



ELECTRICITY SUPPLY CORPORATION OF MALAWI LIMITED

INVITATION FOR PROPOSALS (IFP)

FOR

PROVISION OF CONSULTANCY SERVICES FOR MARKETING AGENCY

ESCOM OPTIC FIBRE COMMUNICATIONS • NATIONAL COMPETITIVE BIDDING (NCBS)

PROCUREMENT NO: **ESC 25/NCB/RFP/FY2026-27**

DATE OF ISSUE: **SATURDAY, 17th OCTOBER 2026**

- The Electricity Supply Corporation of Malawi Limited (ESCOM), a state-owned company, has budgeted funds for the provision of consultancy services for a Marketing Agency for its Optic Fibre Communications (OFC) directorate.
- The Corporation now invites sealed proposals from eligible marketing agencies for the following:

Assignment	Selection Method	Type of Contract
Marketing Agency for ESCOM Optic Fibre Communications (i) Integrated Marketing Communications (IMC) Plan and campaign execution; (ii) development of brand names for FTx products and services	Quality and Cost Based Selection (NCBS)	Small Time-Based Contract

- Selection will be conducted in accordance with **National Competitive Bidding (NCB)** procedures using **Quality and Cost Based Selection (NCBS)** as specified in the Malawi Public Procurement and Disposal of Public Assets Act, 2025. The minimum technical score required to pass is **75 points**, and total scores will be weighted 80% technical and 20% financial.
- Interested agencies must demonstrate, among other requirements:
 - proven experience in developing and executing Integrated Marketing Communications strategies across digital and traditional channels;
 - experience in developing strong, memorable and marketable brand names and identities;
 - previous work in the telecommunications industry (B2B and B2C), supported by case studies and client references; and
 - qualified key personnel, with CVs, and documentary evidence of eligibility (certificate of incorporation, valid PPDA registration certificate and valid MRA Tax Clearance Certificate). Full details are given in the Terms of Reference in the Request for Proposals (RFP).
- Interested agencies may obtain further information and inspect the RFP from ESCOM's Procurement Division at the address in paragraph 9(a) below, from 08:00 to 12:00 hrs and 13:00 to 16:00 hrs local time (Monday to Friday), except national public holidays.
- A complete set of the RFP in the English language may be purchased by interested agencies at the address in paragraph 9(b) below upon payment of a non-refundable fee of **MWK15,000.00**. The method of payment will be cash or bank certified cheque. The document may be collected by the agency.
- Technical and financial proposals must be sealed in separate envelopes, clearly marked "Technical Proposal" and "Financial Proposal", and both enclosed in a single outer envelope marked with the procurement reference number. Proposals shall remain valid for **180 days**.
- Proposals must be delivered to the address in paragraph 9(c) below on or before **Friday, 13th November 2026 at 10:00 hours** local time. Electronic submission will not be permitted, and late proposals will be rejected. Only the technical proposals will be opened, in the presence of the agencies' representatives who choose to attend, at the address in paragraph 9(d) below on **Friday, 13th November 2026 at 10:30 hours** local time. Financial proposals will remain sealed until technical evaluation is concluded.
- The addresses for inspection, purchase, issue, submission and opening of proposals are as follows:
 - Inspection and issue of the RFP:** ESCOM House Annex Building, Second Floor, Procurement Division, 9 Haile Selassie Road, P.O. Box 2047, BLANTYRE
 - Purchase of the RFP:** Accounts Office, ESCOM, Umoyo House, Third Floor, Victoria Avenue, BLANTYRE
 - Submission of Proposals:** Electricity Supply Corporation of Malawi Ltd, Magesti House (City Centre), LILONGWE
 - Opening of Technical Proposals:** ESCOM Boardroom, Magesti House (City Centre), LILONGWE