



INVITATION FOR PROPOSALS

17th December 2024

Dear Sir / Madam,

Reference: IFP / AN / 02 / 2024

You are invited to submit your quotation for following requirement.

Third party advertising on SriLankan Airlines boarding pass


1. Please note that you could submit the quotation through e-mail. Please ensure that in the e-mail as subject is clearly entered IFP/AN/02/2024 –Third party advertising on SriLankan airlines boarding pass submitted to e-mail : ancillary_procurement@srilankan.com not later than 1400 hours Sri Lankan time (GMT + 5:30 Time Zone) on 17th January 2025. [ref. Section IV: Data Sheet /No. 2.3.]
2. Any quotation received after the quotation closing time and date will not be considered. Please note that your quotation shall remain valid for a period of 03 months [ref. Section-II / Price Schedule].
3. The bidder shall be satisfied with the information provided in the requirement specifications mentioned in Section I – Technical Specifications & Compliance with Specifications. Also, if required could send an e-mail [ref. Section IV: Data Sheet / No.2.1] and obtain any missing information.
4. All quotes should be prepared in accordance with written instructions, the specifications, artworks or samples of SriLankan Airlines Limited.
5. The bidder shall quote, meeting adhere to the bid response specifications mentioned in this document [ref. Section I – Technical Specifications & Compliance with Specifications] and Advertising Guidelines/ visual standard guidelines of the SriLankan Airlines with the intension of meeting the SriLankan Airlines advertising expectations.
6. The bidder is not allowed to quote for deviated quantity other than the quantities specified in the Section-I: Technical Specifications & Compliance with Specifications / 1.2
7. Any failure to comply with written instructions, the specifications, artworks or samples of SriLankan Airlines may result in the quotation being rejected.
8. Any inquiry regarding third party advertising on SriLankan Airlines boarding pass could be referred to e-mail: Samantha.perera@srilankan.com / Telephone No. +94-197331369.
9. SriLankan Airlines Limited shall not be bound to accept whole, the lowest or any quotations. SriLankan Airlines also reserved the right to accept any quotation in part if it so desires.
10. Further instructions to be followed are available with this letter as instructions to bidders.

Yours faithfully,

Gayan Wickrama
Senior Manager Commercial Services & Support

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Section I: Technical Specifications & Compliance with Specifications

No	Specifications/ Description
1.1	Third party advertising on SriLankan Airlines boarding pass (reverse side)
1.2	<ul style="list-style-type: none"> • Advertising for a quantity of 5.16 million boarding passes • Minimum quantity of advertising should be 500,000 boarding passes • The contract period will be a minimum of 1 year.
1.3	<p>Sample of boarding pass</p>  <p>The image shows a sample of a boarding pass with an advertisement for the SriLankan Airlines App. The ad is divided into several sections: <ul style="list-style-type: none"> Get App & Go! SriLankan Airlines App: Encourages downloading the app for hassle-free travel with world class features and options. It includes a QR code and download instructions for Google Play and the App Store. Exclusive fares on srilankan.com: Promotes a 'Save up to 50% when you pre-purchase your extra baggage online' offer. Business Class Upgrade: Offers flexibility on date changes. Extra Legroom Seats: Promotes no hidden costs. Anytime, Anywhere, Any device: Highlights 24/7 friendly assistance. </p> <ul style="list-style-type: none"> • The size of the boarding pass is 82 x 148 mm.

Section II: Price Schedule

Price Schedule

Description	Unit Price (per boarding pass) (LKR)	Proposed Quantity	Total Cost (LKR)
Third party advertising on SriLankan Airlines boarding pass (reverse side)			

Note:

- All rates will be subjected to VAT and applicable Government levies
- Above quotation to be valid for 03 (three) months from the date of bid submission.
- Payment terms: payment to be made within 30 days from the invoice date

Section III- Quotation Submission Forms

Quotation Submission Form

[The Vendor shall fill in this form in accordance with the instructions indicated. No alterations to its format shall be permitted and no substitutions will accepted.]

Date:

To: SriLankan Airlines Limited

We, the undersigned, declare that:

- a) We have examined and have no reservations to the document issued;
- b) The total price of our quotation offered is: *[insert the total quoted price in words and figure];*
- c) Compliance for all required specifications in_section-I: Technical Specifications & Compliance with Specifications
- d) Adherence to 'SriLankan Airlines Advertising Guidelines/ visual standard guidelines' and creative approval for the advertisement to be printed in the boarding pass

- e) Our quotation shall be valid for the period of time specified in Section IV: Data Sheet / 2.2
- f) We understand that you are not bound to accept the lowest evaluated quotation or any other quotation that you may receive.

Please submit your proposal in LKR.

Description	Unit Price (LKR)	Proposed Quantity	Total value (LKR)
Third party advertising on SriLankan Airlines boarding pass (reverse side)			

Company Seal & Signature:

*** Above format is for your guidance only, you may add-on any additional requirements to the above schedule.**

Section IV: Data Sheet

No	
2.1	<p><u>Contact details for further clarifications:</u></p> <p>Mailing address : SriLankan Airlines Limited Ancillary Revenue Department Airline Centre, Bandaranaike International Airport, Katunayake, Sri Lanka</p> <p>Telephone : +94 (0) 1 9733 1369</p> <p>E-mail : Samantha.perera@srilankan.com</p>
2.2	<ul style="list-style-type: none"> • The bidder is not allowed to quote for less than the minimum quantity specified [Ref. Section I: Technical Specifications & Compliance with Specifications / 1.2] • Quotation to be valid for 03 (three) months from the date of bid submission.
2.3	<p>Secured E-mail address for submission of quotations: ancillary_procurement@srilankan.com</p> <p>Deadline for submission of quotations is not later than 1400 hours Sri Lankan time (GMT + 5:30 Time Zone) on 17th January 2025.</p>
2.5	<p>Factors that will be considered for evaluation are:</p> <ul style="list-style-type: none"> • Compliance for all required specifications in_section-I • Adherence to 'SriLankan Airlines Advertising Guidelines/ visual standard guidelines' and creative approval for the advertisement to be printed in the boarding pass • Price schedule - section-II