



SRI LANKA EXPORT DEVELOPMENT BOARD
(EDB)

INVITATION FOR BIDS

**Selecting a Service Provider for Production
of a Promotional Video on Apparel and
Textile Sector of Sri Lanka**

Bid No: EDB/PU/NCB/2025/04

Client

Sri Lanka Export Development Board,
No. 42 Nawam Mawatha,
Colombo 02

September 2025

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SECTION I- INSTRUCTIONS TO BIDDERS

1. Introduction:

The Sri Lanka Export Development Board (EDB) proposes the development of a high-quality sector video for Apparel Industry to effectively showcasing the Sri Lankan apparel sector on the global stage. The video should capture the industry's core strengths including its world-class manufacturing capabilities, design excellence, sustainable production processes, and highly skilled workforce.

Sri Lanka's Textile & Apparel Industry is the country's largest export sector, generating over USD 4.5 billion in export revenue in 2023, which accounts for 42% of total merchandise exports. The primary export markets for Sri Lankan apparel include the USA, the UK, and the EU. The industry is widely recognized for its high-quality garment production and its ability to cater to leading international brands such as Victoria's Secret, Gap, Next, Jones New York, Nike, Tommy Hilfiger, Pink, Triumph, Ann Taylor, Speedo, Abercrombie & Fitch, Land's End, Marks & Spencer, and Intimissimi, among others.

Sri Lanka's apparel industry offers a diverse range of products, including sportswear, lingerie, loungewear, bridal wear, workwear, swimwear, and children's wear. The USA and the UK have historically been the largest buyers of Sri Lankan apparel.

2. EDB invites proposals from qualified service providers to develop a sector video for the Textile & Apparel Sector in alignment with the National Export Brand "Your Vital Island" and including Apparel industry's world-class manufacturing capabilities, design excellence, sustainable production processes, and highly skilled workforce."
3. **Submission of Bids:** Bidder may only submit one bid. If a bidder submits or participates in more than one proposal, such proposals shall be disqualified.
4. Interested eligible Bidders may obtain further information from Assistant Director-Procurement Unit, Level 06, NDB – EDB Tower, No.42, Nawam Mawatha, Colombo 02, Telephone: 011-2300702, email: disna@edb.gov.lk
5. Bidders are invited to submit bids addressed to the Chairman, Department Procurement Committee, Sri Lanka Export Development Board, Procurement Unit, 6th Floor, NDB-EDB Tower, 42, Nawam Mawatha, Colombo-02
6. The original of the bid should be enclosed **in cover and top left-hand corner shall be marked as "EDB/PU/NCB/2025/04"– Bid for "Selecting a Service Provider for Production of a Promotional Video on Apparel and Textile Sector of Sri Lanka". The name and the firm submitting the bid should appear in the cover.** Bids must be sent **no later than 2.00 p.m. 13th of October, 2025** by registered post (The Sri Lanka Export Development Board will not be responsible for any delays in postal delivery) or placed in the tender box kept in the procurement unit. Bids will be opened at 2.30pm on the same day. **Late proposals will be rejected.** Partial bids will not be accepted and will be treated as non-responsive.

7. To consider as an eligible bid, a non-refundable fee of LKR 1,000.00 should be paid to the bank account, details specified in bid document, and a copy of the payment slip must be attached to the proposal. Proposals submitted without this payment slip will not be considered for evaluation. Additionally, a scanned copy of the payment slip should be emailed to the email address provided in the Procurement document before the bid submission.

8. Documents to be submitted with the Bid

Following documents are mandatory and must be submitted.

- a) Company Profile and Business Registration
 - b) Audited Financial reports for the years 2022/2023 & 2023/2024
 - c) Duly filled "SECTION II - TECHNICAL PROPOSAL" of this document (FORM TECH-1 to 07)
 - d) Duly filled "Section III - Financial Proposal" of this document (FORM FIN-1 and 2)
9. The bidders are requested to submit the **sealed Technical proposal with a copy and the financial proposal separately**. The envelopes containing the Technical and Financial Proposals shall be placed into an **outer envelope and sealed**. Technical Proposals will be opened in the presence of the representatives at the above address **at 2.30 p.m. on 13th of October, 2025**.
10. **Confidentiality:** EDB shall safeguard the confidentiality of the bidder's information submitted in the bid proposal. The information submitted by the bidder will only be utilized by the EDB for bid evaluation purposes, and no information will be disclosed to a third party other than the authorities participating in bid evaluation and awarding.
11. Bidders are required to quote for **"Selecting a Service Provider for Production of a Promotional Video on Apparel and Textile of Sri Lanka"** using the formats described in **Section II - Technical Proposal - Standard Forms**.
12. The financial proposal shall be prepared using the formats provided in **Section III - Financial Proposal - Standard Forms**. Corrections if any shall be made by crossing out, initialing, dating and rewriting.
13. **Price offered shall include all applicable taxes, including any applicable government taxes.** The prices shall also include other associated costs whatsoever if any, and each price must be stated separately. (refer FORM FIN-2 BREAKDOWN OF COSTS).
14. **The price quoted shall be fixed for the duration of the contract** and shall not be subject to adjustment on any account.
15. The prices shall be quoted in **Sri Lankan Rupees (LKR) only**.
16. Evaluation of Bids
- 16.1 The EDB shall open the Technical Proposal at 2.30pm after the deadline for their submission. The envelopes with the Financial Proposal shall remain sealed and securely stored.
 - 16.2 Evaluators of Technical Proposals shall have no access to the Financial Proposals until the technical evaluation is concluded.

