

APPLICATION NO:
(For Office use only)

MILCO (PRIVATE) LIMITED

(Affiliated to the Ministry of Agriculture Livestock, land & Irrigation)

APPLICATION FORM
Selection of an Advertising Agency

Instructions to Applicants

1. Please complete all sections of this application form.
2. Attach all requested supporting documents.
3. Incomplete applications may be rejected.

1. GENERAL INFORMATION

1.1 Name of Advertising Agency:

1.2 Registered Business Address:

1.3 Telephone No.: _____

1.4 Mobile No.: _____

1.5 E-mail Address: _____

1.6 Website: _____

1.7 Year of Establishment: _____

1.8 Business Registration No.: _____

1.9 VAT Registration No. (If Applicable): _____

1.10 Name of Chief Executive Officer / Managing Director: -----

1.11 Contact Person for this Application:

Name: _____

Designation: _____

Mobile: _____ E-mail: _____

2. COMPANY PROFILE

Please provide a brief profile of your organization including:

- Company background
- Ownership structure
- Number of employees
- Branch offices (if any)
- Core business activities

(Attach separate sheets.)

3. EXPERIENCE

3.1 Number of years of experience in advertising

_____ Years

3.2 Major Clients (Last Five Years)

Client	Industry	Services Provided	Period

Attach additional sheets if required.

4. SCOPE OF SERVICES

Please indicate your capability in the following areas.

Service	Available (✓)
Brand Strategy	
Creative Concept Development	
Graphic Design	
Television Commercial Production	
Radio Commercial Production	
Print Advertisements	
Digital Marketing	
Media Planning	
Media Buying	
Outdoor Advertising	

Event Promotions	
ATL Campaigns	
BTL Campaigns	
Photography	
Video Production	
Other specify	

5. CREATIVE TEAM

Provide details of your key personnel.

Name	Designation	Experience

6. FINANCIAL INFORMATION

Please attach the following:

- Audited Financial Statements for the last three (03) years
- Bank Reference Letter
- Credit Facilities
- Tax Registration Details

7. REFERENCES

Provide details of two corporate clients.

_____	_____
_____	_____
_____	_____
_____	_____

8. DECLARATION

I/We certify that the information provided in this application is true and accurate to the best of my/our knowledge. I/We understand that MILCO (Private) Limited reserves the right to accept or reject any application without assigning any reason.

Authorized Officer

Name: _____

Designation: _____

Signature: _____

Company Seal

Date: _____

Note: Please submit the completed application together with supporting documents by Registered Post addressing to

Manager Sales & Marketing,
Milco (Pvt) Ltd,
345/6/1,
Galle Road,
Colombo 03

"Application for the Appointment of an Advertising Agency" should be mentioned at the top left corner of envelop enclosing application.