

Invitation for Bids

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

Invitation for Bids to Appointing an Agency to conduct Digital Advertising Campaign in India

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
Sri Lanka