

DEVELOPMENT LOTTERIES BOARD

INVITATION TO BIDS FOR OBTAINING SERVICES OF DIGITAL LOTTERY BRAND

HANDLING, ADVERTISING, AND PROMOTION 2020/ 2021

Bid No: DLB/PRO/2020

INSTRUCTIONS / GENERAL CONDITIONS TO BIDDERS

1. Introduction

The Development lotteries Board (DLB), which comes under the purview of the **Ministry of Finance, Economy and policy Development incorporated** under the parliamentary act of Development Lotteries Board act no 20 of 1997. It contributes immensely to the economic development, mainly through Education, health, Culture, Sports, Religious sectors via Presidents fund & Mahapola Higher Education Trust Fund.

DLB currently manages and operates eight brands of lotteries to fulfill the obligation of raising and generating funds to the above development and social development tasks. The brands are Saturday Fortune, Lagna Wasanwa, Super ball, Jayoda, Kotipathi Kapruka, Development Fortune, Ada Kotipathi, Sasiri and Instant (Scratch off) and Digital Lottery.

2. Invitation for Bidders

Sealed bids are hereby invited by the Chairman, Department Procurement Committee, Development Lotteries Board from Advertising agencies for (obtaining services of digital advertising 2020/2021) creative related to Digital Advertising and handling digital media.

Interested bidders can collect the Bidding documents from procurement division of Development Lotteries Board upon a payment of Rs.5,000.00 as a non-refundable fee.

3. Scope of the Service (Creative & Media Handling)

- Conduct, manage and recommend all type of digital advertising in order to build the Digital Visibility (awareness) and Engagement (app installing, FB fan engagement, Video views etc.)
- Develop and implement Google Display and Video strategies
- Create and manage link building strategies, content marketing strategies, and social media presences
- Innovate and present new marketing platforms and platform specific strategies
- Develop engaging online content including clickbait, forums, videos, graphics, and blogs; monitor and analyses content success
- Forecast marketing campaign growth and ROI for marketing campaigns
- Manage social media and Display marketing campaigns
- Use Google Analytics, Google AdWords, and other relevant sites
- Drive traffic to company pages

- Develop and manage projects and team members, including delegating tasks, reviewing team member work, adhering closely to deadlines and to budget, developing and revising ideas, and implementing projects
- Keep abreast of new social media sites, web technologies, and digital marketing trends; implement these new technologies in developing campaigns and update current campaigns to include new information
- Conduct research on effects on digital advertising for Lottery brands and analyses data for DLB
- Evaluate campaign effectiveness and report time to time
- Handle creative developments and promotions for all kind of digital lottery brands.

4. The Advertising Agency shall give an undertaking that

- The creative of Television, Radio, Press & Digital concepts will not infringe any existing legal provisions and any copy right of 3rd parties.
- The creative are not defamatory of any person, firm or company and that it is not absence blasphemous libelous or defamatory any person.
- Any legal matters or claims arising out of said creative will be the advertising agencies' liability.
- All creative has to be approved by an authorized officer of the Development Lotteries Board and all Visuals, Artworks, Story boards and production materials should be kept in the custody at the Development Lotteries Board.
- If there are any negligence in the official press results ads, the agency must bear the total publishing cost.

5. Assigning the Man Power and their responsibility.

The creative advertising agency will be awarded to coordinate whole functions of the lottery draw related to each brand and the agency should assign the following for coordination with the Development Lotteries Board and prior to providing it's services should provide the Names, Designations, contact phone numbers of the assigned individuals. Any change in this regard should be notified to the Development Lotteries Board in writing.

- An Account Manager/Director
- An Account executives

A separate experienced creative team must be assigned for creative works. The creative team as well as the client servicing team should ready to provide the advertising service by 365 days.

6. Contract Period

The Contract entered into by the agency will be valid for a period of one year.

7. Contract not to be sublet

Not allowed

8. Timely Delivery

All production materials should deliver as per the agreed time period of DLB. Further all lottery advertising functions have to be completed with-in time specified by DLB.

9. Competitive products or Institutions advertising

The agency or their related subsidiary companies has no right to carry out advertising activities for any competitive product, Corporate or institution and the Board has right to obtain advertising services from any other advertising agency or person within the contract period.

10. Eligibility

- Bidder should have a valid business registration for advertising field.
- Minimum of 03 year experience in the Advertising field of Digital medium.

11. Amendment of Bidding Documents

- a. At any time prior to the deadline for submission of bids, the DLB may amend the Bidding Documents by issuing addendum.
- b. Any addendum issued shall be part of the Bidding Documents and shall be communicated in writing to all who have purchased the Bidding Documents.
- c. To give prospective Bidders reasonable time in which to take an addendum into account in preparing their bids, the DLB may, at its discretion, extend the deadline for the submission of bids.

12. Cost of Bidding

- a. The Bidder shall bear all costs associated with the preparation and submission of its bid, and the DLB shall not be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

13. Alternative Bids

- a. Alternative bids shall not be considered

14. Bid Price

The Prices quoted by the Bidder shall be fixed during the Bidder's performance of the Contract and not subject to variation on any account. A bid submitted with an adjustable price quotation will be treated as non-responsive and rejected.

15. Currencies of Bid

- 15.1.** Unless otherwise stated in Bidding Data Sheet, the Bidder shall quote in Sri Lankan Rupees and payment shall be payable only in Sri Lanka Rupees. Bids quotes in the other currencies will be rejected and treated as non – responsive bid.

16. Period of Validity of Bids

Bids should be valid for period of 91 days from the date of technical qualification opening. A bid valid for a shorter date shall be rejected by the Purchaser as non-responsive.

