



# **EXPRESSION OF INTEREST (EOI)**

**PUBLIC RELATIONS (PR), REPUTATION & CRISIS  
MANAGEMENT SERVICES**

**Prime Bank FinTech Limited (PBFTL)**

**EOI Reference:** PBFTL/EOI/2026/002

**Release Date:** 25 March 2026

## 1. INTRODUCTION

Prime Bank FinTech Limited (PBFTL), a subsidiary of Prime Bank PLC, invites Expressions of Interest (EOI) from qualified Public Relations agencies to provide comprehensive PR, reputation management, and crisis communication services.

PBFTL is entering Bangladesh's highly competitive digital financial services ecosystem and seeks a strategic PR partner capable of building trust, managing reputation, and ensuring strong stakeholder alignment in a sensitive, regulated category.

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## 2. PROCUREMENT STRUCTURE (TWO-STAGE PROCESS)

PBFTL will follow a **two-stage procurement process**:

### Stage 1: Expression of Interest (EOI) – Shortlisting

- Interested agencies submit credentials, experience, and high-level approach
- PBFTL evaluates submissions against eligibility and capability criteria
- A shortlist of qualified agencies is created

### Stage 2: Request for Proposal (RFP) – Final Selection

- Shortlisted agencies will be invited to participate in a detailed RFP
  - Detailed Scope of Work, KPIs, and commercial requirements will be shared under NDA
  - Agencies will submit full technical and financial proposals
  - Final selection will be based on detailed evaluation and presentations
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## 3. OBJECTIVE OF THE EOI

The objective of this EOI is to **identify and shortlist experienced PR agencies** capable of:

- Establishing PBFTL as a credible, trusted fintech brand
- Building and managing strong media and stakeholder relationships
- Positioning PBFTL leadership as thought leaders
- Ensuring proactive reputation management
- Providing crisis preparedness and response capability

EOI submissions must be sent to **info@pbftl.com** no later than **April 5, 2026, by 3:00 PM**.

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## 4. ELIGIBILITY CRITERIA

Agencies must meet the following:

- Minimum 3 years of operation in PR / Corporate Communications
- Proven experience in Banking, NBF, Insurance, Telecom, or FinTech
- Working knowledge of Bangladesh Bank, BTRC, and National Broadcasting Policy guidelines

### Preferred:

- Experience in regulated / high-sensitivity categories
  - Strong relationships with top-tier media
  - Demonstrated crisis communication experience
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## 5. INDICATIVE SCOPE OF WORK

Detailed Scope of Work will be shared with shortlisted agencies during the RFP stage after signing of NDA.

At a high level, the selected agency will act as PBFTL's extended communications partner, covering:

- PR Strategy & Reputation Management
  - Media Relations & Press Management
  - Thought Leadership & Executive Visibility
  - Crisis Communication & Issue Management
  - Digital PR & Amplification
  - Reporting, Compliance & Governance
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## 6. SUBMISSION REQUIREMENTS (EOI STAGE)

Interested agencies are required to submit:

- **Letter of Intent**
- **Agency Profile & Credentials**
- **Updated Business Documents**
- **Relevant Case Studies (minimum 2)**
- **High-level Strategic Approach (indicative)**
- **Team Structure & Key Personnel**

*Note: Detailed financial proposal will be required only at the RFP stage.*

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## 7. EOI EVALUATION CRITERIA (SHORTLISTING)

EOI submissions will be evaluated based on capability and relevance:

<b>Criteria</b>	<b>Focus Area</b>
Relevant Sector Experience	Experience in fintech, banking, or regulated industries
Agency Credentials	Scale, stability, and track record
Strategic Understanding	Understanding of category and PBFTL context
Media & Stakeholder Network	Strength of relationships and access
Crisis Management Experience	Demonstrated ability to handle sensitive situations

*Only shortlisted agencies will proceed to the RFP stage.*

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## 8. RFP STAGE (FOR SHORTLISTED AGENCIES ONLY)

Shortlisted agencies will be invited to participate in the RFP stage, which will include:

- Detailed Scope of Work and deliverables
- Defined KPIs and performance expectations
- Full technical proposal submission
- Commercial proposal submission
- Agency presentation (if required)

## **RFP Evaluation Model**

<b>Evaluation Criteria</b>	<b>Weight (%)</b>
Relevant Sector Experience	15%
Strategic Approach	20%
Crisis Management Capability	10%
Media Network & Execution	10%
Team Strength	10%
Commercial Proposal	35%
<b>Total</b>	<b>100%</b>

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## **9. SELECTION PROCESS**

### **Phase 1: EOI Evaluation & Shortlisting**

Evaluation of submitted EOIs against eligibility and capability criteria

### **Phase 2: RFP Technical Evaluation**

Detailed assessment of technical proposals and presentations

### **Phase 3: Commercial Evaluation**

Evaluation and negotiation of financial proposals

### **Phase 4: Final Selection & Contract Award**

Approval and signing of formal agreement

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## **10. TERMS & CONDITIONS**

- PBFTL reserves the right to accept or reject any submission
  - All submissions will be treated as confidential
  - Shortlisting does not guarantee final selection
  - PBFTL may request additional information at any stage
  - Financial proposals (at RFP stage) must remain valid for at least 180 days
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## **11. POINT OF CONTACT**

### **Mr. Md. Mahmud Hasan Himel**

Vice President – Finance & Accounts

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Mobile: 01676102826 (during office hours)