- 16.3 The EDB shall evaluate the Technical Proposals on the basis of their responsiveness, applying the evaluation criteria. Each responsive Proposal will be given a technical score. A proposal shall be rejected at this stage if it does not respond to important aspects of the IFB, and particularly the **Section IV - Schedule of Requirement (SOR)** or if it fails to achieve the minimum technical score.
- 16.4 After the technical evaluation is completed in accordance with paragraph 9 above, the EDB shall notify those bidders whose Proposals did not meet the minimum qualifying mark or were considered non responsive to the IFB, that their Financial Proposals will be returned unopened after completing the selection process. The EDB shall simultaneously notify in writing bidders that have secured the minimum qualifying mark, the date, time and location for opening the Financial Proposals. Bidder's attendance at the opening of Financial Proposals is optional.
- 16.5 Financial Proposals shall be opened publicly in the presence of the bidders' representatives who choose to attend. The name of the bidders and the technical scores obtained by each qualified bidder shall be read aloud. The Financial Proposal of the bidders who met the minimum qualifying mark will then be inspected to confirm that they have remained sealed and unopened. These Financial Proposals shall be then opened, and the total prices read aloud and recorded.
- 16.6 As per the applicable Bid Evaluation Method of this bid, i.e. the Fixed-Budget Selection (FBS), the EDB will select the firm that submitted the highest ranked Technical Proposal within the budget. Proposals that exceed the allocated budget of this assignment will be rejected.
- 16.7 Notwithstanding the above, the EDB reserves the right to accept or reject any proposal and to cancel the bidding process and reject all proposals at any time prior to the award of contract.
17. Award of contract
- 17.1 A contract award notice will be issued by the EDB to the successful bidder.
- 17.2 The selected bidder shall enter into a legal agreement with EDB, that will be in effect for the duration of the project contract period and will be specific to the deliverables described in **SECTION IV - SCHEDULE OF REQUIREMENT (SOR) DOCUMENT**.

DATA SHEET

	Description
1.0	<p>Name of the Client: Sri Lanka Export Development Board (EDB)</p> <p>Method of selection: Fixed-Budget Selection (FBS)</p>
2.0	<p>The name of the bid is: Selecting a Service Provider for Production of a Promotional Video on Apparel and Textile Apparel Sector of Sri Lanka.</p> <p>The selected service provider will be responsible for delivering a comprehensive and high quality audio visual (AV) production that effectively showcases the Sri Lankan apparel sector.</p> <p>This will involve developing a compelling creative concept and script in close consultation with relevant stakeholders. The provider will also be required to identify and select appropriate locations that demonstrate key industry strengths such as ethical production, technological innovation, design capabilities, digital product creation, and vertical integration, in coordination with industry representatives. Additionally, the service provider must conduct interviews with industry leaders and government officials to enrich the content. The AV production should include high quality video footage such as aerial drone shots, interviews, facility tours, and operational processes complemented by animated graphics, infographics, and English voice-over narration.</p> <p>The final deliverables must include professional editing, colour grading, sound mixing, and mastering, along with the production of a full promotional video, short videos, teasers, and promotional clips suitable for various platforms and audiences.</p>
3.0	<p>A pre-bid meeting will be held on 07th of October 2025 at 10.00 a.m. as a hybrid meeting at VIP room (9th floor), EDB.</p> <p>The Client's representative is: Assistant Director, Procurement Unit, BEC members</p> <p>If you would like to participate in this pre-bid meeting, virtually please send an email request to the below email address requesting the ZOOM meeting link.</p> <p>Procurement Unit Address: Sri Lanka Export Development Board No: 42, Nawam Mawatha, Colombo 02, Sri Lanka Telephone: 0112300702 Facsimile: 0112300728 E-mail: disna@edb.gov.lk; or samanthi@edb.gov.lk</p>
4.0	Proposals must remain valid until Forty-Nine (49) calendar days since bid opening date.
5.0	If any clarifications may be requested, bidder should contact below not later than three 03 Days before the submission date.