17. Bid Security

Bidder should be submitted un conditional bid security for Rs 162,000.00 obtain from reputed bank in Sri lanka as per the format given in the bidding document. Bid security is to be **valid up to 01.12.2020**. beneficiary is Chairman, Development Lotteries Board.

18. Documents comprising the Bid

a) The **envelop 1**, marked as “**Pre-qualification**” should include the followings.

Stage 01:-

- a. Original Bid security
- b. Certified copy of articles of association, partnership or Joint Venture Agreement
- c. Corporate profile of the Company together with Audited Accounts for last 03year – in respect of which Audited Accounts are available, and information covering all aspects for the proper evaluation of the tender, the set of Accounts should be certified by a Chartered Accountant.
- d. List of permanent employees with the EPF numbers. (Form 01)
- e. Clientele – Present accounts & Past accounts handled should be submitted separately. The agency should produce the service certificates obtained from the clients along with the list of clients. Any list of clients without service certificates would be rejected during the short – listing process.
- f. Latest Form 20 (List of directors)
- g. Details of creative work done for digital media for year 2018/2019 on CD / DVD form.
- h. Details of Awards won
 - i. Gold
 - ii. Silver
 - iii. Bronze

Stage 02:-

- i. Creative proposal
 - After evaluation of pre-qualification cover will call presentation from the successfully bidders and open creative proposals.
 - Creative presentations will be evaluated/ selected considering the following criteria,
 - a. Creativity
 - b. Immediate recall
 - c. Novelty of the concept
 - d. Product positioning strategy
 - e. Image building
 - f. Identify the target market

The Agencies are expected to submit the above list of awards/recognitions for campaigns, certifying by the awarding authority. Without certifying list would be rejected during the evaluation stage. (Form 02)

b). The **envelop 2**, marked as “**Financial Bids**” should include the followings.

Stage 03:-

1. Duly filled bid submission form.
2. Cost guide form (form No:- 01)
3. A copy of Bids security

19.Format and Signing of Bid

- 19.1. The Bidder shall prepare one original of the documents comprising the bid as described clearly mark it as “**ORIGINAL- PRE QUALIFICATION**” AND **ORIGINAL – FINANCIAL BID .**” In addition, the Bidder shall submit a copy of the bid and clearly mark it as “**COPY OF PRE QUALIFICATION**” AND **COPY – FINANCIAL BID .**” In the event of any discrepancy between the original and the copy, the original shall prevail.
- 19.2. The original and the Copy of 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 Bidder.
- 19.3. Any interlineations, erasures, or overwriting shall be valid only if they are signed or initialed by the person signing the Bid.

20.Submission and Opening of Bids

Submission, Sealing and Marking of Bids as fallows,

- a) Bidders submitting bids by post or by hand, shall enclose the original and the copy of the Bid in separate sealed envelopes, duly marking the envelopes as Envelop 01 “PRE-QUALIFICATION” including creative proposals enclosed with separate envelopes and envelop 02 “FINANCIAL BID.” With relevant copies. Finally submit as two main envelopes as one is FINANCIAL BID (including copy envelop) envelop and other one is PRE-QUALIFICATION (including copy envelopes with creative proposal) please refer followings for sealing of envelopes

- | | | |
|---|---|-------------------|
| <ul style="list-style-type: none">• Pre-qualification envelop marked “ Original”• Pre-qualification envelop marked “ Copy”• Creative proposals envelops marked “creative” | } | Main envelop - 01 |
| <ul style="list-style-type: none">• Financial Bid Envelop marked “Original”• Financial Bid Envelop marked “Copy” | } | Main envelop - 02 |

- b) The inner and outer envelopes shall:
 - i. bear the name and address of the Bidder;
 - ii. be addressed to the Purchaser
 - iii. bear the specific identification of this bidding process as instructions given.
 - iv. bear a warning not to open before the time and date for bid opening.

If all envelopes are not sealed and marked as required, the Purchaser will assume no responsibility for the misplacement or premature opening of the bid.

- v. In the Financial Proposal Envelop bear a warning **“Do not open with the pre-qualification envelopes”**.

21. Bid Opening

21.1. The Purchaser shall conduct the bid opening in public at the address, date and time specified in the clause no 25.

Step 01- pre qualification envelop opening and evaluation



Step 02- Opening of creative proposal envelop and call presentation from successfully bidders.



Step 03- Opening of financial Bid envelop of successfully bidders.

21.2. First, envelopes marked “PRE-QUALIFICATIONS” shall be opened and read out and the envelope with the corresponding bid may be opened at the discretion of the Purchaser. Envelopes marked “FINANCIAL BID” shall not be opened and read out with the PRE-QUALIFICATION. Financial Proposals will be opened after technical evaluation with the presence of the bidders representatives.

21.3. All other envelopes shall be opened one at a time, reading out: the name of the Bidder and whether there is a modification; the Bid Prices, including any discounts and alternative offers; the presence of a Bid Security or Bid- Securing Declaration, if required; and any other details as the Purchaser may consider appropriate. Only discounts and alternative offers read out at Bid opening shall be considered for evaluation. No Bid shall be rejected at Bid opening except for late bids in accordance with clause 25.

22. Preliminary Examination of Bids.

22.1. The Purchaser shall examine the bids to confirm that all documents and technical documentation requested in Clause 18 have been provided, and to determine the completeness of each document submitted.

22.2. The Purchaser shall confirm that the following documents and information have been provided in the financial Bid. If any of these documents or information is missing, the Bid shall be rejected.

