complete are enclosed and submitted in the bidding Document. Please include the below filled checked-list into the bid document.

Submission Documents - Qualification, Experience and Bid price Information

Item	Submission Status	
Submission Form 1	Yes ☐	No ☐
Submission Form 2	Yes ☐	No ☐
Submission Form 3 – Financial Information	Yes ☐	No ☐
Submission Form 4 – Key Staff	Yes ☐	No ☐
Price Schedule & Master Price Schedule	Yes ☐	No ☐
Bid Security declaration form	Yes ☐	No ☐

Section IX : Form of Securities

Annexure A - Format for Bid Security Declaration

[The Bidder shall fill in this Form and compulsory to submit with signature.]

Format for Bid Security Declaration
<i>[If required, the Bidder shall fill in this form in accordance with the instructions indicated in brackets]</i> Date:.....[insert date by bidder] Name of Contract:.....[insert name by PE] Contract Identification No: SLTPB/PROC/2026/S/71 Invitation for Bid No: SLTPB/PROC/2026/S/71 To:...Managing Director, Lake House Building ,No. 35 D.R. Wijewardhena Mawatha Colombo 10 Sri Lanka 1.We understand that, according to Instructions to Bidders (hereinafter “the ITB”), bids must be supported by a bid-securing declaration; 2.We accept that we shall be suspended from being eligible for contract award in any contract where bids have been invited by any of the Procuring Entity as defined in the Procurement Guidelines published by National Procurement Agency of Sri Lanka, for the period of time of <i>three years starting on the latest date set for closing of bids of this bid</i>, if we: a) withdraw our Bid during the period of bid validity period specified; or (b) do not accept the correction of errors in accordance with the Instructions to Bidders of the Bidding Documents; or (c) having been notified of the acceptance of our Bid by you, during the period of bid validity, (i.)fail or refuse to execute the Contract Form, if required, or (ii.) fail or refuse to furnish the performance security, in accordance with the ITB. 3.We understand this bid securing shall expire if we are not the successful bidder, upon the earlier of (i.) our receipt of a copy of your notification to the Bidder that the bidder was unsuccessful; or (ii.) twenty-eight days after the expiration of our bid. 4.We understand that if we are a JV, the Bid Securing Declaration must be in the name of the JV that submits the bid. If the JV has not been legally constituted at the time of bidding, the Bid Securing Declaration shall be in the names of all future partners as named in the letter of intent. Signed <i>[insert signature(s) of authorized representative]</i> in the Capacity of <i>[insert title]</i> Name <i>[insert printed or typed name]</i> Duly authorized to sign the bid for and on behalf of <i>[insert authorizing entity]</i> Dated on <i>[insert day]</i> day of <i>[insert month]</i>, <i>[insert year]</i>

Annexure B - Performance Bank Guarantee (On-demand Unconditional)
(Fill and submit only for the selected bidder)

To: *[name and address of Employer]*

Whereas *[name and address of Service Provider]* (hereinafter called “the Service Provider”) has undertaken, in pursuance of Contract No. *[number]* dated *[date]* to execute *[name of Contract and brief description of Services]* (hereinafter called “the Contract”);

And whereas it has been stipulated by you in the said Contract that the Service Provider shall furnish you with a Bank Guarantee by a recognized bank for the sum specified therein as security for compliance with his obligations in accordance with the Contract;

And whereas we have agreed to give the Service Provider such a Bank Guarantee;

Now therefore we hereby affirm that we are the Guarantor and responsible to you, on behalf of the Service Provider, up to a total of *[amount of Guarantee]* *[amount in words]*, such sum being payable, and we undertake to pay you, upon your first written demand and without cavil or argument, any sum or sums within the limits of *[amount of Guarantee]* as aforesaid without your needing to prove or to show grounds or reasons for your demand for the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the Service Provider before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the Contract or of the Services to be performed there under or of any of the Contract documents which may be made between you and the Service Provider shall in any way release us from any liability under this Guarantee, and we hereby waive notice of any such change, addition, or modification.

This Guarantee shall be valid until a date 28 days from the date of issue of the Certificate of Completion.

Signature and seal of the Guarantor

.....

Name of Bank

.....

..... Address

.....

..... Date

Annexure C - Advance Bank Guarantee for Advance Payment (If required)
(Fill and submit only for the selected bidder)

.....(Name and address of agency and address of issuing branch or office)

Beneficiary:..... [insert legal name and address of Purchaser]

Date :

ADVANCE PAYMENT GUARANTEE No......: [insert Advance Payment Guarantee no.]

We have been informed that[insert name of the contractor /supplier) hereinafter call "the contractor " has entered into Contract No **SLTPB /PROC/.....** [reference number of the contract] dated..... with you, for the(insert construction or supply) of(name of contract and brief description) (hereinafter called the contract ") supply of [insert types of Goods to be delivered] (hereinafter called "the Contract").

Furthermore, we understand that, according to the conditions of the Contract, an advance payment in the sum(amount in figures).....(amount in words) is to be made against an advance payment guarantee .

At the request of the Supplier, we.....name of the issuing agency hereby irrevocably undertake to pay you any sum or sums not exceeding in total an amount of[insert amount in figures)..... amount of words] upon receipt by us of your first demand in writing declaring that the Supplier is in breach of its obligation under the Contract.

The maximum amount of this guarantee shall be progressively reduced by the amount of the advance payment repaid by the contractor.

This Guarantee shall expire , insert the date 28 days beyond the expected expiration date of the contract
Consequently ,any demand for payment under this guarantee must be received by us at this office on or before that date .

[signature(s)]