	<p>The address for requesting clarifications is: - Assistant Director Procurement Unit Sri Lanka Export Development Board No: 42, Nawam Mawatha, Colombo 02, Sri Lanka Telephone: 0112300702, Facsimile: 0112300728 E-mail: disna@edb.gov.lk</p>
6.0	Bidder to state all cost in LKR only.
7.0	<p>Bidder must submit the original and 01 copy of the Technical Proposal, both in printed form, and the original of the Financial Proposal in printed form.</p> <p>Note: Technical and financial proposals should be submitted in <u>TWO separate sealed envelopes with a copy of technical proposal and both shall be placed into an outer envelope and sealed.</u></p> <p>The Technical Proposal shall provide the information indicated in the SECTION IV - SCHEDULE OF REQUIREMENT (SOR). Use the attached Standard Forms specified in the SECTION II.</p> <p>The Financial Proposal shall be prepared using the attached Standard Forms specified in the SECTION III. It shall list all costs associated with the assignment. All activities and items described in the Technical Proposal must be priced separately. Activities and items described in the Technical Proposal but not priced, shall be assumed to be included in the prices of other activities or items.</p> <p>An authorized representative of the bidder shall initial all pages of the original Technical and Financial Proposals. The authorization shall be in the form of a written power of attorney accompanying the proposal or in any other form demonstrating that the representative has been dully authorized to sign. The signed Technical and Financial Proposals shall be marked "ORIGINAL".</p> <p>The original and a one copy of the Technical Proposal shall be placed in a sealed envelope clearly marked "TECHNICAL PROPOSAL" followed by the name of the bid. The copy of the Technical Proposal is to be made from the original. If there are discrepancies between the original and the copy of the Technical Proposal, the original governs.</p> <p>Similarly, the original Financial Proposal shall be placed in a sealed envelope clearly marked "FINANCIAL PROPOSAL" followed by the name of the bid, and with a warning "DO NOT OPEN WITH THE TECHNICAL PROPOSAL."</p> <p><u>The envelopes containing the Technical and Financial Proposals shall be placed into an outer envelope and sealed.</u> This outer envelope shall bear the submission address, bid number and name. The client shall not be responsible for misplacement, losing or premature opening if the outer envelope is not sealed and/or marked as stipulated. This circumstance may be case for Proposal rejection. If the Financial Proposal is not submitted in a separate sealed envelope duly marked as indicated above, this will constitute grounds for declaring the Proposal non-responsive.</p>

	<p>Submitted via emails are not accepted.</p> <p>Non-Refundable Payment Cash or bank payment of a non-refundable fee of LKR 1,000.00 and attach the copy of the original slip of the non-refundable payment with Technical proposal. If not, your proposal will not be considered for the evaluation.</p> <p>Account Details for Non-Refundable Payment through a bank are as follows; Sri Lanka Export Development Board, Account No- 306605, Bank of Ceylon, Lake view branch.</p>						
8.0	<p>The Proposal submission address is: Chairman, Department Procurement Committee Sri Lanka Export Development Board Level – 06, NDB-EDB Tower, No - 42, Nawam Mawatha Colombo 02</p> <p>Proposals must be submitted no later than the following date and time: Date: 13th Octoberer, 2025 Time: 2:00 pm</p>						
9.0	<p>Total Time duration of the Project:</p> <p>Adhere to the production schedule agreed upon with EDB and the final production (Main Video) should be Handed over to EDB within 3 months of official service order confirmation.</p>						
10.0	<p>Expected date for commencement of project activities: In end of October 2025</p>						
11.0	<p>Compilation of the bid document:</p> <p>When preparing the bid proposal, it is advised that formatting be followed to ensure the clarity/readability/consistency of all provided documents.</p> <p><u>Recommendations:</u> Font face: Times New Roman Font size: 12 points Page size: A4</p>						
12.0	<p>Criteria, and point system for the evaluation of Technical Proposals are:</p> <table><tr><th>#</th><th>Criteria</th><th>Points Allocated (%)</th></tr><tr><td>1</td><td>Description of Approach, development Methodology, Creative Concept & Script Outline, Clarity, creativity, and alignment with objectives (FORM TECH-3, FORM TECH-4 & presentation)</td><td>35</td></tr></table>	#	Criteria	Points Allocated (%)	1	Description of Approach, development Methodology, Creative Concept & Script Outline, Clarity, creativity, and alignment with objectives (FORM TECH-3, FORM TECH-4 & presentation)	35
#	Criteria	Points Allocated (%)					
1	Description of Approach, development Methodology, Creative Concept & Script Outline, Clarity, creativity, and alignment with objectives (FORM TECH-3, FORM TECH-4 & presentation)	35					

	2	Content development, techniques use in video production (quality of the proposed approach and techniques use in video production) (FORM TECH-3, FORM TECH-4 & presentation)	20
	3	Relevant Past Experience & Portfolio Quality and relevance of similar past work (local and international) (FORM TECH-2 A/B with relevant portfolio)	15
	4	Expertise, experience and team composition of the team assigned to the project (FORM TECH-5, TECH-6)	10
	5	Work & Time Plan for implementing the assignment (FORM TECH-7)	10
	6	Recognition received and client feedback for previous similar projects Industry recognitions, awards and client testimonials for previous similar projects (FORM TECH-2 A/B with relevant portfolio)	10
		Total Marks	100
(The minimum technical score required to pass is 60 Points)			

SECTION II - TECHNICAL PROPOSAL - STANDARD FORMS

[Comments in brackets [] provide guidance to the service provider for the preparation of their Technical Proposals; they should not appear on the Technical Proposalsto be submitted.]