- Bid Submission Form,
- Price Schedules,
- A copy of Bid Security

Evaluation and Comparison of Bids

23. Confidentiality

- 23.1. The evaluation committee shall evaluate the Technical Proposals on the basis of their responsiveness to the Terms of Reference, applying the evaluation criteria, sub criteria. Each responsive Proposal will be given a technical score. A Proposal shall be rejected at this stage if it does not respond to important aspects of the Proposal, and particularly the Terms of Reference or if it fails to achieve the minimum technical score. Creative proposal envelopes will be opened only for the successfully bidders.
- 23.2. Following the ranking of pre-qualification, the bidders that achieve the minimum technical score will be invited for the financial proposal opening.
- 23.3. Information relating to the examination, evaluation, comparison, and Pre-qualification (if applicable) of bids, and recommendation of contract award, shall not be disclosed to bidders or any other persons not officially concerned with such process until publication of the Contract Award.
- 23.4. Any effort by a Bidder to influence the Purchaser in the examination, evaluation, comparison, and post-qualification of the bids or contract award decisions may result in the rejection of its Bid.
- 23.5. Notwithstanding, if any Bidder wishes to contact the Purchaser on any matter related to the bidding process, from the time of bid opening to the time of Contract Award, it should do so in writing.

24. Power to accept or reject the proposal or opinions/Calling creative from other shortlisted & registered Agencies of the Development Lotteries Board

The Development Lotteries Board reserves to itself the right to accept or reject any proposal or opinion or part without any cost thereof if the creativeness is not up to the requirements / acceptable level of the Board. In case of DLB turns down the creative presented by an Agency, Development Lotteries Board can again call proposals from other shortlisted agencies those who have been selected by the tender board and the registered agencies for relevant year.

25. Closing Date

Bidders should send all Bidding documents (PRE-QUALIFICATIONS and Financial Bid) by post under registered cover, so marked top left side of the envelop as "obtaining services of Digital advertising 2020/2021" Bid No DLB/PRO/2020/30 to reach the Chairman, Departmental Procurement Committee, C/o Development Lotteries Board, 356, Dr Colvin R de Silva Mawatha, Colombo 02, not later than **2.00 p m on 04.08.2020**. Bidders if they so desire, may deposit the bids in the box provided at the Procurement Division of Development Lotteries Board, 356, Dr.Colvin R. De Silva Mawatha, Colombo 02, not later than **2.00 p m on 04.08.2020**. Late submission of bids will not be accepted and will be returned. Bids will be opened at **2.00 pm on 04.08.2020** with the presence of the bidders representatives

26. Performance Bond

The selected Advertising Agency should submit an unconditional performance bond sum of Rs 1,620,000.00 obtain from reputed bank in Sri Lanka as per the format given in the bidding document. Performance security is to be valid 396 days from the letter of award. Beneficiary is Chairman, Development Lotteries Board. Agreement will be signed within 3 working days from the receipt of the performance security.

27. Payments

- All creative, concepts, production and digital media scheduling payment will be made in favour of the Advertising agency. Agency payment will be made within 30 days after receipt of the invoice date.
- All digital media scheduling related to the lottery will be made in favour of agency after the confirmation of digital Media proof and progress report submitted by the agency.
- Agreement will be signed by DLB, with the digital media agency selected

28. Third party agreement

The Agency should not sign any agreement with third party without written approval from the Development Lotteries Board.

29. Increase or Decrease of Costs

Once the bid is accepted, the agreed price is fixed and no any alteration will be allowed.

30. Governing Law

The bid and any contract resulting there from shall be governed by and construed according to the Law of Sri Lanka.

31. Termination

Either party may terminate the contract by giving a notice of one month (01) or the termination must end at the end of a calendar month.

32. Arbitration

- (a) All disputes arising out of contract agreements should be resolved by mediation, and the dispute shall be referred for arbitration in accordance with the provisions of the Arbitration Act No 11 of 1995.
- (b) Performance of the contract shall continue during the Arbitration proceedings.
- (c) All proceedings and hearings by Arbitrators shall be held in Sri Lanka.
- (d) Contract agreements would be governed by Sri Lanka law.

33. Purchaser's Right to Accept Any Bid, and to Reject Any or All Bids

The Purchaser reserves the right to accept or reject any bid, and to annul the bidding process and reject all bids at any time prior to contract award, without thereby incurring any liability to Bidders.

34. Signing of Agreement

The conditions include in this document is part and partial of the agreement signed with selected bidder.

Chairman,
Department Procurement Committee,
Development Lotteries Board,
356. Dr. Colvin R. De Silva Mawatha,
Colombo 2.

DRAFT

I/We agree to abide by all the terms and conditions pertaining to this Bid or contract.

Name of the Bidder:.....

Address:.....

Contact Number:..... Fax Number:.....

.....
Signature of the authorized
Signatory of the Bidder

Affix the Company Seal here

Name of the Signatory:.....

Capacity:.....

