



REQUEST FOR PROPOSAL (RFP) FOR Website Design and Development Services

04 June 2025

Housing Development Finance Corporation Plc.

Information Technology Department

4th Floor, H. Mialani,

Sosun Magu,

Male', Republic of Maldives.

Telephone: 3334666 / 3338810

Email: procurement@hdfc.com.mv

Website: www.hdfc.com.mv

1. Request for Quotation

Housing Development Finance Corporation Plc. (hereinafter referred to as "HDFC") is seeking technically viable and commercially competitive proposals for design, develop, and deliver a modern, mobile-responsive, and user-friendly corporate website for HDFC that aligns with its brand identity, supports customer engagement, and enhances the accessibility of its financial products and services. The RFP below includes minimum functional requirements, submission instructions, and evaluation criteria.

2. Details of RFP

RFP No:	HDFC/RFP/EQP/2025/3
Advertise Ref. No.:	(IUL)HDFC/1/2025/7
Information session	12 June 2025, 10:00hrs
Proposal Submission (Online)	19 June 2025 before 09:00hrs – 14:00hrs
Bid opening	19 June 2025, 14:00hrs
Information session and Bid opening venue	Housing Development Finance Corporation Plc. 3rd Floor, H. Mialani Sosun Magu Male', Republic of Maldives.
Contact	Telephone: 3334666 Email: procurement@hdfc.com.mv

3. Submitting and opening of quotation offers:

All quotations will be opened in the presence of the vendors' representatives who choose to attend, in person, at the specified date and time at the company's head office.

Each bidder may submit only one proposal for the same solution. Submission of more than one proposal will result in disqualification.

It is mandatory that all clarifications / queries are submitted by the vendors in writing to HDFC before the proposal submission date. HDFC will not entertain any other request for clarification other than the ones which are submitted in writing as specified here.

4. Introduction

HDFC is the only financial institution solely specialized in housing finance in the Maldives. HDFC is a privatized company with international shareholders including International Finance Corporation (IFC of the World Bank Group), Asian Development Bank, and HDFC Bank Ltd. of India, jointly holding 51% of shares.

HDFC offers a range of housing finance products, including both Conventional and Islamic facilities, for home construction, purchase, and renovation. With a growing portfolio and increasing digital touchpoints, HDFC aims to modernize its services and improve digital accessibility to better serve the customers and create a brand presence in the market. Therefore, HDFC is seeking to revamp its current website to enhance user experience, accessibility, and reflects its updated brand identity. 3

4.1 Objective

To design, develop, and deliver a modern, mobile-responsive, and user-friendly corporate website for HDFC that aligns with its brand identity, supports customer engagement, and enhances the accessibility of its financial products and services.

5. Scope of Work

The project is expected to be completed within **60 calendar days** from the date of signing of the contract. A more detailed timeline will be agreed upon at project initiation.

The selected vendor will be responsible for the following:

5.1 Discovery & Planning

- Conduct meetings with HDFC to understand business goals, content needs, and target audiences
- Analyze the current website's strengths and weaknesses
- Develop:
 - A revised sitemap
 - User journey flows
 - Wireframes for core pages
- Provide progress reports on agreed time periods.

5.2 Design

- Create a modern UI/UX design system that is:
 - Clean, professional, and accessible
 - Optimized for mobile, tablet, and desktop
- Provide mockups for:
 - Homepage
 - Product pages
 - Calculators
 - FAQ section
 - Contact and support pages

5.3 Development

- Front-end development based on approved designs
- Back-end development. The website must be developed using WordPress CMS to ensure flexibility, ease of use, and compatibility with HDFC's internal processes.
- Integrate:
 - EMI Calculator
 - Existing Affordability Calculator
 - FAQ accordion
 - Document download center
 - Contact and inquiry forms
 - Existing Chatbot
 - Google Analytics (or equivalent)

- Implementation of basic SEO best practices, including metadata, alt tags, sitemap, and semantic HTML structure
- HDFC will host the website on its own servers/infrastructure. The selected vendor is responsible for ensuring compatibility with the hosting environment and supporting the deployment process.

