NRB Bank
Not Just Another Bank

Request for Proposal (RFP) for
Redesign, Redevelopment and Maintenance of NRB Bank PLC. Website

Dear Sir/Madam,

NRB Bank PLC. intends to redesign and redevelop its existing corporate website to deliver a modern, secure, intuitive and customer-centric digital experience across mobile, tablet and desktop devices.

The proposed website should follow a mobile-first and responsive design approach, with clear information architecture, fast navigation, strong accessibility, high performance and seamless integration with the Bank's digital platforms and service channels.

The design should reflect NRB Bank PLC.'s contemporary brand personality and the positioning "Not Just Another Bank", while maintaining a clean, credible and premium banking experience. The interface should prioritize simplicity, usability and relevant customer journeys over visual clutter or excessive promotional content.

Outlined below is a synopsis of the RFP:

- **Project Name:** NRB Bank PLC. Website Redesign & Redevelopment
- **Business Sector:** Financial Services | Banking
- **Type of Contract:** Website UX/UI Design, Development, Implementation and Maintenance
- **Website:** https://www.nrbbankbd.com/
- **Issue Date:** September 16, 2026
- **Proposal Submission Date & Time:** October 01, 2026

Scope of Work

The selected agency will be responsible for redesigning and redeveloping the NRB Bank PLC. website for improved user experience, functionality, security, scalability, performance and maintainability using contemporary, industry-standard web development methodologies, tools and technologies.

The key functional and service requirements are outlined below:

1. Conduct stakeholder consultation, review the existing website and customer journeys, and prepare a structured UX strategy for the new website.
2. Develop a comprehensive UX/UI guideline aligned with NRB Bank PLC.'s brand identity and approved digital communication principles.
3. Develop the creative direction, visual system, typography, imagery, iconography and interface components required for a consistent website experience.
4. Prepare the information architecture, sitemap, navigation structure and detailed wireframes based on user needs and business priorities. The final wireframes must be approved by the Bank before development.
5. Design all required page templates, including the Homepage, Retail Banking, NRB Banking, Cards, SME Banking, Corporate Banking, Islamic Banking, Priority Banking, Digital Banking, Investor Relations, News & Events, Careers, Service/Utility Pages and other pages identified during discovery.
6. Provide creative implementation and content presentation support, including required illustrations, UI graphics, microcopy and content formatting, in coordination with the Bank's Brand & Marketing team.
7. Develop the website on a secure, scalable and easily maintainable CMS/framework. The proposed technology stack must be clearly stated and justified in the technical proposal.
8. Follow a mobile-first responsive design approach and optimize the website separately for mobile, tablet and desktop experiences.
9. Optimize performance so that key public pages achieve fast loading and acceptable Core Web Vitals. The agency should target an initial page load of approximately 3 seconds or less under mutually agreed testing conditions.
10. Ensure compatibility with major current versions of Chrome, Edge, Firefox and Safari and with commonly used mobile devices.
11. Provide a user-friendly Branch, Sub-Branch, ATM and Agent Banking locator with map integration, search and filtering facilities, subject to data availability.
12. Implement a robust website search function to help customers quickly locate products, services, forms, disclosures, branches and other information.
13. Provide search-engine-friendly architecture, clean URLs, metadata management, XML sitemap, structured data where appropriate, redirect management and other standard on-page SEO capabilities.
14. Integrate website analytics and tag management tools approved by the Bank, including event and conversion tracking requirements identified by Brand & Marketing.
15. Provide secure and user-friendly online forms for enquiries, service requests, applications and lead generation. Where applicable, forms should support validation, consent, secure submission and automated notifications.