Witnesses

1. Signature :.....
Name :.....
Address :.....
Contact Number :.....

2. Signature :.....
Name :.....
Address :.....
Contact Number :.....

**Development Lotteries Board
Cost Guide for Productions - 2020/2021**

Annexure
01

**Without Taxes
Unit Price
(Rs.)**

Production

<p>Video Conceptualizing & Visualizing of Story Board of TV commercial in Sinhala, Tamil & English & producing of supers, translation fees and other agency charges.</p>	2D Animated TVC	Sinhala or Tamil	05 sec	
			10 sec	
			15 sec	
			20sec	
			30 Sec	
		Sinhala or Tamil (Same TVC only for voicing)	05 sec	
			10 sec	
			15 sec	
			20sec	
			30 Sec	
	3D Animated TVC	Sinhala or Tamil	05 sec	
			10 sec	
			15 sec	
			20sec	
			30 Sec	
Sinhala or Tamil (Same TVC only for voicing)		05 sec		
		10 sec		
		15 sec		
		20sec		
		30 sec		
Adeptation charges for digital format with one language & one voice		10 sec		
		15 sec		
		20 sec		
		30 sec		
<p>Option 01 Production, agency co-ordination, commercial in Beta cam inclusive of sound recording charges, videography, studio charges recording & editing fee, Costiums, special digital effect, transport chgs, artwork chgs for title & tags, cassette cost and incidental expenses. One day shoot, Two locations, Average models, Average directors, Avg. graphic animations ect.</p> <p>Option 02 Production, agency co-ordination, commercial in Beta cam inclusive of sound recording charges, videography, studio charges recording & editing fee, Costiums, special digital effect, transport chgs, artwork chgs for title &</p>	With Modals	Sinhala	20 sec	
		Tamil (with Tamil Modals)	20 sec	
		Sinhala & Tamil (Same TVC only for voicing)	20 sec	
		Sinhala	30 sec	
		Tamil (with Tamil Modals)	30 sec	
		Sinhala & Tamil (Same TVC only for voicing)	30 sec	
		Sinhala	20 sec	
		Tamil (with Tamil Modals)	20 sec	
		Sinhala & Tamil (Same TVC only for voicing)	20 sec	
		Sinhala	30 sec	

tags, cassette cost and incidental expenses. Two days shoot, Three locations, Popular models but, not expensive, Popular directors, Avg. graphic animations Colombo + Out of Colombo recording Adeptation charges for digital format with one language & one voice		Tamil (with Tamil Modals)	30 sec	
		Sinhala & Tamil (Same TVC only for voicing)	30 sec	
			10 sec	
			15 sec	
			20 sec	
video - Jackpot Update Cost of Production, editing, studio charges ,recording charges, voicing fee, mixing, beta/CD transfer fee, agency cordination fee, ect.	Animated	Sinhala or Tamil	10 sec	
			15 sec	
		Sinhala & Tamil	10 sec	
			15 sec	
video - Slide Cost of Production, editing, studio charges ,recording charges, voicing fee, mixing, beta/CD transfer fee, agency cordination fee, ect.	Animated	Sinhala or Tamil	10 sec	
			15 sec	
		Sinhala & Tamil	10 sec	
			15 sec	

Other Promotional Items

Artwork Charges

Digital Banner Cost of designing & producing of Artwork inclusive of typesetting , computer graphics , colour prints, studio cost, and other material etc.		Sinhala or Tamil or English	96"x48"	
			72"x30"	
Adaptation charges for digital format with one language			Standard Size	

Note 01

Cost of the TVC will be very on concept, camaras to be used, locations, transportation, model fee, costumes, graphics, technology, artwork charges for title & tags etc. Hence, advertising committee / Tender board will consider the above cost and will be decided case by case.

**** Note 02**

The cost of Draw Back Drop will be depended on concept, structure & material used.

I/We hereby agreed to provide the services at the above quoted rates

.....

Date

.....
Signature of Authorized Officer Rubber Stamp

.....
Signature of Authorized Officer Rubber Stamp

DEVELOPMENT LOTTERIES BOARD

Bid Security Guarantee

----- [insert issuing agency's name, and address of issuing branch or office] -----

Beneficiary: ----- [insert (by PE) name and address of Employer/Purchaser]

Date: ----- [insert (by issuing agency) date]

BID GUARANTEE No.: ----- [insert (by issuing agency) number]

We have been informed that ----- [insert (by issuing agency) name of the Bidder; if a joint venture, list complete legal names of partners] (hereinafter called "the Bidder") has submitted to you its bid dated ----
----- [insert (by issuing agency) date] (hereinafter called "the Bid") for the execution/supply [select
appropriately] of [insert name of Contract] under Invitation for Bids No.
----- [insert IFB number] ("the IFB").

Furthermore, we understand that, according to your conditions, Bids must be supported by a Bid Guarantee.

At the request of the Bidder, we ----- [insert name of issuing agency] hereby irrevocably undertake to pay you any sum or sums not exceeding in total an amount of ----- [insert amount in figures] -----
---- [insert amount in words]) upon receipt by us of your first demand in writing accompanied by a written statement stating that the Bidder is in breach of its obligation(s) under the bid conditions, because the Bidder:

- (a) has withdrawn its Bid during the period of bid validity specified; or
- (b) does not accept the correction of errors in accordance with the Instructions to Bidders (hereinafter "the ITB") of the IFB; or.
- (c) having been notified of the acceptance of its Bid by the Employer/Purchaser during the period of bid validity, (i) fails or refuses to execute the Contract Form, if required, or (ii) fails or refuses to furnish the Performance Security, in accordance with the ITB.

This Guarantee shall expire: (a) if the Bidder is the successful bidder, upon our receipt of copies of the Contract signed by the Bidder and of the Performance Security issued to you by the Bidder; or (b) if the Bidder is 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, otherwise it will remain in force up to ----- (insert date)

Consequently, any demand for payment under this Guarantee must be received by us at the office on or before that date. _____

[signature(s) of authorized representative(s)]

DEVELOPMENT LOTTERIES BOARD

PERFORMANCE GUARANTEE

----- [Issuing Agency's Name, and
Address of Issuing Branch or Office] -----

Beneficiary: ----- [Name and Address of Employer] -----

Date: -----

PERFORMANCE GUARANTEE No.: -----

We have been informed that ----- [name of Contractor/Supplier] (hereinafter called "the Contractor") has entered into Contract No. ----- [reference number of the contract] dated ----- with you, for the ----- [insert "construction"/ "Supply"] of ----- [name of contract and brief description of Works] (hereinafter called "the Contract").

