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இலங்கை மத்திய வங்கி
CENTRAL BANK OF SRI LANKA

DOCUMENT A
INVITATION TO BID

Ref.: 15/12/001/0134/001 (2025)

26 June 2025

Dear Sir/Madam

**CALLING FOR BIDS FOR MEDIA BUYING SERVICES FOR THE “COLLECTIVE
DIGITAL PAYMENTS PROMOTION CAMPAIGN BY BANKS - 2025”**

The Central Bank of Sri Lanka (CBSL) invites the media buying agencies with a minimum of three years of experience in providing comprehensive services in promotional campaigns for the financial sector of Sri Lanka, to submit bids for professional services required for the facilitation of media buying services for the “*Collective Digital Payments Promotion Campaign by Banks - 2025*”. This is a part of the national level campaign conducted by CBSL to promote digital payment methods in Sri Lanka. The objective of this assignment is to raise public awareness on the usage of digital payments and to reduce the usage of cash for domestic payments. Accordingly, we wish to run a centralized campaign in television, radio, press and digital media which covers the scope of the captioned assignment.

1. Eligibility Criteria

- i. The bidder shall be a company registered under the Companies Act, No. 7 of 2007.
- ii. Bidders may submit bids for Traditional Media, i.e. TV, radio and press (Option 1) or Digital Media (Option 2) or both Option 1 and Option 2 together. Bidders submitting bids for Option 1 must cover media buying for all 3 traditional media (TV, radio and press).
- iii. For Option 1 - Bidders shall have a minimum of 3 years of experience in providing services for promotional activities for the financial sector in Sri Lanka as of 31 March 2025 (**Annexure IA**), with a minimum of Rs.100 million average annual turnover during the past three (3) years. Further, the total media buying capacity should be over Rs.500 million for the last three (3) financial years (Please submit proof).

For Option 2 - Bidders shall have a minimum of 3 years of experience in providing services for promotional activities in Digital Media in Sri Lanka as of 31 March 2025 (**Annexure IB**) with a

minimum of Rs.10 million average annual turnover during the past three (3) years. (Please submit proof).

2. Other terms and conditions

- i. The expected services from the bidders shall include comprehensive proposal covering the overall media buying strategy and media schedule towards achieving the intended campaign objectives covering the below media, to reach highest viewership (Details of specifications required are given in **Annexure II**).
- TV - 30 sec, 15 sec, 10 sec, and 5 sec commercials in (E/S/T)¹
 - Radio - 15 sec commercials in E/S/T
 - Press advertisements (Ad):
 - Launch Ad (in centimeter x column):
 - Sinhala - 40 x 6
 - English – 40 x 8
 - Tamil – 40 x 8
 - Follow up Ad (in centimeter x column):
 - Sinhala – 26 x 8
 - English – 26 x 10
 - Tamil – 26 x 10
 - Interviews on TV, Radio and Press (E/S/T)
 - Recommended digital media including but not limited to boosting content on community pages (video in E/S/T)
- ii. The bidder should have subscriptions to a reputed and independent research institution for analytical tools, for traditional media, and submit the analysis reports free of charge (FOC) for the perusal of the CBSL. (A letter from the respective research agencies should be submitted along with the evidence for subscription of third-party monitoring reports and tools). In the case of Digital media, the bidder should obtain weekly reach reports for each post on each social media platform the content is posted and submit a summary report to CBSL on weekly basis.
- iii. The minimum contribution percentage of the cadre of the Bidder for this campaign should be as follows (for Option 1).

Resource	Proposed contribution percentage
Managing Director	5%

¹ English/ Sinhala/ Tamil

Head of planning/ strategic lead	20%
Media Planners & Buyers	At least 2 individuals
- TV	40%
- Radio	40%
- Press	40%
Media Execution & Scheduling	At least 2 individuals
- TV	30%
- Radio	30%
- Press	30%
Media Operations	30%
Finance Director	5%
Senior Finance Manager	20%
Commercial Executive	40%

- iv. The successful bidder shall enter into an agreement with CBSL for the facilitation of media buying services.
- v. The successful tenderer shall not assign the Contract or any part thereof to any other third party. A tenderer who fails to enter into a contract or fails to furnish the required performance security within 10 calendar days of receiving notice in writing that this tender has been accepted, shall be deemed to be disinterested in accepting the award, and the bid security shall be forfeited.