16. Provide appropriate links and/or approved integrations with NRB Bank's online account opening platform, NRB Connect, NRB Click, Internet Banking and other digital platforms identified by the Bank.
17. Develop dedicated product/application journeys for Credit Cards and other relevant products, including online application or lead-generation functionality where approved.
18. Integrate loan, deposit/savings scheme and other financial calculators as required by the relevant business divisions.
19. Integrate exchange-rate display and calculator functionality using a secure and maintainable source/process approved by the Bank.
20. Develop English and Bangla versions of the website with a convenient language switch and a CMS structure that supports bilingual content administration.
21. Provide a flexible CMS that allows authorized Bank users to create, edit, publish, schedule and archive text, images, documents, banners, notices, news, events and other dynamic content without routine developer intervention.
22. Implement role-based access control for website administrators, editors and other designated Bank users, including appropriate audit/logging capabilities.
23. Provide a centralized media and document library with efficient upload, organization, replacement and download management for images, PDFs, documents, videos and other approved media formats.
24. Provide staging/UAT and production environments or support deployment to Bank-approved environments. All changes must be tested and approved in staging/UAT before production deployment.
25. Provide secure integration capability for approved APIs, chatbots, live chat, social platforms or other digital services. No third-party integration may be deployed without the Bank's prior approval.
26. Enable print-friendly and downloadable versions of relevant pages/documents where business or regulatory requirements justify such functionality.
27. Ensure the website supports all relevant disclosures, notices, policies, forms and information required by Bangladesh Bank and other applicable regulatory authorities.
28. Apply secure coding practices and appropriate controls against common web application risks, including vulnerabilities identified under current OWASP guidance. The solution must support SSL/TLS, secure authentication for administrators, logging, backups and security hardening.
29. Cooperate with the Bank's Information Technology, Information Security, Brand & Marketing and other relevant teams for technical review, security testing, VAPT, UAT, deployment and go-live approval.
30. Provide a detailed content migration plan and migrate approved content from the existing website without loss of critical information, links or regulatory documents.
31. Prepare a redirect plan for changed URLs so that important existing links and search-engine equity are preserved during migration.
32. Provide source code, database schema, configuration files, design source files, technical documentation, deployment documentation, administrator manuals and all other agreed project assets to NRB Bank PLC. upon completion.
33. Conduct administrator training and adequate knowledge transfer so that authorized Bank personnel can manage routine website content and functions independently.
34. Provide post-launch warranty/support and ongoing annual maintenance, including bug fixing, security updates, CMS/framework updates, performance monitoring and content-management support as agreed.
35. Provide 24/7 emergency support for critical production incidents with defined escalation contacts and service-level response times.
36. Update or enhance design components, functionality and framework when required under the agreed maintenance arrangement and change-management process.
37. The agency must submit an indicative wireframing/user-journey plan and sample design direction with the technical proposal to demonstrate its proposed approach.

Technical Specifications

The participating agency must submit the proposed technical specifications, technology stack, system architecture, hosting/deployment approach, security framework and integration requirements for the website redesign/redevelopment as part of its technical proposal. Upon selection, the agency shall review, align with and fully comply with all applicable Information Technology (IT) and Information Security Department (ISD) requirements, standards and controls of NRB Bank PLC. Any technical dependency, assumption or deviation identified during implementation must be clearly communicated and resolved in consultation with the Bank's IT/ISD teams.

Eligibility to Apply

– The agency must have proven experience in designing, developing and maintaining dynamic corporate websites, preferably for banks, financial institutions, telecom operators, large corporates, technology companies or other high-traffic service organizations.

- Preference may be given to agencies with demonstrable experience in financial-services UX, secure web development, enterprise CMS implementation and integration of customer journeys with brand experience.
- The agency must have successfully completed comparable website projects and be able to provide documentary evidence and client references.

Required Expertise

- UX research, information architecture, wireframing, UI design and responsive web design
- Web application development, API integration and enterprise CMS implementation
- Graphic, digital and interaction design
- SEO, web analytics, tag management and performance optimization
- Web application security, secure coding practices and collaboration on VAPT remediation
- Database management, server/deployment practices and version control
- Content migration and multilingual website implementation
- 24/7 critical support capability and structured incident escalation
- Knowledge of major digital platforms and approved integrations such as Google, Meta/Facebook, LinkedIn and YouTube

Personnel

The agency shall provide suitably qualified and dedicated personnel for the project. The proposal should identify the proposed Project Manager/Account Lead, UX/UI resources, developers, QA resources, security/technical resources and support personnel, together with their relevant experience and expected involvement. The agency must also ensure sufficient knowledge transfer to the Bank's nominated personnel.

