



Ref: HDFC/IU/2018/3

January 23, 2018

INVITATION FOR EXPRESSION OF INTEREST & QUOTATION

Background

HDFC PLC is celebrating its 15 years of service to the people of Maldives in providing affordable Housing. In order to bring more innovativeness and creativity into the products and services we are looking for a Vibrant Firm or Individual(s) who can drive a marketing Project for the Year 2018.

Qualifications of Firm or Individual(s)

Expression of Interest will only be entertained from Firm or Individual(s) meeting the following criteria:

- Must have experience in designing, organizing and driving a marketing project.

Scope

Contract period: 6 months

Themes and concept will be provided by HDFC during the 6 month contract period related to the occasions.

- Designing and creation of 30 sec Video clips/Animation – 03 Nos
- Designing Image – 12 Nos.
- Designing Posters – 10 Nos.
- Designing Leaflets – 10 Nos

Selection Criteria

Criteria	Weighting (%)
Cost	50%
Service/product Quality	30%
Creativity, Approach and Experience	20%
Total	100%

Submissions & Instructions

The following documents should be submitted along with the proposals:

1. CV / Profile
2. Price
3. References of Project (Contact Name & telephone No.)

Invitation and Deadline for Submission of Expressions of Interest (EOI) & Quotation

HDFC now invites eligible Firms & Individual to express interest in providing these Services.

All submissions must be delivered to the address given below in a sealed envelope clearly marked as “EXPRESSION OF INTEREST –MARKETING PROJECT 2018”, no later than 7th Feb 2018, 12:00 pm to the following address. HDFC will only respond to the selected firm or individual.

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