



REQUEST FOR PROPOSAL (RFP)
FOR
APPOINTMENT OF PASSENGER GENERAL SALES AGENT

This Request for Proposal (RFP) is being released by Bhutan Airlines for the purpose of appointment of passenger General Sales Agent (GSA) in the territory of Bangladesh

RFP release date:	27 th July 2026
Last date to submit RFP:	10 th August 2026
RFP will be opened on:	14 th August 2026



1. Introduction

1.1 Overview

Bhutan Airlines (Tashi Air Pvt. Ltd.) is Bhutan's first private airline, operating scheduled international passenger services connecting Bhutan with key destinations in South Asia and Southeast Asia.

Since commencing operations in October 2013, Bhutan Airlines has played an important role in supporting tourism, business travel and regional connectivity for the Kingdom of Bhutan.

As part of its network expansion strategy, Bhutan Airlines is currently assessing opportunities to strengthen its presence in Bangladesh and explore future commercial operations in the market. Bangladesh is viewed as a strategically important market for both point-to-point traffic and transit traffic flows between Bhutan, Bangladesh and Southeast Asia.

In this regard, Bhutan Airlines is considering the future operation of a **Paro–Dhaka–Singapore–Dhaka–Paro** routing, subject to regulatory approvals, commercial viability and fleet planning considerations. To support the development of the Bangladesh market and facilitate future growth opportunities, Bhutan Airlines intends to appoint a Passenger General Sales Agent (GSA) in Bangladesh.

The appointed GSA will be expected to play an active role in developing the Bangladesh market, building trade partnerships, supporting regulatory coordination and establishing a strong commercial foundation for Bhutan Airlines within the territory.

1.2 Current fleet

- Two (2) Airbus A319
- Seating capacity of *12 business class* seats and *114 economy class* seats

1.3 Current network

- Bangkok, Thailand
- Delhi, India
- Gaya, India (seasonal)
- Ahmedabad, India (seasonal)
- Mumbai, India (seasonal)
- Bangalore, India (seasonal)
- Kolkata, India
- Kathmandu, Nepal

2. Objective of the RFP

Bhutan Airlines seeks to appoint a reputable and experienced Passenger General Sales Agent (GSA) in Bangladesh to represent, market and promote Bhutan Airlines within the territory and to support the airline's medium and long-term commercial objectives.



The appointment is intended to:

- Establish Bhutan Airlines' commercial presence in Bangladesh.
- Develop passenger traffic between Bangladesh-Bhutan and Bangladesh-Singapore.
- Explore and stimulate demand for potential future operations between Bhutan, Bangladesh and Southeast Asia.
- Build relationships with travel agents, corporate clients, government stakeholders and regulatory authorities.
- Support market intelligence gathering and route development initiatives.
- Assist Bhutan Airlines in evaluating the commercial viability of future services, including the proposed PBH-DAC-SIN-DAC-PBH operation.

The selected GSA will act as Bhutan Airlines' strategic commercial partner in Bangladesh and will be responsible for sales development, market representation, regulatory support and local.

3. Scope of work

The successful applicant shall undertake, but not limited to, the following responsibilities:

- 3.1 The GSA is expected to represent Bhutan Airlines in the territory assigned in connection with the sale of air passenger transportation on behalf of Bhutan Airlines.
- 3.2 The GSA is expected to make sales, direct and through its agents for the sale of air passenger transportation.
- 3.3 The GSA must furnish a security deposit as stipulated in the agreement.
- 3.4 Provide, furnish and maintain at the sole expense of the GSA a suitable office space in its principal office to be used exclusively for the transaction of Bhutan Airlines' business. This will include providing utilities such as electricity, water, and communication services.
- 3.5 Provide, furnish and maintain at the sole expense of the GSA an office space for the Representative of Bhutan Airlines at its Head Office.
- 3.6 Provide a comfortable vehicle for the Representative of Bhutan Airlines in the territory. However, fuelling and maintenance will be the responsibility of Bhutan Airlines.
- 3.7 Conceptualise plan, supervise and execute all marketing and sales activities of Bhutan Airlines in the territory assigned in consultation with Bhutan Airline's Representative in the territory.
- 3.8 Lead, guide and execute to promote Bhutan Airlines products and services that will assist the Management team in Commercial Division (HQ) in achieving the established sales budgets.
- 3.9 The GSA shall assist Bhutan Airlines with all relevant government authorities and regulatory agencies within Bangladesh to facilitate the smooth operations of Bhutan Airlines services, including but not limited to:
 - Civil Aviation Authority of Bangladesh (CAAB) for Air Operator Permit (AOP), traffic rights and related matters.