Furthermore, we understand that, according to the conditions of the Contract, a performance guarantee is required.

At the request of the Contractor, we ----- [name of Agency] hereby irrevocably undertake to pay you any sum or sums not exceeding in total an amount of ----- [amount in figures] (-----) [amount in words], such sum being payable in the types and proportions of currencies in which the Contract Price is payable, upon receipt by us of your first demand in writing accompanied by a written statement stating that the Contractor is in breach of its obligation(s) under the Contract, without your needing to prove or to show grounds for your demand or the sum specified therein.

This guarantee shall expire, no later than the day of, 20.. [insert date, 28 days beyond the scheduled contract completion date] and any demand for payment under it must be received by us at this office on or before that date.

[Signature(s)]

AGREEMENT FOR CREATIVE AND MEDIA SERVICES ON DIGITAL ADVERTISING

This Advertising Agreement (hereinafter referred to as "the Agreement") made and entered into on (date) at Colombo

Deleted: 18th June 2019

By and Between;

The Development Lotteries Board, duly established in Sri Lanka under the provisions of the Act No. 20 of 1997, and having its registered address at No. 356, Dr. Colvin R. De Silva Mawatha, Union Place, Colombo 02 ("hereinafter referred to as "Board"), which expression shall unless repugnant to the context or meaning thereof be deemed to mean and include its successors and assigns of the ONE PART;

AND

(Agency Name), a company incorporated in Sri Lanka under Companies Act No. 07 of 2007, bearing company registration No. and having its registered office at (Agency Address), (herein referred to as "Agency"), which expression shall unless repugnant to the context or meaning thereof be deemed to mean and include its successors and permitted assigns of the OTHER PART;

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Deleted: No. 16, Barnes Place, Colombo 07

whereas (Agency Name), is an advertising agency which is inter-alia in the service of advertising consultancy, creative concepts, handling or developing Brands and Producing Television and Radio Commercials and Press Advertisements and media Buying for Lottery products/Corporate Advertising and all kind of Advertising services;

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AND WHEREAS Agency has represented to "Board" that based on its experience as a leading advertising agency handling selected and reputed clients, Agency is well equipped to provide all kind of advertising related services to "Board" and will maximize the value delivered for every advertising rupee of "Board" spent through Agency to the extent as agreed and incorporated herein by reference;

AND WHEREAS based on the said representations and subsequent discussions, the "Board" hereby appoints Agency to provide **digital advertising** services related to the Mobile Lottery Application and SMS Portal thereto as per the terms and conditions detailed herein;

NOW THEREFORE, THE PARTIES HEREBY AGREE AS FOLLOWS:

1. TENURE

This Agreement shall be effective for a period of 1 year from (date), (Hereinafter "Effective Date") to (date), unless terminated earlier in accordance with the terms and conditions mentioned herein.

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2. SCOPE OF WORK:

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2.1 The Agency shall be responsible to the Board for managing digital advertising to enhance the brand image and the sales for the mobile lottery application and sms portal. The Agency shall not be responsible for the development, maintenance and performance of the platforms.

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2.2 Based upon written brief by the Board, develop communication strategies and creative concepts for all media to be used according to the objectives of the board.

2.3 The Agency shall be responsible to the Board for all aspects of production activities related to digital advertising campaigns.

2.4 The Agency will plan and prepare media strategies and shall be responsible for all aspects of media scheduling of advertisements.

2.5 The Agency will plan and prepare digital media strategies and shall be responsible for implementation of social media campaigns.

2.6 The Agency will dedicate all necessary resources for strategic Advertising concepts and media (Digital and other).

2.7 The agency or their related subsidiary companies have no right to carry out advertising activities for any competitive product, Corporate or institution.

2.8 The agency should provide information on media ratings / impressions/views etc.

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2.9 The Agency shall be responsible to the Board to conduct market research to develop strategies for media advertising campaigns. In the event of breach of the contract, the Board reserves the right to terminate the contract without prior notice and without any compensation.

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3. UNDERTAKINGS OF THE AGENCY

3.1 Develop and submit annual strategic advertising plan on the products in the Letter of Selection (Annexure 1) along with the creative plane.

3.2 Establish and designate devoted team representing Creative, Client servicing, Media (Digital and other) within the Agency to provide the relevant services.

3.3 Make recommendations for product advertising.

3.4 Propose advertising concepts ideas and digital media components.

3.5 Submit a review report on the advertising/Response of General Public.

3.7 The Agency should agree to provide service subject to a media commission rate mutually agreed upon by Client and the Agency.

3.8 To furnish the performance Guarantee to cover the warrantee period if required.

4. APPROVALS

4.1 All advertising messages released on behalf of the Board must be approved by Authorized members of the Board's staff officers.

4.2 Before proceeding with execution / release will be submitted to the "Board" for approval.

4.3 Required to obtain a written brief from the "Board", prior to developing any advertising concepts.

4.4 All creative has to be approved by an authorized officer of the Board and all Visuals, Artworks, Story boards and production materials should be kept in the custody of the Board.

5. QUALITY

5.1 The final productions should satisfy the quality standards of the industry.

5.2 The final productions should be compatible with technical requirements of the relevant medium.

6. SUB- CONTRACT

The Services shall be performed by the Agency employees alone. The Agency shall not sub-contract or assign any of its obligations or responsibilities hereunder to any third party without the prior written approval of the Board. Provided that if the Board provides its written consent to the Agency to sub-contract or assign any or all of its obligations under this Agreement, the Agency shall enter into an agreement with each sub-contractor or assignee

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in a form consistent with the terms of this Agreement. The Parties further agree that in the event of such sub-contracting or assignment, the Agency shall remain primarily liable to the Board for the provision of the Services in accordance with the terms hereof and of all Statements of Work.

