

Information to Bidders

Concept Development, Layout and general photography of Annual Report 2021

1. Introduction

BML is seeking a partner to develop a new concept for the Annual Report in order to refresh the current layout. The party is also required to do the layout and general photography required for the report, excluding portraits of EXCO and Board of Directors

2. About Bank of Maldives

Bank of Maldives is the leading financial institution in Maldives. We are a full-service bank engaging across the complete spectrum of personal, SME and corporate financial services. Shariah compliant banking services are offered through our BML Islamic window. With over 290,000 customers, we are privileged to touch the lives of almost every citizen and business in Maldives through our extensive network of branches, agents, relationship managers and online banking facilities. We have lent over MVR 3 billion last year to Maldivian individuals and businesses and therefore play a pivotal role as an engine of growth for the local economy.

Today we are focusing on using technology to create change and create sustainable financial inclusion. We were the first to introduce Internet and Mobile Banking as well as 24-hour self-service banking. We were the first to issue international debit, credit and prepaid cards.

Our aim is to be a partner for success for our customers, to actively participate in community development and to create long-term value for our shareholders.

3. Requirements

The bidder should have experience in marketing communications, designing, layout and creating high-quality reports, with visual appeal and information graphics, for businesses and/or other organizations.

Bidders are expected to deliver 1 (one) design concept for the Annual Report incorporating colour schemes, cover designs, photo suggestions, typographic design, and page layouts. This should at the minimum include the following (bidders can refer to current Annual Report):

- A. Front and back covers
- B. Statement from the CEO and Chairperson
- C. Business Overview page
- D. Financial Infographics: annual highlights
- E. Team Profiles: Board of Directors and Executive Management
- F. Photography concepts for cover and all sections

Layout

Description
<p>Layout (English Version): Quotation for Layout should include:</p> <ul style="list-style-type: none"> · Layout for English Edition- including financials (approx. 160 pages) <p>(Layout includes creating tables, graphs and charts required for the financial sections and making the necessary layout and text corrections suggested by BML for a period of 3 months)</p>
<p>Layout (Dhivehi Version): Quotation for Layout should include:</p> <ul style="list-style-type: none"> · Layout for Dhivehi Edition – including financials (approx. 160 pages) <p>(Layout includes creating tables, graphs and charts required for the financial sections and making the necessary layout and text corrections suggested by BML for a period of 3 months)</p>

4. Evaluation Criteria

Technical Bid: Creative proposals and proof of experience

Successful bidder will be selected based on the following criteria:

Criteria	Weightage	Details
Creative Proposal	60%	<ul style="list-style-type: none"> • The creative idea - quality, creativity of the design concept proposed
Experience	40%	<ul style="list-style-type: none"> • Credentials and key personnel – Company/Agency overview • Evidence of similar experience for English and Dhivehi layout
Delivery	fixed	<ul style="list-style-type: none"> • First draft delivered within 14 days on receipt of text • Successful vendor must be available for editing as required <p>Final PDF and print file delivered within 2 days of confirmation</p>
Total	100%	

Note: Only the technical bid will be opened initially. After evaluation of the technical bid, the parties will be shortlisted. The pricing bid of only the shortlisted parties will be opened with the presence of the bidders/representative of the bidders and the remaining will be returned unopened.

Pricing bid: price proposal

Criteria	Weightage	Details
Price	100%	<ul style="list-style-type: none">• The final selection from the shortlisted parties will be 100% based on the price.• The quote should include price with cost breakdown for ;<ul style="list-style-type: none">- Concept development- Layout- Photography (model charges and all other expenses included if required)