mukto pay

vynzomedia

Vendor Enlistment and Marketing Partnership Proposal

Date / November 7, 2026

Company / Mukto Pay, NEO PSP Limited

Prepared for review by Mukto Pay leadership and procurement

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BUSINESS PROPOSAL FOR MARKETING PARTNERSHIP

Prepared for
Leadership and Procurement
Mukto Pay, NEO PSP Limited
Dhaka, Bangladesh

Issued November 7, 2026
Reference VM/MP/20261107

Dear Mukto Pay Leadership and Procurement,
Following our review of Mukto Pay's public launch, product information and market context, Vynzo Media requests consideration for vendor enlistment and future assignments in brand, marketing and communications.

We propose working alongside your internal teams to build a distinctive payment brand that benefits from Banglalink's reach and credibility while giving Mukto Pay its own recognisable identity.

We would connect brand strategy, social content, creative production, search, performance marketing, public relations, mass media and field activation through a shared brief, accountable owners and a common review process.

Our initial focus would be helping consumers understand what they can do today and helping merchants find the right route to accept payments. Each campaign would pair a specific action with practical guidance.

Mukto Pay would retain authority over claims, launch dates, public statements, brand direction and procurement decisions. Vynzo Media would manage agreed planning and execution within a documented approval framework.

We welcome a review of our credentials and the opportunity to discuss the appropriate supplier registration, qualification and evaluation process with your marketing and procurement teams.

Yours sincerely,
Business Development Department
Vynzo Media

Corporate Notice

Vynzo Media operates in Canada under LEZNIT SOFTWARE CORP., British Columbia Corporation Number BC1550068. This proposal is issued for Mukto Pay and NEO PSP Limited to consider for vendor evaluation. Any assignment, access, responsibility or production commitment would be subject to supplier approval and a mutually agreed written scope.

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1. Executive Summary

Vynzo Media proposes a coordinated brand and marketing partnership for Mukto Pay. The launch offers a starting point for building familiarity, trust and repeat payment behaviour. Our proposed work would connect each campaign promise to an approved use case, a clear action and an observable result. Consumer communications would focus on tasks such as transfers, utility bills and recharge. Merchant communications would explain eligibility, onboarding and acceptance. A shared claims register, production plan and decision log would help the internal teams control what goes live across every channel. We would use approved Banglalink and partner surfaces to introduce the wallet, then give each audience a clear destination for its own needs.

What this changes

- Marketing briefs would begin with a specific audience and an agreed action, from a first successful payment to a qualified merchant enquiry.
- An account lead would coordinate specialists and carry decisions between Mukto Pay and Vynzo Media.

- Creative, search, paid media, communications and field execution would use the same product facts and campaign direction.
- Performance and support signals would guide each review and the next campaign cycle.
- The operating plan could adjust to merchant readiness, customer questions or regional opportunities.

- Production partners and field suppliers would be scoped and coordinated through the agreed approvals.

2. Our Understanding of the Requirement

Mukto Pay is operated by NEO PSP Limited, a Bangladesh Bank licensed Payment Service Provider and a subsidiary of Banglalink Digital Communications Limited within the VEON ecosystem. Mukto Pay's site identifies Huawei as a technology partner. VEON announced commercial launch on November 4, 2026.

The launch announcement describes app access across mobile operators and basic phone access for eligible Banglalink users. It describes interoperable Bangla QR as forthcoming. Consumer, merchant, enterprise and institutional campaigns would each be checked against approved capabilities before release. Interoperability, acceptance and offer conditions would be confirmed at each release.

Sources / Mukto Pay company profile and VEON launch announcement

Operating principle

Connect a verified product promise to a useful action and review the evidence with Mukto Pay before expanding the campaign.

Primary objectives

- Build a recognisable Mukto Pay identity with a consistent Banglalink endorsement.
- Move people from discovery to official signup guidance and a first successful payment.

- Give merchants a clear path from interest to eligibility and onboarding.
- Build credible Bangla and English answers for app, web and support searches.
- Build a shared operating rhythm for campaign approvals and reporting.
- Plan creative and production around agreed payment moments.
- Connect national awareness with demonstrations in markets where service and support are ready.

- Use aggregate evidence to decide where to refine the message, journey or distribution.

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3. Mobilisation and Readiness Period

Following procurement approval and written scope agreement, Vynzo Media would confirm the readiness period with Mukto Pay and align access, contacts, decisions and release conditions.

The mobilisation work would establish a shared understanding of the product, its audiences and current availability before creative or field execution begins.

