



REVISED CALL FOR PROPOSAL

Deadline Extension Notice

Lot I: Brand Strategy and Identity Services

New Principles of Bhutanese Food (NPBF)

Pelsung invites eligible and experienced branding, communication and creative companies to submit proposals to provide Brand Strategy and Identity Services for the project New Principles of Bhutanese Food (NPBF).

Scope of Assignment

The selected company will develop a distinct branding strategy and visual identity reflecting Bhutanese food heritage, cultural values, sustainability, health, quality and innovation. The assignment also includes content creation and storytelling frameworks, communication material, capacity building and complete handover of final assets.

Key Deliverables

- Brand positioning, purpose, values, personality and architecture, including a suitable name or tagline.
- A minimum of three creative concepts and approved logo suite, colour palette, typography and visual identity system.
- Brand guidelines, principles booklet, project brochures, community food stories, chef profiles and editable templates.
- English, Dzongkha and bilingual outputs, two practical training sessions, and all editable and print-ready files.

Terms of Reference

For terms of reference please contact Duptho Zangmo at dzangmo@pelsung.bt.

Eligibility

Applicants must have at least three years of relevant experience and valid business registration and tax documentation. The opportunity is open to Bhutanese companies and international firms in partnership with a Bhutanese entity. Consortium proposals are encouraged, provided the lead entity and all specialists are clearly identified.

Assignment Duration

One month

Technical Proposal

Maximum 20 pages, excluding annexes and CVs

Submission

Separate technical and financial proposals

Application Procedure

Submission email: dzangmo@pelsung.bt

Original submission deadline: 9 August 2026

Extended submission deadline: **5:00 PM 14 August 2026**

Email subject: Proposal for Lot 1, Brand Strategy and Identity Services for the New Principles of Bhutanese Food.

IMPORTANT - EXTENSION AND RESUBMISSION

The submission deadline has been extended from 9 August 2026 to 14 August 2026 to allow adequate time for prospective bidders to consider clarifications and to ensure transparency and fairness in the process.

Firms that submitted proposals on or before 9 August 2026 may revise and resubmit their technical and financial proposals by the revised deadline.

Where a revised proposal is submitted, the latest submission received by 5:00 PM on 14 August 2026 will be treated as the final proposal.

Firms that do not wish to revise their earlier submission are not required to resubmit.

All other terms and conditions remain unchanged.