

EXPRESSION OF INTEREST

The Mauritius Broadcasting Corporation (MBC) is the National Public Broadcaster of the Republic of Mauritius. MBC provides 17 television channels and 6 radio channels in Mauritius. The MBC ensures on a daily basis the broadcast of its contents in 12 languages, notably French, Kreol, English, Hindi, Urdu, Bhojpuri, Tamil, Gujarati, Telugu, Marathi, Mandarin/Cantonese and Hakka. MBC has also its presence in Rodrigues Islands and in Agalega.

The Mauritius Broadcasting Corporation (MBC) **intends to rebrand and reposition its main television channels namely MBC1, MBC2 and MBC3** so as to provide more qualitative programs to meet the public's expectations.

In this context, the MBC is hereby seeking **Expression of Interest** from reputed branding, advertising and communications agencies and/or other related local service providers on a contractual basis for the rebranding and repositioning of its main channels.

Scope of work

The services will include:

1. Conception of Brand identity and guidelines
2. Brand Development and Repositioning Strategy for MBC1, MBC2 and MBC3
3. Development of creative concepts
4. Design of communication and promotional campaigns

Commercial Information

Interested parties must provide all requested information under this EOI and clearly and concisely respond to all points set out in this EOI as follows:

1. The bidder agency should be a company registered under the Companies Act 2001.
2. The company / agency should have been in existence for a period of at least 5 years on the date of application as evidenced by the Certificate of Incorporation issued by the Registrar of Companies, Mauritius;
3. Interested parties need to submit full name(s) of contact person(s), email addresses and telephone numbers;
4. Interested parties to provide their company profile and details of staff qualification, expertise and experience in related field (curriculum vitae);
5. Interested parties need to submit any relevant information that demonstrates credibility and eligibility for the transaction.

Submission of the EOI

1. The EOI must be signed by duly authorized person(s) and submitted in English language. All information outlined in this EOI document must be submitted in a sealed envelope, be clearly marked "EOI – MBC Rebranding of Channels" and be addressed to the attention of:

**ATT: SECRETARY TENDER COMMITTEE
MAURITIUS BROADCASTING CORPORATION
GROUND FLOOR
ROYAL ROAD, MOKA 80812,
MAURITIUS**

2. Interested parties may wish to either deposit in person their EOI in the tender box against written acknowledgement of receipt or send same by courier service or registered post at the address indicated above.

3. The **closing date and time** for submission of EOI shall be **Friday 22nd of March 2019 at 14h00** (Local Mauritian Time). EOI received after the closing date and time will not be considered.

4. All clarifications sought in respect of this EOI shall be addressed in writing to the Secretary Tender Committee, email address stc@mbc.intnet.mu at least 7 days before the closing date.

Pursuant to this EOI, a shortlist of interested parties will be carried out. These parties will then be informed accordingly.