7. INDEMNIFICATION

7.1 In view of the aforesaid, it follows that either party will indemnify the affected party and keep the affected party indemnified at all times against any damages, losses, claims incurred by the affected party, and/or proceedings initiated against the affected party arising due to negligence and/ or act of the other party or its employees or agents or any other personnel/ representative, for releasing the "Board" advertisements.

7.2 Agency agrees to indemnify and hold the Board harmless with respect to any claims or actions by third parties against The Board based upon material prepared by Agency, involving any claim for libel, slander, piracy, plagiarism, invasion of privacy, except where any such claim or action arises out of material supplied by Client to Agency.

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8. COMPENSATION

8.1 The Board shall pay the Agency as per the detailed cost guide attached in Annexure 2.

8.2 Any jobs beyond the scope of work specified in the cost guide and/or third-party costs will be charged additionally, on written agreement by both parties.

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9. CONSIDERATION AND INVOICING.

9.1 Production – Agency shall charge in accordance with the approved production estimate by the "Board".

9.2 Once the Tender is accepted, the payment amounts will be fixed subject to the price revisionary powers of the Board

9.3 The Board will enjoy a credit period of up to 45 days upon the receipt of invoices.

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10. PAYMENTS

10.1. All creative, concepts, production and digital media scheduling payment will be made in favour of the Advertising agency. Agency payment will be made within 30 days after receipt of the invoice date.

- 10.2. All digital media scheduling related to the lottery will be made in favour of agency after the confirmation of digital Media proof and progress report submitted by the agency.
- 10.3. Agreement will be signed by DLB, with the digital media agency selected

11. RENEWAL:

This Agreement may be renewed for a further period on mutually agreed terms and conditions by the parties.

12. TERMINATION

12.1. Without prejudice to any other rights of herein stipulated, this Agreement may be terminated by either party by giving Thirty (30) days notice in writing to the other party, without assigning any reason whatsoever.

12.2. In the event of breach of the contract, the Board reserves the right to terminate the contract without prior notice and without any compensation.

12.3 This Agreement will be terminated at the occurrence of any of the following circumstances.

- a) If the other commits a breach of any of the Terms and Conditions of this Agreement and such breach is not remedied within thirty (30) Days from the notification thereof to the party in breach; In such case if the any advance amount has been paid to the Agency, than the Agency will refund the amount proportion to the services not carried out or the period unutilized,
- b) If the other becomes insolvent or goes into voluntary or compulsory liquidation or pass an effective resolution for winding-up or make an arrangement or composition with its creditors, or if any receiver be appointed on behalf of debenture holders or otherwise;

13. UNDERTAKING, WARRANTIES AND REPRESENTATIONS OF THE AGENT

Agency specifically undertakes, represents and warrants to the Board that the Services provided herein:

13.1 Shall not cause infringement or violation of any intellectual property rights or other rights including copyright, right to privacy/publicity. Any legal, matters or claims arising out of said creative will be the liability of the agency.

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 Agency will submit invoices and supporting documents for digital media placements as below.¶
 Share detailed campaign reports for media buying as below.¶
 Submit screenshots/ screen captures taken from the relevant campaigns of digital media buying as proof documents. ¶
 Send screenshots of platforms (including Facebook, Google, LinkedIn, Twitter, Eskimi, AdGlare, AdRoll, DoubleClick) as proof of the campaign spent amounts in US Dollars and the client should accept these documents as the proof of payments for relevant campaigns. ¶
 The median US Dollar rate of each month will be taken in to calculation of digital media spent of each campaign. (US Dollar rate specified in Central Bank of ...)

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13.2 Shall comply with all applicable laws, ordinances, rules, regulations and guidelines in effect provided / issued by the Government of Sri Lanka; The creative will not be defamatory of any person, firm or company and that it is not absence blasphemous libelous or defamatory any person.

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13.3 Shall agree that all documents executed between the Parties pursuant to the execution of this Agreement shall form an integral part of this Agreement, by way of express reference thereto;

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13.4 Shall comply with the directions, guidelines, policies, processes, directives, notifications and such other communications that Board may notify in writing to Agency from time to time with reference to the Scope of Services herein.

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14. INTELLECTUAL PROPERTY RIGHTS

14.1 The copyright in all the work created by the Agency, including press advertisements, literature, script, music, radio tapes and programmes, logos and corporate graphics, TV spots, films and all transmission / broadcasting rights therein for which the Board has duly paid shall be of the Board. The Agency shall return all the work in which copyright work belongs to the Board, within 7 days of total payment.

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14.2 The Agency shall have no lien whatsoever over any blocks, matrices, negatives, positives, proofs, printing materials, films, paintings, etc, for which payments have been made. The Agency shall arrange to return available stereos, artworks, blocks, etc., from printers, publications, etc. in as is condition.

14.3 The Agency shall handover copies in duplicate to the Board to keep at the clients' library of each art work, AV material and all other marketing material upon completion of each assignment.

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14.4 The Agency further undertakes to execute any further document as may be required including the correspondence to be exchanged with the concerned Copyright Authorities for effective transfer of the said Copyrights in the name of Board and more perfectly assuring the said Copyrights unto the Board.