- Revenue and taxation authorities for tax registration, compliance requirements and related matters.
- Any other government agencies, airport authorities, or regulatory bodies as may be required from time to time.

3.10 The GSA shall assist Bhutan Airlines in obtaining and maintaining all necessary trade licences, permits, registration and approvals required for the lawful conduct of Bhutan Airline's commercial activities in Bangladesh.

3.11 The GSA shall, at its sole cost and expense, provide and maintain a dedicated team to support Bhutan Airlines' commercial activities in Bangladesh, comprising:

- Three (3) full time sales and marketing personnel based at the city officer dedicated to Bhutan Airlines' business, responsible for trade sales, corporate sales, customer service support, marketing activities, reporting and market development initiatives; and
- One (1) operational support staff to provide assistance during flight operations and coordinate with airport stakeholders, passengers and Bhutan Airlines' representative as required.

4. Form of application

4.1 Applicants should read all the terms and conditions in the RFP fully and carefully, and any application submitted pursuant hereto shall be deemed accepted thereof.

4.2 Applications submitted in any form or on terms other than those prescribed in the RFP shall not be considered.

4.3 Applicants will be required to submit a signed copy of their request proposal to the address mentioned below, in sealed envelopes.

Mr. Swarup Ratan Chakraborty
Officiating General Manager
Bhutan Airlines
Thimphu, Bhutan

Email: swarup.ratan@bhutanairlines.bt

Mobile: 00975-77901464 , 0091-9899811041(WhatsApp)

5. Term of contract

- The appointment shall be effective from 24th August 2026
- The initial contract period for the Agent is expected to be for two (2) years from the date of appointment, (unless terminated earlier)
- The GSA shall undertake and accept that they shall not represent any airline(s) registered in Bhutan or operating to Bhutan in the capacity of an agency, representative, advisor, etc (list being non exhaustive) to avoid conflict of interest



6. Incentives

The agent shall be paid sales commissions and/or overriding commission in accordance with the terms that will be set forth in the agreement

7. Pre-requisite

Applicants must have been in operation for a minimum of three years as an air travel agency

8. Proposal Preparation

Interested eligible agents are required to submit application detailing the following information:

8.1 Identification of agency (legal entity which will hold the GSA)

8.1.1 Legal name of organisation

8.1.2 Trade name, if different from above

8.1.3 Full address and telephone number of the Main Office

8.1.4 If registration is required by law of your country, please provide:

- a. The trade registration of licence number of the agency (*in English*)
- b. The date that was granted
- c. A copy of the trade license and any other relevant document
- d. Date on which the office commenced operations as a Travel Agency
- e. Whether the Travel Agency is IATA or non-IATA

8.2 General information

8.2.1 Specify type of business entity

- a. Sole proprietorship
- b. Partnership
- c. Limited Liability company
- d. Others (describe)

8.3 Financial information of the organisation

8.3.1 Specify as applicable

- a. Registered capital
- b. Paid up capital
- c. Minimum paid-up capital required by the law of your company

8.3.2 Attach copies of your financial statements for the last 3 years, including balance sheet and profit and loss account certified by the Auditors of the organisation

8.4 Details of Managers and staff of organisation

- a. Name



- b. Position or title
- c. Date of employment
- d. Qualifications and work experience in travel business
- e. Total number of years experience in the travel industry

(Details should include staff of Main Office and Branch Offices if any)

8.5 Market development strategy

- Passenger sales strategy
- Marketing and promotional strategy
- Corporate sales plans
- Travel trade engagement plan
- Distribution strategy (online and offline channels)
- Market share growth strategy
- Annual passenger growth projections for three (3) years
- Assessment of traffic potential between PBH-DAC-SIN & SIN-DAC-PBH
- Proposed support towards route launch activities and market activation campaigns

8.6 Financial commitment

Applicants shall clearly indicate their willingness and capacity to support Bhutan Airlines through advance block purchase commitments on designated sectors, including any proposed commitment towards fifth freedom sector inventory.