TECH-1	Technical Proposal Submission Form
TECH-2	Bidder's Organization and Experience A - Bidder's Organization B – Bidder's Experience
TECH-3	Comments and Suggestions on The Schedule of Requirement (SOR) Document, and on Counterpart Staff and Facilities to be provided by the Client A - On the SOR
TECH-4	Description of the Approach, Methodology and Work Plan for Performing the Assignment
TECH-5	Team Composition and Task Assignments
TECH-6	Curriculum Vitae (CV) for Proposed Professional Staff
TECH-7	Work & Time Plan

FORM TECH-1
TECHNICAL PROPOSAL SUBMISSION FORM

_____ [Date]

Chairman
Department Procurement Committee
Sri Lanka Export Development Board,
No 42, NDB-EDB Tower, Nawam Mawatha,
Colombo 2.

Dear Madam,

We, the undersigned, offer to selection of a Service Provider to **Production of a Promotional Video on Textile and Apparel Sector of Sri Lanka** in accordance with your Request for Proposal dated [Insert Date] and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal with a one copy, and a Financial Proposal sealed under a separate envelope.

We are submitting our Proposal in association with: *[Insert a list with full name and address of each associated contracting organization/s]*¹

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

If negotiations are held during the period of validity of the Proposal, we undertake to negotiate on the basis of the proposed staff.

We undertake, if our Proposal is accepted, to initiate the requested services related to the assignment not later than the date indicated in item 10 of the Data Sheet.

We understand you are not bound to accept any Proposal you receive.

We remain,

Authorized Signature:.....

Name and Title of Signatory:.....

Name of Organization:.....

Address:.....

.....

¹ Delete in case no association is foreseen

FORM TECH-2
BIDDER'S ORGANIZATION AND EXPERIENCE

FORM TECH-2: A - BIDDER'S ORGANIZATION

[Provide here a brief (Use maximum of 02 pages) description of the background and organization of your firm/entity and each associate for this assignment. Annex Company Profile, Audited Financial reports for the years 2022/2023 & 2023/2024]

Registered Company Name	
Address	
Contact Person Name	
Designation	
Phone Number	
Email Address	
Company Website (if any)	
Years in Operation	
No. of Full-Time Employees	
TIN Number	
Core services of the company (video production, editing, animation, corporate films, etc.)	
Relevant certifications/ accreditations	

FORM TECH-2: B – BIDDER’S EXPERIENCE

[Using the format below, provide information on each assignment for which your firm, and each associate for this assignment, was legally contracted either individually as a corporate entity or as one of the major companies within an association, for carrying out services of similar capacity to the ones requested under this assignment. (provide information for maximum of 05 assignments. Use no more than 10 pages overall.)

Name of the Client:			
Address of the Client:			
Name of the contact person of the client, designation and contact details: Is the client contactable owing to confidentiality clauses? (Yes/No)	-		
Assignment name: (provide the URL link / QR code for the produced assignment or electronic media) Important: If the video of the assignment is not available as a public URL, it must be provided in a DVD/Flash drive as a standard video format for the evaluation of bidders past experience.			
Describe your organization’s specific role in creating this assignment			
Approx. value of the contract in LKR Mn.:		Duration of assignment (months):	
Start date (month/year):		Completion date (month/year):	
Name of associated sub contactors, if any:			
Names of senior professional staff of your firm involved and functions performed (indicate most significant profiles such as Writer, Director, Editor, cameraman, Sound & Music etc.):			
Narrative description of Project:			

FORM TECH-3

BRIFLEY COMMENT ON THE ABILITY AND SUITABILITY OF YOUR FIRM TO COMPLETE THE PROJECT AS PER THE SCHEDULE OF REQUIREMENT (SOR)

[Present and justify here any modifications or improvement you are proposing in carrying out the assignment. Such comments and suggestions should be concise and to the point, and incorporated in your Proposal (Use maximum of 03 pages)]

FORM TECH-3: A - ON THE SOR

Proposed Creative Concept	<i>(Brief overview of the AV idea, style, tone, and structure)</i>
Proposed Script Outline	<i>(Attach or describe main sections/themes)</i>
Filming Approach	<i>(e.g., drone shots, interviews, b-roll strategy, location suggestions)</i>
Editing & Post-Production Approach	<i>(e.g., use of motion graphics, voiceover plan, subtitle support)</i>
Proposed Background Music & Licensing	<i>(Mention if royalty-free or original music will be used)</i>
Use of generated AI content (recommended to be minimum)	<i>(types of content and extent of usage of AI)</i>