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14.5 If third parties infringe upon Board's intellectual property rights, the Board shall at its expenses take action against them to the extent it deems appropriate and the Agency shall assist Board therein, all costs being borne by the Board. The Agency shall notify the Board of any relevant facts which come to its knowledge and which may adversely affect the Board's intellectual property rights or the Board's reputation.

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14.6. Agency agrees to indemnify and hold the Board harmless with respect to any claims or actions by third parties against the intellectual Property rights of the third party.

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15. THIRD PARTY AGREEMENT

The Agency should not sign any agreement with third party without obtaining written approval from the Board.

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16. ETHICS AND CODE OF CONDUCT

The parties will conduct all their dealings in a very ethical manner and with the highest business standards. The parties will endeavor to comply with all relevant, regulations and codes including any codes of conduct of relevant advertising industry bodies in relation to the provision of the Services.

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17. GOVERNING LAW AND JURISDICTION

This Agreement shall be governed by the laws of the Democratic Socialist Republic of Sri Lanka

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18. FORCE MAJEURE

Except as provided herein no party shall be liable to the other for any delay in the performance or any non-performance of any of its obligations hereunder (and shall not be liable for any loss or damages caused thereby) where the same is occasioned by any cause whatsoever that is beyond its control including but not limited to an Act of God, war, civil disturbance, requisitioning, fire or accident, shipwrecks. Should any such event occur, "Board" may rescind or at its own discretion suspend performance for up to six months without incurring any liability for any loss or damages thereby occurred.

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The party affected by Force Majeure shall take all necessary steps to mitigate the event of Force Majeure.

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19. ARBITRATION

9.1 In the event of any dispute and/or difference arising between the Parties hereto in terms of this Agreement the Parties hereto will first make their best endeavors to resolve, through mutual consultation between the parties, without involving any third party or parties, any dispute, and/or difference arising between the parties or their respective representatives or assigns which may arise in connection with or in relation to this Agreement. If no resolution is forthcoming the parties may take steps as hereinafter set out

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9.2 Any dispute and/or difference and/or claim arising out of or relating to this Agreement thereof shall be settled by arbitration in accordance with the Arbitration Act No. 11 of 1995 of Sri Lanka.

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9.3 Such dispute and/or difference and/or claim shall be referred by either party to arbitration.

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Such Party may nominate its arbitrator. The other party may consent to such nomination. If there is no such consent the other party may nominate its own arbitrator. Thereafter, the Two Arbitrators shall nominate an umpire.

19.4 The place of arbitration shall be Colombo, Sri Lanka.

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19.5 The language to be used in proceedings shall be English.

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19.6 Any notice required to be served on the parties hereto shall be in writing and shall be sufficiently served if sent by registered post acknowledgment due or personally delivered at the following addresses, or any changed address as communicated by either of the party to the other:

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In the case of "The Agency":-

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In the case of "The Board":-

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19.7 The parties hereto acknowledge, declare and confirm that this Agreement represents the entire Agreement between them regarding the subject matter hereof and no alterations, additions or modifications hereto shall be valid and binding unless the same are reduced to writing and signed by both parties. This agreement can be renewed between the parties by mutual consent in writing only.

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CEO¶
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19.8 Both Parties hereto represent and warrant to each other that; the signatories of both parties are entitled to sign on behalf of both Parties and the rights and obligations of both parties shall be legally valid and binding and enforceable on both Parties.

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Deputy General Manager (Marketing), ¶
Development Lotteries Board¶
771054860

20. CONFIDENTIALITY

20.1 The agency and its employees, agents and /or any personnel/ representatives will maintain complete confidentiality of any work assigned. The agency will regard as trade secret and maintain in the strictest confidence all information and material given to the agency by the "Board" in relation to the brands assigned to the agency, as well as the work the agency will perform for the Board and the brands assigned to the agency. The agency shall ensure that its employees and agents adhere to these confidentiality norms strictly.

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20.2 Each Party to this Agreement shall use its best efforts to keep in strict confidence, and shall bind all of its employees and agents to keep in strict confidence, all commercial and technical information in whatever form acquired by it (whether directly or indirectly) from or concerning any other Party under this Agreement or in connection with the performance under the Agreement (herein after called "Confidential Information"). No Party shall utilize such Confidential Information for any purposes other than those contemplated in this Agreement. Further, no party shall at any time disclose any Confidential Information to

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any third party for any purposes other than those contemplated in this Agreement without the prior written consent of the other Party. The following information shall be excluded from the foregoing scope of Confidential Information.

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- a) Information which at the time of disclosure is generally available to the public;
- b) Information which after disclosure becomes generally available to the public through no fault of the receiving party;
- c) Information which the receiving party can show was in its possession prior to disclosure and which was not acquired directly or indirectly from the other party;
- d) Information which the receiving party can show was received by it after the time of disclosure from any party outside the Agreement without any obligation of confidentiality and which was not acquired directly or indirectly from the other party.

Or

- e) Information which the party concerned shall be compelled to divulge if required by Law.

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20. RELATIONSHIP BETWEEN THE PARTIES

This Contract is being entered into on a principal to principal basis and under no circumstances shall the agency and/or its employees, agents and any other personnel/representatives be construed as "Board" employees or agents nor shall any of your premises, office or other place of business be construed as "Board" branch office/ division/ subsidiary. The agency undertakes to indicate to their customers that they are an independent trader and state on all signs, stationery, invoices, press releases, leaflets, etc. This Contract shall not be construed to create any relationship either of employee/ employer, principal/ agent, partnership/associate or any other relationship of a like nature between the client and the agency and/or their employees, agents and representatives.

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21. EMPLOYMENT RESTRICTIONS

Board and Agency will not employ each other employee during the period of this agreement.