8.7 Premises of organisation (provide details of the current offices)

8.7.1 Office space

CITY:

- a. Floor location
- b. The surface area of the office
- c. Actual space utilised for the sale of international air transportation
- d. The means of access the public has to the Travel Agency
- e. If the entire office is not dedicated for the Travel Agency, indicate how the portion of the office for the Travel Agency is separated from the other business

8.7.2 What display facilities are available for advertising?

8.7.3 What are the normal business hours and days of the week the office is open?

8.7.4 Are the premises located at an airport or in the main business area of the city?

8.7.5 Describe the means by which the premises are identified as a Travel Agency

8.7.6 Attach photographs of the exterior and of the interior of the location

8.7.7 Details of Branch Offices if any



9. Undertaking by applicants

Along with the submission of a proposal under this RFP, the Applicant hereby irrevocably acknowledge the contents of, and are required to provide an Undertaking annexed hereto as *Annexure A*

10. Queries

Any questions concerning this RFP must be directed to

Name: Mr. Swarup Ratan Chakraborty, Officiating General Manager, Thimphu, Bhutan
Email: swarup.ratan@bhutanairlines.bt
Copy to: Mr. Tshitrim Dorji, General manager, Marketing, Sales & Distribution
Email: Tshitrim.dorji@bhutanairlines.bt

11. Evaluation Criteria

Proposals will be evaluated based on:

- Willing to take block seats for DAC SIN & DAC PBH;
- Experience as an airline GSA;
- Financial strength and stability;
- Existing airline representation portfolio;
- Sales network and market reach within Bangladesh;
- Quality of market development strategy;
- Ability to support future network expansion;
- Proposed sales commitments and commercial support;
- Regulatory and operational support capabilities.

12. Selection of proposals submitted

After selection, a Letter of Award (LOA) shall be issued, in duplicate, by Bhutan Airlines to the selected Applicant and the selected Applicant shall, within five (5) days of the receipt of the LOA, sign and return the duplicate copy of the LOA in acknowledgement thereof. In the event the duplicate copy of the LOA duly signed by the selected Applicant is not received by the stipulated date, Bhutan Airlines reserves the right to appoint any other applicant as its GSA for the territory



Annexure A:

LETTER OF UNDERTAKING BY THE APPLICANT

[On the letter head of the Applicant]

Date:

Chief Executive Officer

Bhutan Airlines

Thimphu, Bhutan

Subject: Undertaking for appointment of Passenger General Sales Agent in Bangladesh

Sir,

We *[please insert the full name of the Applicant]* hereby declare and confirm that we have read and understood all the terms and conditions of the RFP and that the said terms and conditions are acceptable to us. We accept that in the event that the documents submitted by us along with the Proposal are found by Bhutan Airlines to be inadequate/ false/ incorrect/misleading / incomplete, the Proposal may be rejected without assigning any reasons therefor. In addition, Bhutan Airlines reserves its right to prohibit us from participation in any further tenders of Bhutan Airlines.

We acknowledge that Bhutan Airlines reserves itself the right to reject the Proposal without assigning any reason thereto. We further acknowledge that Bhutan Airlines is not bound to accept any Proposal. We also acknowledge that Bhutan Airlines may share the Proposal and any other information provided by us during the RFP process or at any time thereafter with its advisors and agents, and we consent to the same.

The provision of the services outlined in this RFP, by us to Bhutan Airlines, will not create any conflicts of interest or appearance of impropriety, and we hereby indemnify Bhutan Airlines, its clients and/or officers and/or directors and/or employees and hold them harmless in this regard.

We declare that there is no pending/previous litigation (including but not limited to, litigation, claim, consent order, settlement agreement, arbitration, agency proceeding, investigation, challenge or other proceeding pending or threatened against us, our properties or business or any individuals acting on behalf of us, including, without limitation, subcontractors, assignees) that would prevent us from making the proposal or executing the definitive agreement identified by Bhutan Airlines and fulfilling the terms and conditions of such definitive agreement in the event that we are the selected Applicant.

(Name of the Applicant)

Authorized Signatory Name:

Designation: