

Request for Proposal (RFP)

Design & Creative Development of NRB Bank PLC. Calendar 2027

Issued by: Brand & Marketing Department, NRB Bank PLC.

RFP Submission Deadline: September 30, 2026

1. Background

NRB Bank PLC. invites proposals from qualified and experienced creative agencies for the **conceptualization and design of the Bank's Calendar 2027**.

The calendar should reflect the Bank's brand identity, values, aspirations, and contemporary positioning while offering a distinctive and engaging visual experience. Agencies are encouraged to explore innovative concepts, formats, materials, and structures beyond conventional calendar designs.

2. Scope of Work

The selected agency will be responsible for developing the complete creative concept and design for:

- **Wall Calendar 2027**
- **Desktop/Table Calendar 2027**

Participating agencies must submit **at least two (2) distinct creative themes/concepts** for consideration.

Each concept should include:

- Theme/concept name and rationale.
- Overall visual direction and storytelling approach.
- Proposed layout and design style.
- Wall Calendar mock-up.
- Desktop Calendar mock-up.
- Proposed size, format, material, finishing, and binding options.
- Recommended photography, illustration, graphics, or other visual treatments, where applicable.

3. Creative Freedom & Innovation

Agencies are encouraged to propose their own **unique and innovative calendar concepts**, including unconventional shapes, structures, formats, folding mechanisms, materials, or interactive elements.

Concepts should, however, remain practical for production, distribution, and regular customer use while maintaining the premium and professional image of **NRB Bank PLC**.

4. Design Requirements

The proposed designs should:

- Comply with **NRB Bank PLC. Brand Guidelines**.
- Maintain a clean, contemporary, premium, and professional appearance.
- Ensure both conventional and Islamic guideline.
- Ensure dates, months, holidays, and calendar information are clearly readable.
- Provide appropriate visibility to the NRB Bank brand without over-branding.
- Consider relevant national holidays and important dates applicable to Bangladesh.
- Be adaptable for final printing and production.
- Avoid copyrighted or third-party materials unless appropriate usage rights are secured.

5. Required Deliverables

Shortlisted/selected agency will be required to provide:

- Minimum **2 complete calendar themes/concepts**.
- Wall and desktop adaptations of the proposed concepts.

6. Proposal Submission Requirements

Agencies must submit separate **Technical/Creative** and **Financial** proposals.

A. Technical & Creative Proposal: The submission should include:

- Agency/company profile.
- Relevant experience in calendar, corporate publication, branding, or similar design projects.
- Portfolio of relevant work.
- Minimum **two proposed creative themes** for Calendar 2027.
- Concept rationale and visual mock-ups.
- Proposed production specifications, where applicable.
- Estimated design development timeline.

B. Financial Proposal

The financial proposal should clearly mention:

- Creative concept development fee.
- Photography/illustration/image licensing costs, if applicable.
- Applicable VAT, Tax, and other charges.
- Any other relevant cost.

The financial proposal should clearly state the **total cost inclusive and exclusive of applicable VAT and Tax**.

7. Mandatory Regulatory & Company Documents

Participating agencies must submit valid copies of applicable documents, including:

- Valid **Trade License**.
- **e-TIN Certificate**.
- **BIN/VAT Registration Certificate**.
- **Certificate of Incorporation/Registration** from RJSC, where applicable.
- **Memorandum of Association (MOA)**.
- **Articles of Association (AOA)**, where applicable.
- Latest **Tax Return Acknowledgement/Proof of Submission of Return (PSR)**, where applicable.
- Updated company profile.
- Bank account details/Bank Solvency Certificate, if requested.
- Latest audited financial statements, if requested.
- Any other statutory or regulatory documents required by **NRB Bank PLC. Procurement, Finance, Compliance, or relevant authorities**.

For proprietorship or partnership firms, equivalent applicable registration and ownership documents should be submitted.

8. Submission Deadline

Complete proposals must be submitted **on or before September 30, 2026**.

Submissions received after the deadline may not be considered.

10. General Terms & Conditions

- NRB Bank PLC. reserves the right to accept, reject, or seek modification of any proposal without assigning any reason.
- Submission of a proposal does not create any obligation on NRB Bank PLC. to award the assignment.
- All costs associated with preparing and submitting the proposal shall be borne by the participating agency.
- Concepts submitted must be original and must not infringe third-party intellectual property rights.
- The selected/final approved design and related artwork shall become the property of **NRB Bank PLC.**, subject to the terms of the final agreement.
- The selected agency must maintain strict confidentiality regarding all information, materials, and instructions provided by the Bank.
- Any engagement will be subject to the Bank's applicable **Procurement, Compliance, Finance, Brand & Marketing, and vendor management policies.**

Clarification / Contact

For any clarification regarding the RFP, briefing/debriefing session or submission requirements, interested agencies may contact:

Brand & Marketing

NRB Bank PLC.

Contact Person: A. K. M. Anwar Hossain, SAVP, Brand & Marketing In-Charge

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Email: akm.anwar@nrbbankbd.com

Thanking You,

A. K. M. Anwar Hossain

SAVP, Brand & Marketing In-Charge

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NRB Bank PLC.