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22. MODIFICATION

No amendment, modification or addition to this Agreement or the Annexure appended hereto shall be effective or binding on either of the Parties unless set forth in writing and executed by them through their duly authorized representatives.

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23. DISCLAIMER OF LIABILITY

Notwithstanding any provision contained in this Agreement to the contrary, the Agency hereby acknowledges and confirms that the "Board" will and is entitled to rely on the accuracy and completeness of all the representations, warranties or statements made by the Agency in connection with its ownership of intellectual property rights subsisting and the "Board"

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accepts no liability whatsoever (whether in tort or contract or otherwise) for any loss, claims or damage arising from any inaccuracies or omissions from such representations, warranties or statements and Contractor will indemnify the "Board "if any.

24. WAIVER

The failure, with or without intent, of either Party to insist upon the performance by the other Party, of any term or stipulation of this Agreement, shall not be treated as, or be deemed to constitute, a modification of any terms or stipulations of this Agreement. Nor shall such failure or election be deemed to constitute a waiver of the right of such Party, at any time whatsoever thereafter, to insist upon performance by the other, strictly in accordance with any terms or provisions hereof.

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25. SEVERABILITY

Should any part of this Agreement be declared illegal or unenforceable, the Parties will cooperate in all ways open to them to obtain substantially the same result or as much thereof as may be possible, including taking appropriate steps to amend, modify or alter this Agreement. If any term or provision of this Agreement shall be hereafter declared by a final adjudication of any tribunal or court of competent jurisdiction to be illegal, such adjudication shall not alter the validity or enforceability of any other term or provision unless the terms and provisions so declared are expressly defined as conditions precedent or as of the essence of this Agreement, or comprising an integral part of, or inseparable from the remainder of this Agreement.

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26. ENTIRE AGREEMENT

This AGREEMENT supersedes all oral and written representations and agreements between the parties including, but not limited to any earlier Agreement relating to the subject matter thereof any other Agreement between the parties in relation to the subject matter thereof. However, this AGREEMENT will not relieve the parties from their respective rights and obligations against each other arising out of or in connection with any previous Agreement.

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27. INDEPENDENT RIGHTS

Each of the rights of the Parties under this Agreement are independent, cumulative and without prejudice to all other rights available to them, and the exercise or non-exercise of any such rights shall not prejudice or constitute a waiver of any other right of the Party, whether under this Agreement or otherwise.

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28. COUNTERPARTS

This Agreement shall be executed in two (2) counterparts, one (1) each to be retained by the respective Parties. Each counterpart shall be treated as an original and shall be capable of being enforced without reliance on the other counterparts as an original document.

29. OTHER DOCUMENTS

The parties shall admit that the tender document, letter of appointment and the cost guide as a part and partial of this agreement.

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30. INTERPRETATION

The headings and captions of the clauses and paragraphs of this Agreement shall be for convenience and reference only. To the extent there are any conflicts or inconsistencies between this Agreement and any Statement of Work, the provisions of this Agreement shall prevail, unless specified to the contrary in the relevant Statement of Work.

IN WITNESS WHEREOF, these presents have been executed by duly authorized signatories of the parties hereto as of the date first above written.

For and on behalf of the Board

for and on behalf of the Agency

1.
Chairman /CEO

2.
Chairman /Manager

2.
Witnesses:

Witnesses:

1.

2.

Annexure 1: Letter of Selection

Annexure 2: Cost Guide

Annexure 3: Tender Document

FORM 01

INVITATION TO BIDS FOR OBTAINING SERVICES OF DIGITAL ADVERTISING 2020/ 2021

Bid No: DLB/PRO/2020

Employee Information

Name of the Agency

Department	Designation	Name of the Employee	EPF No	Work Experience
Creative				

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Deleted: Mr. D.D.C. Daminda . . Ms. Rukshi Liyanage¶ Deputy General Manager (Marketing) . No. 16, Barnes Place, ¶ Development lotteries board . Colombo 07¶ 703172334V . . .785032934V¶

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I/We here by certified the above information is true and correct.

Date:

.....
Rubber Stamp

.....
Authorized Signature
Name of the Authorized Officer

BID FORM

The Chairman,

Department Procurement committee,
Development Lotteries Board,
No.356, Dr. Colvin R De Silva Mawatha,
Colombo 02.

INVITATION TO BIDS FOR OBTAINING SERVICES OF

DIGITAL ADVERTISING 2020/ 2021

Bid No: DLB/PRO/2020

I / We, the undersigned, having read and fully acquainted myself/ourselves with the contents of the "Information and Instructions to bidder and Terms and Conditions of Bid" pertaining to the above bid, along with annexure/Schedule, thereto, hereby undertake OBTAINING SERVICES OF DIGITAL ADVERTISING 2020/ 2021 referred to therein, in accordance with the aforesaid Instructions, Terms and Conditions for a total Bid Price of The make up of the aforesaid total Bid Price is given in the accompanying Price Schedule Annex B.

I / We confirm that this offer shall be open for acceptance until and that it will not be withdrawn or revoked prior to that date.

I / We attach hereto the following documents as part of my / our Bid:

1. Price Schedule
2. Documentary evidence to establish eligibility to bid.
3. Bid Security.
4. Performance Guarantee
5. Agreement
6. Any other documents

I / We understand that you are not bound to accept the lowest tender and that you reserve the right to reject any or all tenders or to accept any part of a bid without assigning any reasons thereof.

We undertake to adhere to the Delivery terms.

My / Our Bank Reference is as follows :
.....

Signature of bidder:

Name of Bidder :

Address :
.....

Fax :

Date :

DRAFT