3. Pre-bid meeting

- i. A pre-bid meeting will be conducted on 04 July 2025, at 15:00 hrs at the CBSL Head Office in Colombo 01 to provide an opportunity to prospective bidders to view the materials to be published by the selected bidder, obtain clarification and answers to any questions related to the scope of services and the procurement process. The bidders' participation to the pre-bid meeting should be informed to cmdproc@cbsl.lk before 12:00 hrs on the same day along with the names and NIC numbers of the attendees to the pre-bid meeting.

4. Bid guarantee

- i. Each bidder should furnish a Bid Guarantee as per the following table, which is valid until 22 September 2025, by way of a Bank Guarantee substantially in the form of **Annexure III** or a Bank Draft in favour of the Central Bank of Sri Lanka, obtained from a Licensed Commercial Bank operating in Sri Lanka. The Original Bid Guarantee shall be available at the time of the bid opening.

Option	Bid Guarantee Amount (Rs.)
Option 1	150,000.00
Option 2 only	50,000.00
Both Option 1 and Option 2	200,000.00

5. Liquidated damages

- i. The successful bidder should commence the execution of the proposed media plan two weeks after the acceptance of the contract. Failure to execute the proposed media plan before this date would render the supplier liable to pay liquidated damages at the rate given in the following table and such amounts will be deducted from the payment due to the supplier.

Option	Liquidated damages per day (Rs.)
Option 1	1,700.00
Option 2 only	800.00
Both Option 1 and Option 2	2,500.00

6. Performance guarantee

- i. Within ten (10) calendar days of the receipt of the Letter of Award (LoA) from CBSL, the successful bidder shall furnish a Performance Guarantee as per the format given in **Annexure IV** for a sum **equivalent to 10% of the total contract price**, for the due performance of the contract. Such Guarantee shall take the form of a Bank Guarantee or a Bank Draft from a Licensed Commercial Bank operating in Sri Lanka. The Performance Guarantee should be valid till 31 December 2025.
- ii. Campaign Specifications
- i) Target group: Male/ Female
 - ii) Socio Economic Classification – ABCDE (SEC classification) | all island
 - iii) Language: in Sinhala(S), Tamil(T) and English(E)

- iv) Total cost for the Campaign would be within: Rs. 25 Mn (excluding taxes), [Rs. 17 Mn (excluding taxes) for Option 1 and Rs. 8 Mn (excluding taxes) for Option 2]
- v) Campaign Duration: 3 months

7. Document Requirements:

- i) Form of Tender (**Document B**)
- ii) Company profile including recent experience of similar projects (**Annexure I**)
- iii) Technical and price proposal including a comprehensive media buying strategy and media plan for the captioned campaign (**Annexure II**)
- iv) Bid Guarantee (**Annexure III**)
- v) Price Schedule (**Annexure V**)
- vi) Business Registration Certificate
- vii) At least 3 confirmations for similar promotional campaigns completed by the bidder.
- viii) CVs mentioning relevant experience together with the number of years of experience of key individuals of the bidder including the Managing Director and Head of Planning/ Strategic Lead
- ix) Audited Financial Statements for the last three (03) financial years.

8. Payment Method:

- i) All payments will be subject to applicable deductions, if any, in terms of the applicable laws for the time being in force.
- ii) The successful bidder shall submit a copy of VAT Registration Certificate (if any).
- iii) An advance payment not exceeding 10% of the contract value may be released upon the submission of an Advance Payment Guarantee in favour of the Central Bank of Sri Lanka issued by a Licensed Commercial Bank operating in Sri Lanka which should be valid till 31 December 2025.
- iv) Payments will be made monthly upon receiving the invoice for the agreed scope of work, along with certified transmission sheets/performance reports/proofs of publication to CBSL, including the status report of the independent party responsible for monitoring the campaign and weekly reach reports, within 60 days of the receipt of the complete invoice, provided the invoice is in order, subject to the recommendation of the Director, Payments and Settlements (PSD) of the Central Bank of Sri Lanka.
- v) Before submitting the invoices for the upcoming month, the bidder should submit proof of payment to the media agencies for the previous month related to this campaign.
- vi) Quoted price shall not change for any reason for the duration of the campaign.

9. Selection Method:

- i) The evaluation will be mainly based on quality and cost basis.
- ii) CBSL reserves the right to accept or reject any or all bid(s) or any part of the bid without assigning any reason thereof and is not bound to accept the lowest bid. The decision of the CBSL shall be final regarding the contract awarding.

