

Tender Ref: CBBL/GSD/RFQ/2025/0054

Tender Title: RFQ (Request for Quotation) the service of Media Monitoring Agency for Community Bank Bangladesh PLC.

Dear All,

Greetings from Community Bank Bangladesh PLC.

Community Bank Bangladesh PLC is the 59th Schedule Bank of Central Bank. Our Bank needs “Media Monitoring Service” to keep

- i) record of coverage of media content, documents, analysis, video clips,
- ii) Editorial opinion, specifically or widely regarding the Bank, Banking industry and its competitors that is published or on-aired.

Bonafide and relevant enlisted vendors are hereby requested to participate in the bidding process as per terms and condition and financial offer format mentioned below.

You are requested to submit (HARD COPY) your offer in a closed envelope as per schedule mentioned below.

TENDER FOR the service of Media Monitoring Agency

i)	TENDER REFERENCE NO	CBBL/GSD/RFQ/2025/0054
ii)	DATE OF TENDER DOCUMENT	07.07.2025
iii)	LAST DATE FOR SUBMITTING PRE-BID QUERIES	09.07.2025
iv)	DATE OF PRE BID MEETING	10.07.2025
v)	LAST DATE FOR SUBMISSION OF TENDER	14.07.2025 up to 12.00 PM
vi)	DATE OF OPENING OF TECHNICAL BID	Will be opened by the internal Committee of the Bank at a convenient date
vii)	COST OF TENDER DOCUMENT	Free of Cost
viii)	EARNEST MONEY DEPOSIT (EMD)	Not Required
ix)	DATE OF OPENING OF COMMERCIAL BID	Only Technically qualified Offers (as decided by the Bank) will be opened at a later date.

A. General Terms and Conditions:

- Procurement Method:** Single-Stage: Double Envelope Method. The Financial Proposal and the Technical Proposal Envelopes MUST BE COMPLETELY SEPARATE and each of them must be submitted sealed individually and clearly marked on the outside as either “TECHNICAL PROPOSAL” or “FINANCIAL PROPOSAL”, as appropriate. If there is any exception to this will be considered as disqualified.
- Bidder’s Technical Eligibility:** Technical Proposal must consists of the following documentation at a separate envelope-
 - i) The bidder must have at least 3 years of Media Monitoring experience
 - ii) No of Customers (Including MNC, Agency, Bank FI, LLC)
 - iii) Number of Clients
 - iv) Last year income tax return submission acknowledgement copy, ETIN, VAT registration, BIN (13 digit)
- Financial Offer/Price/Quotation:** The quoted price should include applicable VAT. The rate of VAT should be mentioned in the quotation.
- Payment Terms:** Payment will be made after each completion the job upon submission of the bill with work order & noc from the deployed location which is duly signed by authorized personnel (Name & Seal, if available). Payment will be made through the Bank Account only.

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5. **Price/Financial offer Submission:** The bidder shall have to submit the price in the letter head pad.
6. One Stop Service (IDENTITY, CONTENT, DIGITAL, PRINT,PR Support)
7. **Purchaser's Right:** The Purchaser reserves the right to accept/ cancel/ reject any or all offer without assigning any reason. The purchaser is not obliged to purchase the lowest offer at all. The purchaser reserves the right to share the Bidder's response to this RFQ with its advisors and purchaser Business Units. Purchaser reserves the right to conduct negotiations with one or more Bidder and / or accept the Bid without any negotiations.
8. **Bid Submission/ Closing Date:** The Quotation shall have to the submit below mentioned address: **Chairman Purchase Committee**, General Services Division 12th Floor, Community Bank Bangladesh PLC, Police Plaza Concord, Tower-2, Road-144, Plot-02, Gulshan-01, Dhaka as per the schedule mentioned above. The purchaser reserves the right change the Time schedule at any time.
9. **Required Content of the Quotation:** Quotation must be submitted as per prescribed form as instructed below:
 - i) Proposal must be addressed for "**Chairman, Purchase Committee**" of Community Bank Bangladesh PLC.
 - ii) Complete Proposal / Offer must be signed with date by the authorized representative of the company.
 - iii) Must mention the subject line "**RFQ (Request for Quotation) the service of Media Monitoring Agency for Community Bank Bangladesh PLC. (Ref: CBBL/GSD/Rfq/2025/0054)**" in top of the Envelope.
10. **Quotation Validity:** The Quotation shall be valid for 365 calendar days (01 Year) from the Quotation submission/ closing date. Which will continue for a year/until further notice (if both parties agreed).
11. **Disqualification:** Manipulation or any kind of unusual approach or failure to submit the proposal/ offer within stipulated time frame will be treated as "Disqualification" to attend in the bidding.
12. **Sample/Test of the Product/Service:** Bank may ask mock test before selection of any vendors which is FOC (Free of Cost).