FORM TECH-4
DESCRIPTION OF APPROACH, METHODOLOGY AND WORK PLAN FOR
PERFORMING THE ASSIGNMENT

Approach, methodology, work plan and key components of the Technical Proposal. Suggested to present the Technical Proposal (maximum of 30 pages, inclusive of scripts, story boards and visuals) divided into the following three chapters:

- a) Approach, Methodology & creative*
- b) Work Plan, and*
- c) Organization and Staffing*

- a) Approach and Methodology. Explain your understanding of the objectives of the assignment, approach & methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. Should highlight the communication problems being addressed and their importance, and explain the creative approach that would adopt to address them.*
- b) Work Plan. Should propose the main activities of the assignment, their content and duration, phasing and interrelations, milestones (including interim approvals by the Client), and delivery dates. The proposed work plan should be consistent with the approach and methodology, showing understanding of the SECTION IV - SCHEDULE OF REQUIREMENT (SOR) DOCUMENT and ability to translate them into a feasible working plan. A list of scripts, visuals, story boards, shooting locations & dummy recordings to be delivered as final output, should be included here. (refer FORM TECH-7 WORK & TIME PLAN format)*
- c) Organization and Staffing. Should propose the structure and composition of the team. Should list the main disciplines of the assignment, the key expert responsible, and proposed technical and support staff. (refer FORM TECH-5 TEAM COMPOSITION AND TASK ASSIGNMENTS)*

FORM TECH-5
TEAM COMPOSITION AND TASK ASSIGNMENTS

Preferable Qualification of Technical Team to be assigned for this project;

- Bidder should have **experience** in the field of production of similar videos **for three years**.
- Bidder should have done **similar projects in last three years**.
- Bidder should have the suitable technical team to assign for this project with relevant qualifications and experience.

[Note: This is a sample format. Bidder should provide the details of technical team to be assigned to this project.]

Name	Designation (Director, Editor, Cameraman, etc.)	Experience (Years)	Relevant Skills

FORM TECH-6
CURRICULUM VITAE FOR PROPOSED TECHNICAL STAFF

[Provide the relevant details to evaluate the experience, educational / academic qualifications of the project team assigned to the task]

1. Proposed Position:

2. Name of Staff Member:

3. Qualification:

.....

.....

.....

.....

4. Experience:.....

.....

.....

.....

.....

.....

.....

5. Employment Record at the bidder's company & other relevant companies:

#	Year From	Year To	Position held	Company Name
1				
2				
3				

FORM TECH-7
WORK & TIME PLAN

[This is a sample template. Bidder might utilize Work Breakdown Structures (WBS), Gantt charts, etc. in presenting a comprehensive work & time plan, indicating interim approvals by the Client if required in relevant stages.]

Indicate the **number of days** required for each activity/sub activity]

Adhere to the production schedule agreed upon with EDB and the final production (Main Video) should be Handed over to EDB within 3 months of official service order confirmation.

Item	Proposed time duration (in days)	Comments
7.1. Research & Scripting	3 weeks	
7.2. Filming	3 weeks	
7.3. Editing & Finalizing	6 weeks	
Total weeks:	12 weeks	

SECTION III - FINANCIAL PROPOSAL - STANDARD FORMS

Financial Proposal Standard Forms shall be used for the preparation of the Financial Proposal.

FIN-1 Financial Proposal Submission Form

FIN-2 Breakdown of Costs

All taxes and service charges must be included.

FORM FIN-1
FINANCIAL PROPOSAL SUBMISSION FORM

_____ [Date]

Chairman
Department Procurement Committee
Sri Lanka Export Development Board,
No 42, NDB-EDB Tower, Nawam Mawatha,
Colombo 2.

Dear Madam,

We, the undersigned, offer to provide the services for **Production of a Promotional Video on Textile and Apparel Sector of Sri Lanka** in accordance with your IFB dated [Insert Date] and our Technical Proposal. Our attached Financial Proposal is for the sum of [Insert amount(s) in words and figures].

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal.

We understand you are not bound to accept any Proposal you receive.

Authorized Signature:

Name and Title of Signatory:

Name of Firm:

Address:

.....
.....
.....

FORM FIN-2 BREAKDOWN OF COSTS

*[Provide a detailed cost breakdown for the proposed project, covering all expenses over the **02-year period**, including warranty support and maintenance.*

[Note: If necessary, the bidder may alter and/or further breakdown the items listed in this schedule as per the requirement of the proposal]

No	Description	Unit (1)	No of Units (2)	Unit Cost (LKR) (Excluding VAT) (3)	Total Cost (LKR) (Excluding VAT & govt. taxes) (4) (4) = (2)x(3)	Total Cost (LKR) (Including VAT & any applicable govt. taxes) (5) (5) = (4) + VAT & govt. Taxes
1	Pre-production	item	1			
2	Filming (including equipment)	Item	1			
3	Travel, Accommodation, Logistics	Item	1			
4	Editing & Post-production	Item	1			
5	Music Licensing/Sound Design & voicing	Item	1			

