

## Letter of Invitation

**Tender / Project Number: MM/COM/26-0010**

**Tender / Project Name: 21 Digital Unipoles – Sheikh Zayed Road, Jabal Ali**

**Tender / Project Brief: Rights to Install and Monetize Advertising Signs (21 Digital Unipoles – Sheikh Zayed Road, Jabal Ali)**

1. Upon Paying **AED 6,500.00 (Six Thousand Five Hundred Dirhams)**, Tender Documents can be downloaded from the email that will be sent to you separately after receiving a soft copy the payment receipt for the mentioned payment. Payment should be as **wire transfer** to the bank account detailed hereinbelow:

Bank Name:	Emirates NBD
Account Holder Name:	MADA MEDIA COMPANY PJSC SOC
IBAN:	AE570260001015900763701
Account Number:	1015900763701
Currency:	AED

1. All offers must be accompanied by a **Bid Bond equivalent to (2%)** of the **total value of the Financial Offer**. **If your offer does not include the required Bid Bond, it will be rejected immediately.**

### 2. Bid Bond Instructions:

- The Bid Bond should be submitted from a bank operating in UAE via SWIFT banking via the Advising Bank (Emirates NBD, Swift Code EBILAEADXXX), using standard form as per the attached **Appendix B (Specimen form of Bid Bond)**. The Bidders shall submit their bank account details or International Bank Account Number (IBAN) on which the bid bond will be released, in the Form of Official Letter issued by the bank; failing which Mada Media shall not be responsible for any delay in releasing the bid bonds after Awarding the Tender's Project.

- The bid bonds will remain valid until finalizing the tendering process and the winners announced, accordingly in case of an unsuccessful bidder, the bid bonds will be auto released as per the approved procedures.
  - **The Bid Bond must be submitted along with Financial Submission.**
3. **Undertaking Letter Instructions:** Undertaking Letter (as per **Appendix F**) should be signed and stamped and **electronically attached with the Technical Proposal**.
  4. Offers must be valid for **(120) days**. Mada Media reserves the right to extend the validity of offers for another **(30) thirty days**, if required.
  5. The offers must be submitted online through only the email, **at [Proposals@madamedia.com](mailto:Proposals@madamedia.com)**, *without cc'ing any other emails/person(s)*.
  6. The submission of the proposals should be: **No later than 11:00 AM of the date of 16-April-2026 for the Technical Proposals**, and **no later than 11:00 AM of the date of 23-April-2026 for the Financial Proposals**.
  7. In case the Bidder submit the Financial Proposal in the same date of the Technical Proposal, that will lead to the **rejection** of the full proposal submitted.
  8. The tender will be opened **on date will be conducted later for Financial Proposals**. The offers will be validated through the specialized committee in terms of checking the availability of:
    - Submitted bid bond.
    - Colored scanned copy of the attested and stamped undertaking letter.
    - Colored scanned copy of the valid Trade License, and the official documents of the authorized signatory (Passport Copy, Emirates ID, POA if applicable)
    - Copies of all of RFP, all Appendices (Appendix A, Appendix B, Appendix C, Appendix D, Appendix E, and Appendix F), and any other document will be submitted for the

Technical and/or Financial proposal **must be stamped and signed by authorized signatory** of the company.

9. This invitation shall be considered as an integral part of the Tender terms, conditions and Tender Documents.
10. The Bidder should examine carefully the contents of the entire Tender Documents. Failure to comply with the requirements of the tender submission will be at the Bidder's own risk. Offers that are not substantially responsive to the requirements of the Tender Documents will be rejected.
11. The Bidder shall not make or cause to be made any alteration, erasure or obliteration to the text of the Tender Documents.
12. Offers and all accompanying documents shall be in a language provided for in RFP.
13. The Successful Bidder shall provide Performance Bond as provided in the RFP in the form of Manager Cheque titled to Mada Media Company PJSC SOC.
14. Mada Media reserves the right to accept or reject any bid without stating the reasons.
15. Mada Media reserves the right to cancel the tender without any legal or financial liabilities.
16. The Tender and offers must comply with the Federal Laws in force in the U.A.E. as well as the applicable Laws of the Emirate of Dubai.

Kind Regards,

**Maryam Alkhaja**  
**Head Contracts & Procurement**