Mobilisation Area	Planned Work
Team workshops	Align with brand, product, compliance and CX on the launch offer, user expectations and support routes.
Current state review	Review social, store listings, search, landing pages, campaign assets and approved baseline data.
Payment journey review	Walk through discovery, registration, first payment, merchant enrolment and escalation scenarios.
Audience and capability mapping	Map live tasks by audience and channel. Record planned or restricted capabilities separately.
Approval mapping	Confirm the owners for brand, product, regulatory review and procurement.
Production planning	Agree scripts, visual references and any required talent, location or interface permissions.
Measurement baseline	Define each event, cohort and reporting owner before initial testing.

4. Baseline Audit and Launch Production

A baseline review and an initial production brief would give Mukto Pay a practical starting point for coordinated execution. The review would distinguish public observations from private conversion data and record any claim that needs product confirmation.

Baseline review

- Official social and app listing discovery
- Consumer and merchant landing paths
- Search visibility and demand hypotheses
- Bangla and English task vocabulary
- Current content formats and gaps
- Approved product, store and support information
- Visual and verbal brand consistency
- Initial creative, media and field priorities
- Readiness dependencies, including approval speed, product access and field coverage

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Initial production capture

An approved production brief could include real product demonstrations, merchant acceptance scenarios and everyday consumer stories. Vynzo Media would confirm consent, location access and safe demo accounts before recording or photography.

5. Monthly Marketing Audit and Priority Cycle

Each cycle would review attention, first payment and merchant outcomes alongside customer questions. A decision log would show what changed, why it changed and which owner would move the next item forward.

Monthly Step	Decision Question
Review	Which activity produced useful action?
Diagnose	Where did users need clearer guidance?
Prioritise	Which audience and use case should the next cycle focus on?
Identify friction	Did messaging, verification, availability or the payment journey create confusion?
Reallocate	Which channel or format should receive more attention based on the observed evidence?
Approve	Which changes need Product, Brand, Compliance or Procurement approval?

Monthly operating cycle

Review the evidence. Agree the next priority. Execute against approved claims. Report the outcome.

6. Operating Model and Recommended Team

The proposed model gives Mukto Pay a primary account contact and access to specialist functions when the scope requires them. Staffing, local representation and suppliers would be confirmed after scope review. The account lead would maintain a shared plan, named decision owners and a written escalation route.

Recommended Role	Primary Responsibility
Brand and Growth Strategist	Account direction, audience strategy, priority planning and approval coordination.
Creative and Production Director	Campaign concept, scripts, storyboards, production supervision, creative quality and approval handoff.
Social Media and Content Lead	Editorial planning, channel operations, community routing and performance review.

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Creative Designer	Visual systems, social and paid creative, event artwork and merchant materials.
Video and Motion Specialist	Explainer edits, short video, motion graphics, captions and campaign adaptations.
Photographer and Videographer	Approved location capture, portraits, product demonstrations and visual library development.
SEO and AEO Specialist	Brand and task discovery, content structure, technical coordination and answer visibility.
Marketing Operations and Activation Lead	Field planning, supplier coordination, materials, event logistics, promoter briefing and reporting.

POC and onsite integration
The account lead would be the day to day point of contact and maintain the action and approval log. A local representative may support meetings, site coordination, merchant visits and approved activations when the scope and resources are agreed. Product and safety issues would route to Mukto Pay's named owners.

Team configuration

- Agree the team by assignment and the specialist responsibilities by phase.
- Adjust channel or production support when priorities change.
- Keep roles and decision rights documented so creative, field and client teams share one brief.

- Bring in temporary specialists when an event, campaign or production calls for specific skills.

- Review proposed changes with Mukto Pay before they affect scope, scheduling or approval ownership.

7. Monthly Deliverables and Production Capacity

Area	Scope and Delivery Approach
Social content	Platform specific creative, education and community content shaped by agreed priorities.
Additional design	Campaign adaptations and approved merchant or event collateral where needed.
Video production	Concept, scripting, capture, editing and motion.
Photography	Approved portraits, field and brand imagery.

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Reactive production	Production requests reviewed against urgency, approvals and available resources.
Platforms	Formats adapted for approved brand channels.
Search	Search content and technical coordination.
Audit	Content and performance priority review.
Reporting	Activity summary and decision record.

Content mix
The editorial mix may include family transfer stories, bill payment guides, recharge demonstrations, merchant acceptance, public education and partner communications. Creative direction would reflect the audience, channel and approved feature status for each brief.

Additional design requests
Additional design may include counter signage, merchant onboarding materials, outdoor adaptations, event collateral, internal briefings and presentation visuals. Brand and product claims would follow the agreed review process.