6	B-roll footage	Item	1			
7	Subtitles (in English)	Item	1			
8	Main Promotional Video: 5 minutes	Video	1			
9	Short Video Clips -1 minute	Video				
10	Micro video clips - 30 seconds	Video				
11	Social Media Teaser: 30-second highlight reel designed for maximum engagement	Video				
12	High quality Product and service Photograph services	Item				
13	Other (Specify)					
14						
15						
Total Cost <i>[Note: This will be the total cost of the project taken into account during the financial evaluation]</i>						

SECTION IV - SCHEDULE OF REQUIREMENT (SOR)

Selecting a Service Provider for Production of a Promotional Video on Apparel and Textile Sector of Sri Lanka1.0 Background/Overview

Sri Lanka's Textile & Apparel Industry is the country's largest export sector, generating over USD 5.05 billion in export revenue in 2024, which accounts for 42% of total merchandise exports. The primary export markets for Sri Lankan apparel include the USA, the UK, and the EU. The industry is widely recognized for its high-quality garment production and its ability to cater to leading international brands such as Gap, TESCO, Next, Jones New York, Nike, Tommy Hilfiger, Pink, Triumph, Ann Taylor, Speedo, Abercrombie & Fitch, Land's End, Marks & Spencer, and Intimissimi, among others.

Sri Lanka's apparel industry offers a diverse range of products, including sportswear, lingerie, loungewear, bridal wear, work wear, swimwear, and children's wear. The USA and the UK have historically been the largest buyers of Sri Lankan apparel.

The country takes pride in producing "Garments without Guilt," with the "Made in Sri Lanka" label being globally recognized for its high quality, reliability, and commitment to social and environmental accountability.

2.0 Objectives

To develop a high-quality, professional Audio-Visual (AV) presentation that effectively showcases the strengths, capabilities, and global positioning of the Sri Lanka Apparel Industry. This AV will serve as a strategic promotional tool across multiple platforms and occasions, including trade exhibitions, investor briefings, buyer meetings, digital marketing, and diplomatic engagements.

The key objectives of the AV production are as follows:

- Enhance global awareness of Sri Lanka's apparel industry, reinforcing its reputation for high-quality standards, sustainable practices, and ethical manufacturing.
- Highlight innovation in apparel and raw materials, demonstrating the industry's adaptability and commitment to value addition.
- Emphasize the industry's accessibility to global markets and its competitiveness within global value chains.
- Showcase market access advantages gained through bilateral and multilateral trade agreements.
- Differentiate Sri Lanka from key regional competitors such as Bangladesh, India, Vietnam, and Indonesia by showcasing unique strengths and positioning.
- Strengthen marketing efforts through wide dissemination of the AV across digital platforms, including social media, websites, and international trade events.
- Attract new business partnerships with global retailers and investors interested in sourcing from responsible, high-quality apparel manufacturers.
- Provide a compelling visual narrative that can be utilized in international promotional campaigns, trade shows, and online platforms.

3.0 Scope of work for the production Agency

The selected service provider will be required to:

- Develop a creative concept and script for the AV production in consultation with the relevant stakeholders.
- Identify location (ethical production, technological innovation, design capabilities, digital product creation and vertical integration) in consultation with the Industry.
- Conducting interviews with industry leaders and government officials to gather content for the script.
- Capture high – definition video footage, including aerial (drone) shots, interviews, facility tours and operation.
- Include animated graphics, info-graphics, and voice –over narration in English.
- Provide professional editing, colour grading, sound mixing and final mastering of the AV.
- Produce Promotional video, short videos/ short teaser/ promo version

4. Functional Requirement

4.1 Script & Storyboard Development

- Clearly define the objectives and the key message of the video content.
- Develop a visual storyboard that outlines the flow of scenes, transitions, narration, and visual elements to ensure coherent storytelling and effective message delivery.

4.2 Target Audience & Distribution Channels

Target Audience:

- International buyers, importers and global apparel brands
- Retail chains, small brands, and fashion entrepreneurs
- Foreign investors interested in Sri Lanka's apparel industry
- Visitors to international apparel-related trade fairs and exhibitions

Distribution Channels:

- Social media campaigns (YouTube, Instagram, LinkedIn, etc.)
- Paid TV promotions (local and international)
- Digital video walls at exhibitions, airports, and business lounges
- Multimedia presentations and corporate digital communications

4.3 Duration and Format of Videos

- **Main Promotional Video:** 5 minutes
- **Short Video Clip:** 1 minute (*number of versions to be proposed*)
- **Micro Video Clip:** 30 seconds (*number of versions to be proposed*)
- **Social Media Teaser:** 30-second highlight reel designed for maximum engagement (*number of versions to be proposed*)