5.4 Security Standards

The website must meet industry-standard security protocols, including:

- Full SSL (HTTPS) implementation across all pages
- Two-Factor Authentication (2FA) for admin access
- Protection from common vulnerabilities (e.g., XSS, SQL injection)
- Basic compliance with local data protection regulations

5.5 Content Integration

- Migration and formatting of existing and new content
- Setup of metadata, alt tags, and keyword-friendly structure
- Clear CTAs (call-to-actions) across services and tools

5.6 Testing & Launch

- Browser and device compatibility testing
- Site performance and loading speed optimization
 - Target page load time under 3 seconds on all key pages
 - Responsive and optimized for both desktop and mobile
 - Use of asset optimization (WebP images, compression, minified code)
 - Tested and validated using tools like Google PageSpeed Insights or GTmetrix
- Accessibility and compliance testing
- Final deployment and launch support

5.7 Documentation & Training

- Provide user manual of website and key features
- Conduct training session(s) for the HDFC team

5.8 Maintenance & SLA Requirements

The vendor must provide post-launch maintenance support for a minimum of 12 months, including:

- Bug fixes and CMS/plugin updates
- Site uptime monitoring and performance reviews
- Defined Service Level Agreement (SLA) with:
 - Issue response and resolution timelines
 - Maintenance frequency and update schedules
 - Escalation procedures for critical failures

6. Bidding Process

1. Register for Information Session:

An information session for this bid will be held on the date specified in Section No. 2 of the RFP. Only those who attend the information session will be eligible to submit bid to ensure they are fully informed of the requirements.

2. Conduct Information Session:

The information session will provide details about the requirements and answer bidders' questions. Representatives from Marketing, Office Admin, and IT departments will participate.

3. Bidding Time Frame:

Bidders will be given a timeframe from the information session until 24 hours before the bid submission deadline to seek any clarifications from the company. No queries will be entertained after the specified time.

4. Submission of Proposal:

Proposals must be submitted online. The link will be provided during the information session. The link will be active from 9 am to 2 pm on the bidding date, and no proposals will be accepted after that time. Documents should be uploaded as a password-protected zip folder, and bidders will be asked to provide the password at the time of the bid opening.

5. Opening (Announcing) the Bid:

On the date and time stated in Section 2, the bid will be opened. The session will begin in the presence of the bidders who attended the information session. Latecomers will not be allowed to join.

Bidders are advised to arrive at the bid opening venue at least 10 minutes before the scheduled time to facilitate the accommodation of all attendees. The bidders' list will be presented, and bidders will be called upon to provide the password to open their documents in the order submissions were received. The quotation documents will be opened in the presence of all, and the total amounts will be noted. The session will end once all bids are opened.

7. Required format for documents and information

On headers of all pages and first page of all documents must bear the following information with signature of the bidder.

- The headers of all pages must include the following information.

RFP No: HDFC/RFP/EQP/2025/3

Name of the Vendor

- The first page of each document must bear the bidder's signature and/or seal.

- All pages must be numbered in the format "Page x of xx."
- All documents must be submitted in PDF format.

The proposal should contain the following information in the format given below.

#	Document Name
1	Company Profile/CV of individual, including contact person name, email and phone number.
2	CV's of the bidder's team going to be involved in the project.
3	An overview of a past relevant project with reference
4	Quotation of the proposed solution
5	Reference letters or supporting documents of similar completed work
6	Project Schedule aligning with the Scope of Work
7	Business Registration Certificate / ID card
8	GST Registration Certificate
9	Tax Clearance

8. Price Offer

The quotation shall include a detailed breakdown of all proposed costs, including license fees, development costs, maintenance and support charges, and any other relevant expenses, along with their respective charging basis. Each cost component must be listed separately.

The quoted prices shall be stated in Maldivian Rufiyaa (MVR). The total price must be presented both in numerical figures and in words. In the event of any discrepancy, the amount written in words shall prevail and be considered the correct value.

9. Qualification Criteria

- The bidder submitting the offers should be a registered company and must have been registered for at least 3 years or more.
- Proven experience in web design and development
- Strong UI/UX design background
- Familiarity with CMS platforms
- Ability to deliver mobile-first, accessible websites
- Relevant portfolio and references
- The bidder should be in the related business.
- The bidder must submit documents of previous work experiences in relevant field.

10. Modification and Withdrawal of Quotation document Offers

Vendors are allowed to withdraw their offers any time before the last date and time specified for closing. Vendors are not allowed to modify their offer once submitted. No offer can be modified or withdrawn by a vendor after the closing date and time for submission of offers.

11. Proposal Award Method

Proposals will be evaluated against Points Allocation Tables for Bid Proposals in section 12.

HDFC can award different order items to multiple vendors. HDFC may decide to award the entire bid to the bidder with the lowest aggregated value among qualified proposals or based on the quality of the solution being offered. The item proposed below the required specification will be rejected. The item proposed above the required specification will not necessarily get higher points however evaluated in relation to price.