Production capacity
Production would be planned against the campaign brief, channel requirements, locations, approvals and available resources. Video may include product explainers, merchant stories, documentary style capture, interviews and motion work. Photography may support portraits, partner assets and regional storytelling.

Scripts, interface captures, talent permissions, captions and accessibility would be reviewed before release.

All production commitments remain subject to mutually agreed project requirements. If urgent work changes the plan, the account lead would review the request with Mukto Pay and agree the revised priorities, approvals and production approach.

8. Search, Communications and Marketing Operations

SEO and AEO

- Organic brand and task monitoring
- Bangla and English keyword opportunities
- App store discoverability
- Consumer and merchant landing pages
- Page titles, metadata and internal links
- Help content and structured answers
- Crawl and sitemap issue coordination
- Search intent coverage by audience
- Answer visibility where measurable
- Regular search performance review

Search improvements would be assessed against the agreed baseline, published pages and available query data. Separate branded visibility from category discovery and verify results by locale and device.

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PR and communications support

- Launch and product announcement drafting
- Corporate media materials and backgrounders
- Merchant and partner story development
- Executive commentary and briefing notes
- Thought leadership on payment inclusion
- Campaign and seasonal communications
- Media briefings and event preparation
- Approved product fact sheets and media responses
- Reputation monitoring and issue triage
- Industry event communications

Specialist media outreach or crisis communications may be scoped separately. Mukto Pay would retain authority over public statements and designate spokespersons for sensitive topics.

ATL, BTL and ground execution

- Television, radio and print adaptation
- Billboards, transit media and outdoor coordination
- Retail signage and merchant counter materials
- Supplier sourcing and production coordination
- Merchant and distributor briefings
- University, community and workplace demonstrations
- Event and booth planning
- Promoter and local representative briefings
- Approved product demonstration logistics
- Field visits, feedback and reporting
- Partner handoff and delivery review

Field activities would follow product availability and support readiness. Mukto Pay would approve the geography, materials, demonstration flow and named local partners before execution.

9. Production Equipment and Vendor Management

For approved work, Vynzo Media would agree the capture, edit and distribution requirements, along with any equipment, permissions and product access needed to complete the brief.

Specialist crews, locations, talent and external suppliers would be confirmed with Mukto Pay in advance. Production records would include ownership, release checks and delivery status.

Vendor management process

Stage	Approach
Requirement	Document the role, access, timing and quality requirements.
Sourcing	Identify suitable suppliers and confirm relevant capabilities.
Qualification review	Review credentials, readiness and permissions.
Approval	Route the proposed scope and supplier to the designated Mukto Pay approver.
Execution	Coordinate the approved supplier and report deviations.

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Quality review	Check delivery against the approved brief, artwork and release conditions.
Reporting	Share delivery records, field feedback and next actions with Mukto Pay.

10. Flexible Capacity and Add On Menu

Mukto Pay could start with a defined assignment, then request specialist support as priorities change. The proposed operating structure can adapt while keeping ownership and approvals clear.

How customisation works

Option	How It Works
Reallocate	Adjust the balance of content, field work or campaign production against the approved priorities.
Add specialist	Bring in relevant channel or production expertise for an agreed assignment.
Remove specialist	Release support when a workstream is complete and document ownership of remaining tasks.
Add capacity	Extend the scope to include regional, creative or technical work when needed.
Separate project	Scope a major launch, film or field activation as a dedicated assignment.

Main Add On categories

Add On Category	Examples
Content and Production	Brand films, merchant stories, product explainers, event capture, photography, motion systems and approved Bangla adaptations for digital and physical placements.
People and Specialist Capacity	Campaign strategy, production direction, field coordination, editorial support or specialist technical review to suit an agreed project.
PR and Communications	Media launch support, spokesperson briefings, executive positioning, reputation response and approved institutional communications.
Ground Marketing and Activation	Merchant demos, campus outreach, local events, workplace briefings, retail displays and regional campaigns where operations are ready.

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Digital and Technology	Landing pages, analytics reviews, search improvements, store journeys, approved attribution design and content operations.
Special Projects	Product launch, regional pilot, partner announcement, research project or a major brand initiative.

Vynzo Media would document the requested scope, role coverage, prerequisites and approvals before an additional assignment begins.

11. Performance Marketing and Paid Media

Paid media would begin with a specific audience and an agreed conversion action. Vynzo Media would work with Mukto Pay to check approved claims, landing destinations and event instrumentation. The campaign team would review task completion and support signals before recommending broader distribution.