10. Submission of the Bid:

- i) Duly completed bidding documents should be hand delivered to the Central Bank of Sri Lanka, No 30, Janadhipathi Mawatha, Colombo 01 in a sealed envelope addressed to the Director, Communications Department, with the subject of “*Calling for bids for the facilitation of media buying services for the Collective Digital Payments Promotion Campaign by Banks – 2025:Traditional Media*” or “*Calling for bids for the facilitation of media buying services for the Collective Digital Payments Promotion Campaign by Banks – 2025:Digital media*” not later than 14:30 hrs on 17 July, 2025.
- ii) PDF version of bidding documents should be emailed to cmdproc@cbsl.lk within 1 hour after closing of bids. Bidders should refrain from sending PDF version of bid documents before the closing of bids. The maximum file size should be less than 10MB. If the bid documents exceed this size, separate emails could be sent with the relevant name of the bidder followed by the version of the email (e.g.: <Relevant name of the bidder> 1 of 2, <Relevant name of the bidder> 2 of 2)
- iii) The bidders who are interested to attend the bid opening to be held at the CBSL premises physically, should forward the names, NIC numbers, company name and the contact details of their authorized representatives to the Communications Department through cmdproc@cbsl.lk with a copy to dcommunications@cbsl.lk in order to facilitate security clearance not later than 10:00 hrs on 17 July 2025..

11. Contact Details:

For any further clarifications, you may contact the following officers.

- | | |
|-------------------------|----------------------------------|
| 1. Procurement | - Tel. No. 0112477292 |
| 2. Advertising Campaign | - Tel No. 0112477068/ 0112477045 |

Yours sincerely

*Sgd./ Director Communications
Central Bank of Sri Lanka*

**DOCUMENT B
FORM OF TENDER**

To: Director
Communications Department
Central Bank of Sri Lanka
No.30, Janadhipathi Mawatha
Colombo 01.

**CALLING FOR BIDS FOR FACILITATION OF MEDIA BUYING SERVICES FOR THE “COLLECTIVE
DIGITAL PAYMENTS PROMOTION CAMPAIGN BY BANKS - 2025”**

Having examined the Invitation to Bid and all other requirements indicated in the bidding documents, I/We of
.....
hereby offer to facilitate media buying services for the “Collective Digital Payments Promotion Campaign by Banks - 2025”. for the Central Bank of Sri Lanka in accordance with the conditions and specifications indicated in the bidding documents, at the rates quoted in the Price Schedule (**Annexure V**) within a period of 10 days from the date of the Letter of Award (LoA) for the total sum of Rupees
.....
.....
(Rs.).

If my/our bid is accepted I/we agree to furnish a Performance Guarantee in accordance with the bidding documents in a sum equivalent to 10% of the total Contract Price for the due performance of the contract. Such Performance Guarantee shall be in the form of a Bank Guarantee or a Bank Draft in favor of the Central Bank of Sri Lanka obtained from a licensed commercial bank operating in Sri Lanka. The Performance Guarantee shall be valid till 31 December 2025. I/We understand that my/our bid together with your written acceptance thereof shall form a binding contract between us.

Dated this of Two Thousand and Twenty-five.

Duly authorised to sign the bid for and on behalf of
.....
..... (Company name and address).

Name:
.....

Designation:
.....

Signature:
.....

Official Seal:

**FACILITATION OF MEDIA BUYING SERVICES FOR THE “COLLECTIVE DIGITAL PAYMENTS PROMOTION CAMPAIGN BY BANKS - 2025”
TRADITIONAL MEDIA**

1. Company Profile			
1.1 Name			
1.2 Contact Details	Address		
	Telephone		
	e-mail		
	Fax		
	Web site		
1.3 No. of Years of Relevant Experience			
1.4 Key Executive Officers (Add rows as required) (Please provide CVs separately including details of relevant experience for each of below)			
Name	Position	Contribution %	Contact Details
	Managing Director		Phone No. email
	Head of Planning/ Strategic Lead		Phone No. email
	Media planner/ buyer- TV		Phone No. email
	Media planner/ buyer- Radio		Phone No. email
	Media planner/ buyer- Press		Phone No. email
	Media Execution/ Scheduling- TV		Phone No. email
	Media Execution/ Scheduling- Radio		Phone No. email
	Media Execution/ Scheduling- Press		Phone No. email
	Media Operations		Phone No. email
	Finance Director		Phone No. email
	Senior Finance Manager		Phone No. email
	Commercial Executive		Phone No. email
2. Experience in Similar Projects/ Campaigns in Last 3 Years			
2.1 No. of total projects			
2.1.1. No. of projects to licensed financial institutions			
2.2 Reference details of 3 recent projects (at least one project should have been done for a Licensed Financial Institution)			
Campaign	Year and duration of the campaign	Reference Person	Contact Details
3. Additional Information			

We hereby confirm that the above information is accurate and take full responsibility for the quality of third-party service providers recommended by us.