B. Financial Terms & Conditions:

13. Quoted Price must include material, labor and service charges as per attached price format.
14. Delivery lead-time will be as per site and Bank requirements.
15. Following papers/documents must be sent with the Technical Proposal (if submitted earlier, may not be require to resubmit):
 - i) Valid Trade License
 - ii) Bank solvency certificate/documents (If applicable)
 - iii) VAT Registration certificate
 - iv) Up-to-date TIN certificate
 - v) Up-to-date copy of TAX payment receipt
 - vi) Client list with goodwill certificate (If available)
16. Mode of Payment is to be mentioned in the offer. Community Bank Bangladesh PLC discourages advance payment if not necessary.

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17. Please contact undersigned for any types of clarifications in regard to products/services/works related clarifications only.

Mentionable that, if the scope of works and your company type does not match with our requirement, you need not to submit any offer in this regard. In case, any terms & conditions is not compatible with the Tender Process, they may be relaxed.

Table-A: Financial Offer Format for Financial News, Press Coverage and Advertisement Monitoring

Item	Service Description	Delivery Time	Deliver By	Subscription Fee Per Month
Financial News, Press Coverage and Advertisement Monitoring Services	Daily News Monitoring Alert on Community Bank Bangladesh PLC, Competitors & Banking Industry Media: Newspaper, Online	Daily 09:30 AM	Email/ Drive/ Dashboard	(please quote consolidated amount excluding VAT & Tax)
	Regional News Monitoring Alert on Community Bank Bangladesh PLC & Competitors. Media: Regional Newspaper & Online Media.	Daily	Email/ Drive/ Dashboard	
	News Monitoring Detail & Summary Report Including PR Value on Community Bank Bangladesh PLC, Competitors & Banking Industry. Media: Newspaper, Online	Daily/Monthly	Email/ Drive/ Dashboard	
	Instant News Alert on Negative News about Community Bank Bangladesh PLC.	Daily and Monthly	Email/Portal	
	News Monitoring Campaign PPT Report on Community Bank Bangladesh PLC. Media: Newspaper, Online, Social Media	Monthly	Email/Portal	
	Social Media Monitoring on Community Bank Bangladesh PLC & Competitors. Platforms: Facebook/YouTube Channels & Print Media Facebook/YouTube Channels.	As Per Requirement	Email/ Drive/ Dashboard	
	Social Media Monitoring Insides Analysis Report on Community Bank Bangladesh PLC, including Views, Like, Share & Comments.	As Per Requirement	Email/Portal	
	Digital Advertisement Monitoring on Community Bank Bangladesh PLC. Platforms: Facebook, YouTube, Website & OTT. (Selected/ As Per CBBPLC SOW)	As per your requirements	Email/ WhatsApp	
Complementary Service	Software Based Online Data Archiving/Dashboard.	Complementary Service	Vendors' Media Client Portal	
	Daily News Mail through WhatsApp	Daily	WhatsApp	
	Published Press Release in PDF format	Daily/As per requirement	E-Mail	

Date: July 7, 2025

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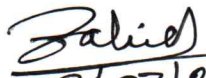
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Table-B: Financial Offer Format for TV Media Monitoring

Item	Service Description	Delivery Time	Deliver By	Subscription Fee Per Month
TV Media Monitoring Services	TV Media News Footage. (Up to 5 min)	Email/ Drive/ Dashboard	Email/ Drive/ Dashboard	(please quote consolidated amount excluding VAT & Tax)
	TV Media Ads Footage. (Up to 5 Min) Ad Type: TVC, L-Shape, Popup, News branding & DOG.	As per requirement	Email/ Drive/ Dashboard	
	TV Talk show Footage (HD) (Up to 60 Min)	As per requirement	Email/ Drive/ Dashboard	
	TV Program Footage (HD) (Up to 60 Min)	As per requirement	Email/ Drive/ Dashboard	
	TV Advertisement Monitoring Detail Report on Community Bank Bangladesh PLC	As per requirement	Email/ Drive/ Dashboard	
	TV News Monitoring Detail Report on Community Bank Bangladesh PLC.	As per requirement	Email/ Drive/ Dashboard	

***VAT shall be as per Government Rules and will be changed accordingly, in case, any change come into effect**

Regards


07/07/2025

(Md. Zahid Ibne Anwar)

Head of General Services Division (Current Charge)

Community Bank Bangladesh PLC.