12. Point Allocation Table for Bid Proposals

Evaluation Criteria	Weight (%)	Scoring Range	Description
Bid Price (Total 50%)	-	-	Divided into Recurring and One-Time costs. Lowest Price get maximum point. * $L/B * P$
- One-Time Cost	25%	0 - 25	Initial purchase, licensing, setup, and implementation costs.
- Recurring Cost	25%	0 - 25	Annual or monthly maintenance, support, and subscription fees.
Implementation Plan & Timeline (Total 10%)	10%	0 - 10	Efficiency of proposed deployment schedule.
Experience & Reputation (Total 20%)	-	-	
- Number of years and successful projects	15%	0 - 15	Assesses vendor's track record, number of years in the industry and references.
- Support & Maintenance	5%	0 - 5	Availability during working days and hours. Assesses vendor's track record and references.
Creativity (Total 20%)	-	-	
- Creativity	10%	0 - 10	Originality and adaptability to brand identity and internal system integration, functionality and user experience.
- Innovation & Future Readiness	10%	0 - 10	Scores on additional features, emerging technology adoption, visual appeal and aesthetic innovation.
Total Score	100%	0 - 100	

* H =Highest among the bidders, L =Lowest among the bidders, B = the bidder, P =point

Product/service that does not meet the minimum requirement will not be entitled for Points and will be considered as 0 (zero) points.

HDFC reserves the right to reject any or all proposals or to accept any proposal that it may consider to be in the best interest of the company. HDFC shall not be held liable for any errors or omissions in any part of this RFP. The information contained in the RFP is supplied solely as a guideline. The information is not guaranteed or warranted to be accurate by the HDFC, nor is it necessarily comprehensive or exhaustive. HDFC assumes no responsibility or liability for the adequacy, accuracy or completeness of any information provided in this RFP.

13. Notice of Award

All successful bidders will be notified in writing.

14. Payment terms

Payment will be made in accordance with the general conditions for the provision of goods and services of the successful bidder's proposal. If an advance payment is required upfront, it must not exceed more than 20% of the total proposal price, and HDFC shall require the bidder to submit a bank guarantee in the same amount as the advance payment. Remaining Payment requests shall be submitted only after successful User Acceptance Testing (UAT) confirmation, as specified in the project schedule. HDFC shall remit payment within thirty (30) days from the date of the invoice.

All payments will be made in Rufiyaa.

15. Clarification of Offers

To assist in the scrutiny, evaluation, and comparison of offers, HDFC may, at its discretion, seek written clarifications from vendors and reserves the right to verify all statements, information, and documents submitted, requiring bidders to provide any necessary evidence upon request.

16. No Commitment to Accept Lowest or Any Offer

HDFC is under no obligation to accept the lowest or any other Offer received in response to this TENDER and reserves its right to reject any or all the offers including incomplete offers without assigning any reason whatsoever. HDFC will not be obliged to meet and have discussions with any vendors and / or to entertain any representations.

17. Negotiation

It is absolutely essential for the vendors to quote the lowest price at the time of making the offer in their own interest, as HDFC will not enter into any price negotiations.

18. Right to Alter Quantities

HDFC reserves the right to alter the quantities specified in the Offer in the event of changes in the plans of HDFC.

19. Termination

HDFC shall be entitled to terminate this contract by giving 3 weeks' notice to the Successful Bidder in case the Successful Bidder fails to provide the service as per the requirements of HDFC.

20. Order Cancellation

HDFC reserves its right to cancel the entire / unexecuted part of the Purchase Order at any time by assigning appropriate reasons in the event of one or more of the following conditions:

- Delay in delivery beyond the specified period for delivery.

21. Bidder's Cost Responsibility

The Bidder shall bear all costs for the preparation and submission of the Bid Documents. HDFC shall not be responsible or liable for reimbursing/compensating these costs, regardless of the conduct or outcome of the bidding process.

22. Proposal Ownership

The proposal and all supporting documentation submitted by the vendor shall become the property of HDFC.

23. Upgrades/updates

During the course of warranty and support contract, Vendor should ensure availability of updates and upgrades of the product as and when released, Vendor is also responsible for porting all such updates / versions in the servers as required by HDFC.

24. Manuals and Software

The vendor will supply all the related documentation. These will include but not restricted to user manual, operation manual, software, database, connections etc.

25. Non-Conformance penalties

In the event of a project delay, a penalty of 15% shall be imposed on the undelivered portion of the project price for each month of delay. Failure to complete the project in its entirety shall result in the revocation and recovery of the full amount disbursed for the project.

26. WARRANTY (defect liability period)

The website will be under warranty for a period of one year from the date of Acceptance of the entire project implementation during which the vendor will be required to resolve all the issues free of cost.

27. Publicity

Any publicity by the vendor in which the name of HDFC is to be used will be done only with the explicit written permission of HDFC.

End of RFP