Authorised Signature:

Seal

Date:

**FACILITATION OF MEDIA BUYING SERVICES FOR THE “COLLECTIVE DIGITAL PAYMENTS PROMOTION CAMPAIGN BY BANKS - 2025”
DIGITAL MEDIA**

1. Company Profile			
1.1 Name			
1.2 Contact Details	Address		
	Telephone		
	e-mail		
	Fax		
	Web site		
1.3 No. of Years of Relevant Experience			
1.4 Key Executive Officers (Add rows as required) (Please provide CVs separately including details of relevant experience for each of below)			
Name		Position	Contact Details
		Managing Director/ CEO	Phone No. email
		List all other key officials	Phone No. email
2. Experience in Similar Projects/ Campaigns in Last 3 Years			
2.1 No. of total projects			
2.1.1. No. of projects to licensed financial institutions			
2.2 Reference details of 3 recent projects (at least one project should have been done for a Licensed Financial Institution)			
Campaign	Year and duration of the campaign	Reference Person	Contact Details
3. Additional Information			

We hereby confirm that the above information is accurate and take full responsibility for the quality of third-party service providers recommended by us.

Authorised Signature:

Seal

Date:

Technical and price proposal including a comprehensive media buying strategy and media plan for the proposed campaign

FACILITATION OF MEDIA BUYING SERVICES FOR THE “COLLECTIVE DIGITAL PAYMENTS PROMOTION CAMPAIGN BY BANKS - 2025”

Table 1: TV Proposal – Summary

TV							
Channel	Sponsorship & Packages Details(including the time belt)	Investment (Cost to CBSL without taxes)	Commercial Value including bonus airtime	All Exposure Value	Commercial ROI %	All Exposure ROI %	# OF COMMERCIALS
Total							

- Specify details about bonus airtime.
- Preference is given to ads aired in prime time.

Table 2: TV Schedule

CHANNEL	PROGRAM	DAY	TIME	COMMERCIAL DUR (SEC)	POS	TOTAL SPOTS	RATE CARD PER SPOT	NEGO. RATE PER SPOT	ADD VALUE COMM ONLY	NEGO TOTAL	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE		
											15	16	17	18	19	20	21	22	23		
channel 1																					
Sub Total																					
channel 2																					
Sub Total																					
Channel 3																					
Sub total																					
TV PLAN TOTAL																					
SOCIAL SECURITY CONTRIBUTION LEVY -																					
VAT -																					
GRAND TOTAL WITH TAXES																					

*POS – Positioning: Peak / Non-peak

R/F

Breakdown

Channel	GRPs	1+	2+	3+	4+	5+	6+	7+	8+	9+	10+

Details	
Planned R/F	
Universe	
Normalized 10 sec CPRP	

Table 5: Press Proposal – Summary

Press ads/advertorials/PR interviews								
Publication	Positioning	Type of exposure	Size	Investment (cost to the CBSL)	Value additions / discounts	Value of exposures	ROI %	# OF EXPOSURES
COST OF THE PRESS SCHEDULE								
SOCIAL SECURITY CONTRIBUTION LEVY								
VAT								
GRAND TOTAL WITH TAXES								

- Preference is given to ads placed on the right hand side pages of the newspaper.

(Note : Further, please provide details of the TV/ radio, podcast interviews and newspaper articles that can be published on FOC basis during the campaign period, and details of free media coverage available for special events such as LANKAQR promotional programmes.)

We hereby confirm that the above information is accurate and take full responsibility for the quality of third-party service providers recommended by us.

Authorised Signature:

Seal:

Date:

BID GUARANTEE
FACILITATION OF MEDIA BUYING SERVICES FOR THE “COLLECTIVE DIGITAL PAYMENTS PROMOTION
CAMPAIGN BY BANKS - 2025”

Beneficiary: The Central Bank of Sri Lanka
No: 30, Janadhipathi Mawatha
Colombo 01.

