

EXPRESSION OF INTEREST (EOI)

Request for Proposal (RFP) for the Selection of Creative & Production, Digital & Media, Printing, Placement & Activation Agency/ies for the Development and Implementation of the National-Level LankaQR Awareness, Adoption and Promotion Campaign of LankaPay (Pvt) Ltd.

1. LankaPay (Private) Limited (LPPL) is a limited liability company incorporated in Sri Lanka in 2002 and jointly owned by the Central Bank of Sri Lanka (CBSL) and Licensed Commercial Banks in Sri Lanka. LankaPay intends to follow a competitive bidding process to select suitable Creative & Production | Media Buying, Digital Marketing & Production | Printing, Placement & Activation Agencies agency/ies for the development and implementation of the national-level LankaQR awareness, adoption and promotion campaign. The campaign will be undertaken as a joint initiative of LankaPay (Private) Limited, GovTech Sri Lanka (Private) Limited and the Ministry of Digital Economy.
2. Bidding will be conducted using the National Competitive Bidding procedures specified in the LankaPay Procurement Guidelines and is open to all Bidders that meet the minimum qualification criteria. The Request for Proposal (RFP) process is initiated in accordance with the General Procurement Notice (GPN) for obtaining separate technical and financial proposals under the following RFP references. Following the review of the eligibility and qualification criteria specified for each RFP, eligible bidders may purchase the single or multiple RFP documents upon payment of a separate non-refundable document fee to LankaPay (Private) Limited. Bidders shall submit their Technical Proposal and Financial Proposal separately for each respective RFP, in accordance with the requirements specified in the relevant RFP document.

RFP No	RFP Tittle	Non-Refundable Deposit Amount
LPPL/CB/2026-27/045	Request for Proposal (RFP) for the selection of Creative & Production Agency for the development and implementation of the National-Level LankaQR Awareness, Adoption and Promotion Campaign for LankaPay (Pvt) Ltd.	LKR. 5,000.00
LPPL/CB/2026-27/044	Request for Proposal (RFP) for the selection of a Media Buying, Digital Marketing and Production Agency for the development and implementation of the National-level LankaQR Awareness, Adoption and Promotion Campaign for LankaPay Pvt Ltd.	LKR. 7,500.00
LPPL/CB/2026-27/039	Request for Proposal (RFP) for the Selection of an Printing, Placement & Activation Agency-Agency for the development and implementation of the National-level LankaQR Awareness, Adoption and Promotion Campaign for LankaPay Pvt Ltd.	LKR. 10,000.00

3. This advertisement of invitation for bids is not part of the bidding document. Bidders to whom the bidding document is issued are only entitled to submit the proposal. The Evaluation Committees consisting of industry experts reserves the right to accept or reject any proposals without adducing any reason at any time prior to selection.
4. Interested bidders may submit their Expression of Interest (EOI) separately for each RFP to the Procurement Department, LankaPay (Private) Limited, by emailing bids@lankapay.net from Monday to Friday during office hours. Upon receipt of the EOI, LankaPay (Private) Limited will provide the applicable eligibility criteria for the respective RFP(s), together with the relevant bank account details for the payment of the applicable non-refundable document fee.
5. An official soft copy of the bidding document and the subsequent designated bid submission OneDrive link for the submission of technical proposal soft version will be provided to eligible interested bidders upon submission of an email to bids@lankapay.net, together with a copy of the Business Registration Certificate and the respective non-refundable deposit payment slip(s), confirming payment of the applicable non-refundable fee specified in the above table. The required documents shall be submitted on working days from 9.00 a.m. to 4.30 p.m., from 13th October 2026 to 26th October 2026. Proof of payment of the applicable non-refundable fee(s) shall be attached to the email submitted to LankaPay.
6. A physical Pre-bid meeting for potential bidders has been scheduled on 15th October 2026 from 9am to 10am (RFP-Creative & Production), 10am to 11am (RFP-Printing, Placement and Activation) and 11am to 12pm (RFP-Media, Digital and Production) at GovTech, 490 R. A. De Mel Mawatha, Colombo 3. Following the collection of the bidding documents, the Bidder must submit any requests for clarification no later than 19th October 2026 at 3.00 pm.
7. The Proposals shall be submitted in accordance with the instructions specified in the respective Bidding Documents. The soft copy of the Technical Proposal shall be submitted through the designated OneDrive folder/link, while the original Price Proposal shall be deposited in the Tender Box located on the 5th Floor of LankaPay (Pvt) Limited, 'The Zenith', 161/A, Dharmapala Mawatha, Colombo 07, Sri Lanka, on or before 28th October 2026 at 3:00 PM Sri Lanka local time. Late submissions will be rejected.
8. Interested Bidders may obtain further information from Senior Manager - Procurement of LankaPay by emailing to bids@lankapay.net or calling +94112356900 or +94762589494 from Monday to Friday during office hours.

Senior Manager - Procurement
LankaPay (Pvt) Limited
'The Zenith',
161/A, Dharmapala Mawatha,
Colombo 07, Sri Lanka.