4.4 Covering content

Following points should be clearly exposed by the video

- Overview of Sri Lanka's Apparel Industry
Global positioning, competitive advantages, and Unique Selling Propositions (USPs)
- Value Chain Presentation
Backward integration, raw material sourcing, logistics, manufacturing zones
- Geographical Advantage
Sri Lanka's strategic location and access to global markets
- Innovation and Sustainability
Technological advancement, digital product creation, sustainable and ethical production practices (Social, Environmental, and Governance aspects)
- Manufacturing Process
Quality assurance, automation & automation, and export operations
- Testimonials
3–4 short quotes or sound bites from leading Sri Lankan apparel exporters and global buyers
- Production Capability
Ability to cater to both premium and mass-market brands
- Future Outlook
Sri Lanka's vision for the future of its apparel exports and industry transformation

4.5 Filming Visits

The selected service provider should conduct on site filming at factories and production facilities for filming & to develop the content such as Green initiatives by exporters, latest production facilities, factory operations, value addition etc.

4.6 Visual Requirements

- High Quality, professional grade footage
- Animation/graphics for data visualization
- Brand – Aligned colors and fonts in line with Your Vital Island brand guidelines
- Visuals should be professional, Clean and aligned with the EDB's branding
- Specify the usage of generative AI for what content and its proposed duration (generally expected that AI content should be minimal i.e. less than 10% of the content)

4.7 Language

In English (Provisions should be available for subtitles in other languages, English SRT File to be Provided)

4.8 Other

- Ensure adherence to EDB's National branding standards for logos, fonts and color schemes (with the Your Vital Island Brand)
- Align with any regulatory or cultural considerations for the target audience.

4.9 Timely Delivery

Adhere to the production schedule agreed upon with EDB and the final production (Main Video) should be Handed over to EDB within 3 months of official service order confirmation.

Phase	Duration
Research & Scripting	3 weeks
Filming	3 weeks
Editing & Finalization	6 weeks
Total	12 weeks (03 months)

4.10 Quality Assurance

Maintain the highest standards of quality in resolution, lighting & cinematography, audio and select appropriate music in the production of the video.

4.11 Responsibilities of the service Provider

- Managing all aspects of the production process, including pre-production, filming, and post-production.
- Ensuring all content used (including footage, music, graphics, etc.) is either custom created or properly licensed to the EDB.
- Coordinating with designated EDB officials to schedule interviews, gain filming access, and align with sector objectives.
- Adhering to all safety and compliance protocols during filming, particularly within manufacturing and production environments.
- Obtaining prior approval from the EDB before visiting or filming at any site.

4.12 Responsibilities of the client

- Facilitating access, permissions, and rights to selected locations, facilities, and personnel relevant to the filming.
- Providing background information, sector data, and supporting documentation necessary for content accuracy.
- Reviewing and providing timely feedback/approvals for scripts, storyboards, and all video outputs.
- Supplying any existing raw footage, images, or databases that may be relevant to the project.

4.13 Required Qualifications

The service provider must meet the following qualifications:

- Proven experience in corporate video production, social media content creation, and promotional AV content and experience in producing similar sectorial/promotional AVs in international & local clients.
- Expertise in industrial filming (preferred but not mandatory).
- Access to professional filming equipment (4K cameras, drones, sound gear)
- Possession of in-house capabilities for video filming, editing, animation, motion graphics, and sound production.
- Creative and technical proficiency.
- Ability to effectively engage with both government and private sector stakeholders in a professional manner.
- A dedicated, qualified production team assigned exclusively to manage and execute the assignment.

4.14 Reporting and communication

Maintain open and transparent communication with the EDB throughout the production process. Provide regular progress updates as required.

4.15 Submission of video Materials

The service provider shall require to submit all developed materials, including raw materials, to the EDB with exclusive right. Additionally, all materials must be handed over to EDB via portable hard drive, with a backup copy of the same data. Exclusive rights of all content should be with the client and sole property of EDB.

Materials to be submitted include (but are not limited to):

- Final edited videos in all required formats
- All raw footage
- Sound, voice-over, and audio files
- Project files (e.g., Premiere Pro, After Effects, or equivalent)
- Graphic and animation assets

Exclusive ownership rights to all materials, including copyrights and usage rights, shall be transferred to and held solely by EDB.

No content may be reused, resold, or repurposed by the service provider without written consent from EDB.

5.0 Technical Requirements

Service provider to suggest the most updated technical requirement for a quality Video

- Resolution
 - a. Primary production resolution: Minimum 4K (Ultra HD).
 - b. Deliver additional versions in 1080p (Full HD) for platform-specific Optimization.

