MADA/CSS/CP/81/2026
Date: 10/06/2026

Letter of Invitation

Auction / Project Number: MM/COM/26-0017

Auction / Project Name: 4 Bridge Banners, 2 Hoardings – Ras Al Khor Road

1. Upon Paying **AED 2,000.00 (Two Thousand Dirhams),** Auction Documents can be downloaded from the email that will be sent to you separately after receiving a soft copy of the payment receipt for the mentioned payment. Payment should be as **wire transfer** to the bank account detailed below:

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 Auction's Project.
- The bid bonds will remain valid until finalizing the auction 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**, *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 25-June-2026 for the *Technical Proposals***, and **no later than 11:00 AM of the date of 30-June-2026 for the *Financial Proposals*.**

7. In case the Bidder submits the Financial Proposal in the same date of the Technical Proposal, that will lead to the **rejection** of the full proposal submitted.

8. **Proposals will be opened by Mada Media, and the result will be shared through an official notification.**
   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 that 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 Auction terms, conditions and Auction Documents.

10. The Bidder should examine carefully the contents of the entire Auction Documents. Failure to comply with the requirements of the Auction submission will be at the Bidder's own risk. Offers that are not substantially responsive to the requirements of the Auction 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 Auction 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 Auction without any legal or financial liabilities.

16. The Auction 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,

M.A.K

Maryam Alkhaja
Head Contracts & Procurement