WHEREAS <Name of the Bidder> of <Address of the Bidder > (hereinafter referred to as “the Bidder”) has quoted for the facilitation of media buying services for the “Collective Digital Payments Promotion Campaign by Banks – 2025”, for the Central Bank of Sri Lanka (hereinafter referred to as “the Purchaser”) of No. 30, Janadhipathi Mawatha, Colombo 01.

AND WHEREAS in terms of the Invitation to Bid, the Bidder is required to furnish to the Purchaser a Bank Draft/Bank Guarantee obtained from a licensed commercial bank operating in Sri Lanka in a sum of <insert bid guarantee amount in letters and words> as security for the due observance by the Bidder of the Conditions of the quotation.

NOW THIS WRITING WITNESSETH that we <Name of the Bank which issued the Bid Guarantee> having our registered place of business at <Address of the Bank that issue the Bid Guarantee> (hereinafter referred to as “the Bank”) do hereby guarantee, undertake, bind and oblige ourselves that in the event of the Bidder,

- (a) withdrawing the bid at any time after the opening of bids; or
- (b) failing to execute an Agreement as stipulated in conditions of the procurement, and/or to furnish security for the due performance of the contract as required under the conditions of the procurement in the event the procurement is awarded to the Bidder,

the Bank shall and will pay to the said Purchaser a sum not exceeding the total of <insert amount in letters and words> on demand and without cavil or argument and without the Purchaser having to prove or show grounds or reason for the demand for the sums specified therein. We hereby waive the necessity of the Purchaser demanding the said sum from the Bidder before presenting us with the said demand.

WE FURTHER AGREE that no change or addition to or other modification which may be agreed between the Purchaser and the Bidder shall in any way release us from the liability under this Guarantee and we hereby waive notice of any such change addition or modification.

THIS GUARANTEE is valid and in full effect until 22 September 2025.

Authorized Signature and seal of the Guarantor:

Date:

**PERFORMANCE GUARANTEE
QUOTATIONS FOR FACILITATION OF MEDIA BUYING SERVICES FOR THE “COLLECTIVE DIGITAL
PAYMENTS PROMOTION CAMPAIGN BY BANKS - 2025”**

Beneficiary: The Central Bank of Sri Lanka
No: 30, Janadhipathi Mawatha
Colombo 01.

WHEREAS <Name of the Service provider> having its registered office at <Address of the Service provider> (hereinafter referred to as “the service provider”) has been awarded a contract for the facilitation of media buying services for the “Collective Digital Payments Promotion Campaign by Banks – 2025” to the Central Bank of Sri Lanka by the letter of award dated <DD/MM/YYYY > and has entered into a contract with the said Governing Board of the Central Bank of Sri Lanka for such purpose.

AND WHEREAS it is a condition of the said contract that a Bank Guarantee from a licensed commercial bank acceptable to the said Central Bank of Sri Lanka be furnished as a security for the due performance in accordance with the conditions of Bids.

AND WHEREAS we have agreed to furnish such a Bank Guarantee.

NOW THEREFORE we <Name of the Bank which issue the Bank Guarantee> having our registered office at <Address of the Bank that issue the Bank Guarantee> hereby affirm confirm and undertake that we are responsible to the Central Bank of Sri Lanka under this Guarantee up to a total of Sri Lankan Rupees <Amount of the Guarantee in words> (In figures) and undertake to pay you upon your first written demand signed by the Director, Payments and Settlement Department of the Central Bank and without cavil or argument, any sum or sums within the limit of Sri Lanka Rupees <Amount of the Guarantee in words> (In numerically) as aforesaid without you having to prove or show grounds or reasons for your demand for the sum specified therein.

We hereby waive the necessity of your demanding the said sum from the service provider before presenting us with the demand.

We further agree that no change or addition or other modification of the terms of the contract or of the works to be performed there under or of the Bid 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 such change addition or modification.

This Guarantee is valid and in full effect till 31 December 2025.

Authorized Signature and seal of the Guarantor:

Date:

Price Schedule

Name of Bidder

Contract Name

FACILITATION OF MEDIA BUYING SERVICES FOR THE “COLLECTIVE DIGITAL PAYMENTS PROMOTION CAMPAIGN BY BANKS - 2025”

Price Schedule Summary

Medium	Investment (cost to CBSL without taxes)	SSC Levy	VAT	Sub Total
Option 1				
TV				
Radio				
Press (Interviews, articles and others)				
Option 2				
Digital Media				
Total				

We hereby confirm that the above information is accurate and take full responsibility for the quality of third-party service providers recommended by us.

Authorised Signature:

Seal

Date: