

Information on Contract Award		
GOVERNMENT OF THE PEOPLE'S REPUBLIC OF BANGLADESH		
1.	Ministry / Division	Financial Institutions Division, Ministry of Finance
2.	Agency	Bangladesh Securities and Exchange Commission (BSEC)
3.	Procuring Entity Name	Office of BSEC Administration
4.	Procuring Entity Code	Not used at present
5.	Procuring Entity District	Dhaka
6.	Contract Awards for	Non Consulting Service
7.	Invitation/Proposal Reference No.	BSEC/ADMIN/41:41/2021-725 Date: 18/07/2021
KEY INFORMATION		
8.	Procurement Method	NCT
FUNDING INFORMATION		
9.	Budget and Source of Funds	Own Fund
10.	Development Partner	N/A
PARTICULAR INFORMATION		
11.	Project / Program Code	N/A
12.	Project / Program Name	N/A
13.	Tender / Proposal Package No.	BSEC/2021-2022/NCS/Roadshow-01
14.	Tender / Proposal Package Name	Supply of Integrated Marketing and Communication Services for Positioning Bangladesh in Bloomberg Media and Digital Platform for Attracting Global Investment in the Capital Market of Bangladesh.
15.	Date of Advertisement	19/07/2021
16.	Date of Letter of Acceptance	06/09/2021
17.	Date of Contract Signing	16/09/2021
18.	Proposed Date of Contract Completion	16/01/2023
19.	No. of Tenders / Proposals Sold	08
20.	No. of Tenders / Proposals Received	02
21.	No. of Responsive Tenderers / Proposals	01
INFORMATION OF AWARD		
22.	Brief Description of Contract	Through this sourcing process BSEC will appoint a local advertising agency who will bring Bloomberg Media to promote the activities of BSEC Globally through its all channels (Print, Electronic and digital media). Such as Bloomberg TV, Bloomberg Business Week, Bloomberg.com and its digital media channels. All the promotional content will be develop by Bloomberg Media Team under the supervision of local agency and BSEC. The local agency will monitor, assist, supervise and coordinate all the activities of Bloomberg for BSEC. The local agency will also facilitate BSEC to select the audience and preparation of the invitee list of potential investors in abroad with assistance of Bloomberg Media to promote there international roadshow. The team will submit a quarterly report of the campaign; its effectiveness and successfulness. On the other hand, local agency will develop a web portal content hub to allow the registration of the participant of the campaign and its road show "The Rise of Bengal Tiger." Roadshow program information & schedules will be included in the web portal. Side by side, the local agency will create awareness locally and globally via BSEC's all social media platform to promote the campaign "The Rise of Bengal Tiger" to attract foreign investment in the capital market of Bangladesh. The local agency will create content for the said digital

		media and also use the content developed by Bloomberg.
23.	Contract Value	12,88,12,783.00
24.	Name of Supplier / Contractor / Consultant	Spellbound Communications Ltd.
25.	Location of Supplier / Contractor / Consultant	House#147 (4 th Floor), Lane# 1 (East), Baridhara, DOHS, Dhaka-1206
26.	Location of Delivery / Works / Consultancy	Dhaka
27.	Is the Contract signed with the same person stated in the NOA?	Yes
28.	If No give reason why?	
29.	Was the Performance Security provided in due time?	Yes
30.	If no give reason why	
31.	Was the Contract signed in due time?	Yes
32.	If no give reason why	
Entity Details		
33.	Name of Authorized Officer	Kazi Md Al Islam
34.	Designation of Authorized Officer	Deputy Director

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