- Frame Rate
 - a. Standard: 24fps or 30fps
 - b. Slow motion: 60fps or higher if depending on the creative requirement
- Aspect Ratios (Platform-Specific Formats)
 - a. YouTube: 16:9 (landscape) and optionally vertical
 - b. Instagram / Facebook Stories, Reels, TikTok (vertical)
 - c. Instagram / Facebook Posts: (square) or (portrait)
 - LinkedIn: 16:9 (landscape) and preferred; max 2 minutes for engagement.
 - Usability period minimum 03 years

6.0 Budget and Payment terms

- The allocated budget is Rs. 5Mn
 - Payments will be made in milestones upon acceptance by the review committee;
 - 20% upon signing contract
 - 50% upon completion of filming
 - 30% upon final delivery
- Payments will be made upon approval of deliverables by EDB's review committee

7.0 Submission Requirements

Company Profile & Portfolio

- Business Registration Certificate and Audited Financial accounts of year 2024
- Overview of the organization, key team members, and relevant capabilities
- Portfolio of past work, especially in corporate, sectoral, or export-related AV productions

Past Experience

- Details of similar projects undertaken (both local and international)
- Description of the company's role and involvement in those projects

Creative Proposal

- Proposed methodology, approach, and technical process
- Preliminary script, storyboard, and creative concept for the main promotional video
- Suggestions for multiple versions/edits (e.g., social media clips, teaser, etc.)

Cost Breakdown

- Detailed item-wise financial proposal within the allocated budget

Work Plan & Timeline

- Clear and realistic timeline of activities and key deliverables, from pre-production to final submission

8.0 Pre- bid Meeting: A pre-bid meeting will be held Hybrid meeting on **7th of October 2025** at EDB office or Virtually as per the details are specified under the Item # 3.0 in Data Sheet of this bid document.

This meeting is intended to clarify the scope, expectations, and respond to queries from interested bidders. Participation is strongly encouraged to ensure a comprehensive understanding of the assignment.

9.0. Presentation of the plan:

All technically qualified bidders should make an individual presentation for the Bid Evaluation Committee members after 2 days of the bid closing to present their concept, methodology, approach, timeline etc. for the evaluation of their proposed solution. The time and date will be informed in advance.

The exact date and time for presentations will be communicated in advance by EDB. Presentations should include the creative concept, methodology, draft storyboard/script, and implementation timeline etc.

10. Evaluation Criteria

Written proposals and the presentation by the bidder to be delivered in person will be evaluated by the BEC based on:

- ☐ Relevant Past Experience & Portfolio
Quality and relevance of similar past work (local and international)
- ☐ Proposed Methodology, Creative Concept & Script Outline
Clarity, creativity, and alignment with objectives
- ☐ Timeline and Cost-Effectiveness
Realistic work plan and value for money within the allocated budget
- ☐ Team Qualifications
Expertise and experience of the team assigned to the project

SECTION V - BANK GUARANTEE FORMAT FOR ADVANCE PAYMENT/S

[Bank's Name, and Address of Issuing Branch or Office]

Beneficiary: _____
[Name and Address of Client]

Date: _____

ADVANCE PAYMENT GUARANTEE No.: _____

We have been informed that *[name of Firm]* (hereinafter called "the service provider") has entered into Contract No. *[reference number of the contract]* dated *[insert date]* with you, for the provision of *[brief description of Services]* (hereinafter called "the Contract").

Furthermore, we understand that, according to the conditions of the Contract, an advance payment in the sum of *[amount in figures]* (*[amount in words]*) is to be made against an advance payment guarantee.

At the request of the service provider, we *[name of Bank]* hereby irrevocably undertake to pay you any sum or sums not exceeding in total an amount of *[amount in figures]* (*[amount in words]*)¹ upon receipt by us of your first demand in writing accompanied by a written statement stating that the Consultants are in breach of their obligation under the Contract because the Consultants have used the advance payment for purposes other than toward providing the Services under the Contract.

It is a condition for any claim and payment under this guarantee to be made that the advance payment referred to above must have been received by the service provider on their account number _____ at *[name and address of Bank]*.

The maximum amount of this guarantee shall be progressively reduced by the amount of the advance payment repaid by the service provider as indicated in copies of certified monthly statements which shall be presented to us. This guarantee shall expire, at the latest, upon our receipt of the monthly payment certificate indicating that the service provider has made full repayment of the amount of the advance payment, or on the ____ day of _____, 2023,² whichever is earlier. Consequently, any demand for payment under this guarantee must be received by us at this office on or before that date.

This guarantee is subject to the Uniform Rules for Demand Guarantees, ICC Publication No. 458.

[signature(s)]

Note: All italicized text is for indicative purposes only to assist in preparing this form and shall be deleted from the final product

preparing this guarantee, the Client might consider adding the following text to the form, at the end of the penultimate paragraph: “The Guarantor agrees to a on e-time extension of this guarantee for a period not to exceed [six months][one year], in response to the Client’s written request for such extension, such request to be presented to the Guarantor before the expiry of the guarantee.”

- ¹ The Guarantor shall insert an amount representing the amount of the advance payment and denominated either in the currency (ies) of the advance payment as specified in the Contract, or in a freely convertible currency acceptable to the Client.
- ² Insert the expected expiration date. In the event of an extension of the time for completion of the Contract, the Client would need to request an extension of this guarantee from the Guarantor. Such request must be in writing and must be made prior to the expiration date established in the guarantee.