Financial Position

The agency should have a sound financial position and must provide appropriate documentary evidence of financial solvency and operational capacity.

Required Documents

1. Up-to-date valid Trade License
2. Certificate of Incorporation/Registration, as applicable
3. Memorandum and Articles of Association (for incorporated companies), where applicable
4. Valid e-TIN/TIN Certificate
5. Valid BIN/VAT Registration Certificate
6. Latest acknowledgement/proof of submission of income tax return, where applicable
7. Bank Solvency Certificate
8. Audited financial statements or other evidence of financial soundness, if requested by the Bank
9. Performance certificates/work orders/project completion certificates for comparable assignments
10. Client and completed-project list, including relevant website URLs
11. Organization profile and team structure
12. CV/profile of key personnel proposed for the assignment
13. Any other statutory or procurement documents required by NRB Bank PLC.

Meeting / Presentation

After receiving the proposals, NRB Bank PLC. may invite shortlisted bidders for a clarification meeting, technical presentation and/or demonstration to discuss the proposed approach, architecture, UX/UI direction, project methodology, implementation plan and support model. The Bank may subsequently request shortlisted bidders to submit a Financial Proposal in the prescribed format.

Response Format

Unless otherwise instructed in the invitation letter, bidders are required to submit a Technical Proposal at this stage. The Technical Proposal should include, at minimum:

- Understanding of the assignment and proposed solution
- Proposed UX/UI and creative approach
- Indicative sitemap, wireframing/user-journey plan and sample design direction
- Proposed technology stack, CMS/framework and system architecture
- Security, performance, SEO, analytics and deployment approach
- Content migration and go-live approach

- Project methodology, work plan, timeline and key milestones
- Proposed project team and resource allocation
- Maintenance, warranty, support model and proposed SLA
- Relevant organizational experience, case studies and references
- Compliance/response against the detailed technical specifications.

No Financial Proposal is required at this stage unless specifically requested by NRB Bank PLC. in the RFP invitation or subsequent communication.

Other Conditions

1. Each bidder shall designate a single contact person for all communication related to this RFP.
2. The bidder must disclose any proposed subcontracting, consortium or third-party dependency. No material part of the assignment may be subcontracted without prior written approval from NRB Bank PLC.
3. The proposal must clearly state the proposed project duration, implementation timeline, dependencies and required support from the Bank.
4. All designs, source code, documents, data, credentials, configurations and project assets created specifically for NRB Bank PLC. under the engagement shall be handed over to the Bank in accordance with the final contract.
5. The selected bidder will be required to maintain confidentiality and comply with NRB Bank PLC.'s information-security, vendor-management and access-control requirements.
6. NRB Bank PLC. reserves the right to accept or reject any or all proposals, request clarifications, amend the scope, cancel the process or initiate a fresh procurement process without assigning any reason, subject to applicable internal policies and regulations.
7. Any costs incurred by bidders in preparing or presenting a proposal shall be borne by the bidder.

Proposal Submission Address

The proposal should be submitted within the date and time specified in the RFP invitation to the designated tender/procurement receiving point of NRB Bank PLC. at the following address:

NRB Bank PLC.
Corporate Head Office
Uday Sanz, Block: SE (A), Plot: 2/B, Road: 134, South Avenue
Gulshan-1, Dhaka-1212, Bangladesh
Attention: A. K. M. Anwar Hossain, SAVP, Brand & Marketing In-Charge
email- akm.anwar@nrbbankbd.com Contact No.: +880 1682 412 834

Yours sincerely,

A. K. M. Anwar Hossain
SAVP, Brand & Marketing In-Charge
Brand & Marketing
NRB Bank PLC.