



Brand Communication & Public Relations Division

Ref: MMBPLC/PRD/RFQ/2025/18

Date: 25th February 2025

Greetings from Modhumoti Bank PLC.

The Management of the Bank excited to announce the intention to embark on a transformative journey through a comprehensive rebranding initiative. As the Bank evolve in today's dynamic business landscape, it recognize the pivotal role that a strong brand plays in driving growth, fostering customer engagement and ensuring long-term success.

Modhumoti Bank is committed to redefining the brand identity to better align with strategic objectives, resonate with target audience and carve a distinct niche in the competitive market. To achieve this, The Management of the Bank inviting reputable advertising agencies to participate in the rebranding pitch process and submit the Request for Quotation (RFQ).

Below, please find a summary of the key details regarding our rebranding initiative:

Objective:

- To redefine MMBPLC's brand identity to reflect our core values, vision, mission and strategic direction.
- To enhance brand recognition, credibility and resonance with our target audience.
- To differentiate MMBPLC in the competitive banking sector and position ourselves for sustained growth and success.

Scope:

- Rebranding of Modhumoti Bank PLC. Logo, new branding concept & design development for Head Office, Branches, ATM's, Agent Points, Collection Booths, CRM's, Sub Branches etc. and full branding implementation process.
- Development of a comprehensive brand strategy that encapsulates MMBPLC's values, mission, vision and unique selling propositions.
- Creation of a visually appealing and cohesive brand identity, including logo, color palette, typography, and brand assets.
- Design and implementation of brand guidelines to ensure consistent brand representation across all touch points.
- Development of marketing collateral and communication materials to support the brand rollout.

Approach:

- Collaboration with MMBPLC stakeholders to gain insights into our organizational culture, values and strategic goals.

- Conducting market research and competitor analysis to identify opportunities and positioning strategies.
- Iterative design process to develop a compelling brand identity that resonates with our target audience.
- Close partnership with MMBPLC throughout the rebranding process to ensure alignment with our vision, mission and objectives.

Submission Deadline:

The deadline for submission of proposal is 15th March 2025.

Commercial Terms and Conditions:

- a. In the Request for Quotation (RFQ) price includes TAX & VAT.
- b. Proposal submit is to be made within 18 Days (inclusive of weekends/holidays).
- c. Confirm the agency interest in participating in the MMBPLC rebranding pitch process by sending a confirmation email by replying all of this E-Mail no later than 3rd March 2025.
- d. If the agency decides not to participate, kindly request a short message or E-Mail to that effect as well.
- e. Modhumoti Bank PLC reserves the right to accept/reject the proposal at any time without assigning any reasons thereof.

The Management of the Bank invited the agencies to showcase their creativity, expertise and passion for branding by preparing a comprehensive pitch deck that outlines their approach, methodology and previous experience in successful brand transformation projects.

If you have any further questions or require additional information, please do not hesitate to reach out to us.

The Management of the Bank looks forward to see your pitch and the opportunity to collaborate with your esteemed agency on this exciting journey of reimagining the future of Modhumoti Bank PLC.

Request for Quotation (RFQ) for rebranding is uploaded in the Modhumoti Bank Website:
<https://www.modhumotibankplc.com/tender/>

Thanking you.

Golam Mortuza
Senior Executive Officer
Brand Communication & Public Relations Division
Modhumoti Bank PLC.