

As per the Pre-Bid Meeting held on 24th April 2026 and subsequent clarifications received via email from prospective bidders, the following decisions and clarifications are hereby issued and shall be considered as part of the bidding document.

### **1. Clarification on “International Productions”**

With reference to the following sections of the bidding document:

- Submission Form A2
- Submission Form A3
- Submission Form A4

The term “International Productions” shall mean productions that have been aired, broadcasted, published, distributed, or featured internationally through any recognized international media platform, television channel, digital platform, streaming platform, advertising platform, or other international media channel.

Accordingly, all bidders are required to submit documentary proof or evidence confirming such international publication, airing, broadcasting, distribution, or feature placement relevant to the submitted productions.

### **2. Budget Allocation Clarification**

As requested during the pre-bid discussions, the budget allocation for the campaign is hereby declared as follows:

- The total budget allocation for the production component of the campaign is LKR 50 Million.
- This allocation shall be utilized solely for the production of:
  - Master campaign content;
  - Country-specific video adaptations; and
  - Country-specific image and creative productions.
- The Rate Card submitted under the bidding document shall be applied separately for any additional production requirements requested by SLTPB beyond the initially approved scope of work.

Evaluation will be conducted to select the most suitable supplier who offered maximum quality outputs/ deliverables within the budget.

### **3. Amendment to Video Submission Technical Specifications**

With reference to the technical specifications and production deliverables stated in the bidding document, all video productions and final video deliverables required under this tender shall be produced and submitted in minimum 2K resolution format.

Accordingly, any references made in the original bidding document to “Full HD Resolution” or “HD Resolution” for video deliverables shall hereby be amended to “Minimum 2K Resolution”.