Campaign Stage	Readiness and Measurement
Awareness	Test recall of one approved product promise.
Consideration	Send users to an official guide or store listing.
Acquisition	Measure attributed store and onboarding actions.
Activation	Review the first successful payment by cohort.
Retention	Review repeat usage using agreed aggregate events and approved communications.

Set event definitions, naming and data boundaries before launch. Compare messages and destinations with similar conditions and review what happens after registration.

Paid media principle

Expansion would depend on approved creative, reliable measurement and evidence of useful customer or merchant action.

12. Governance, Approval and Performance Principles

Mukto Pay approval retained

- Product capability and availability statements
- Payment terms, limits and incentives
- Major campaigns and brand decisions
- Sensitive public statements
- Merchant and partner claims
- Customer or merchant permissions
- Supplier appointments and field execution
- Release of externally facing creative

Once Mukto Pay approves the strategy, claims and release conditions, Vynzo Media would

coordinate routine planning, adaptation, publishing and supplier work within the documented boundaries. Material changes would return to the named approver before release.

Mukto Pay responsibilities

- Name business, brand, compliance and procurement owners
- Confirm service information and availability
- Approve regulated and sensitive statements
- Confirm product, merchant and partner participation
- Arrange approved filming or field access
- Authorise required platform access
- Coordinate internal stakeholders
- Confirm permissions for identifiable stories or imagery
- Approve supplier and release decisions

The account lead would flag dependencies early and record any agreed changes to the work plan.

Performance principle

Measurement would reflect product readiness, access to approved data and the user journey. Campaign reviews would distinguish public awareness from verified activation and repeat usage. The review would identify where the evidence suggests a message, destination or operational change.

Vynzo Media would be accountable for the quality of the agreed work, timely reporting and documented improvements. Targets and measurement methods would be set with Mukto Pay after baseline review and would guide decisions across media, creative, product and customer experience.

13. Privacy, Confidentiality and Client Privilege

Vynzo Media would handle information supplied for the engagement under the agreed confidentiality and access terms. Each workstream would identify the minimum access it needs and the responsible owner.

Protected information may include

- Business strategy
- Unreleased product information
- Campaign plans and assets
- Performance information
- Service and support processes
- Internal research
- Consumer and merchant journey insights
- Procurement information
- Internal documents
- Custom audience information
- Marketing data
- Non public operational information

Client privilege principles

- Confidential strategy, research and creative materials would remain within the agreed engagement and approved access groups. Staff and suppliers would receive only the information required for their assigned work.
- Client data and custom audiences would remain within the approved account and purpose.
- Use of client material, outcomes or identifiable work as a case study would require written permission.

- Use approved demonstration data for creative and aggregate reporting for marketing measurement.

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Where required, Vynzo Media is prepared to enter into appropriate confidentiality and data processing agreements for the agreed scope.

Payments communication discipline
Mukto Pay would confirm live capabilities, language, offer terms and permissions. Vynzo Media would document each claim with a source, an approver and a review date. Sensitive claims would go through Product, Brand and Compliance before publication, including where Bangladesh Bank or BFIU requirements apply.

Use approved demonstration accounts and fictional details for product creative. Customer and merchant stories would require appropriate permission. Service or fraud issues would route to the official support process.

Confidentiality principle
Agree access by purpose and share only what each approved role needs.

14. Separate Technology Support
When a marketing assignment depends on a product, website or infrastructure change, Vynzo Media would document the dependency with Mukto Pay's technology owner. Technical work may be considered separately through LEZNIT SOFTWARE CORP., subject to procurement, technical and security review.

Potential areas of support

Capability	Relevant Marketing Application
Website and Web Applications	Campaign landing pages, content publishing, accessibility and performance improvements.
Mobile Applications	App store journey and approved deep link coordination.
UI/UX and Product Design	Usability review, journey prototypes and user testing.
Custom Platforms and Portals	Approved content workflows and marketing dashboards.
Integrations and Automation	Agreed event mapping and workflow integrations.
AI and Machine Learning	Content or analytics use cases reviewed with the technology owner.
Managed Operations and Support	Handover, access management and delivery documentation.

Document technical dependencies and keep approval ownership with the responsible Mukto Pay teams.

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15. Vendor Enlistment and Partnership Consideration

Integrated Marketing, Brand and Growth
Submitted for supplier evaluation by Mukto Pay

Vynzo Media requests consideration for vendor registration, review of our credentials and invitations to relevant RFPs, tenders or assignments. We would welcome direction from the responsible marketing and procurement teams on the supplier process and any required compliance documentation.

Potential areas of contribution

- Brand positioning and distinctive identity systems
- Brand and growth strategy with a primary contact
- Social media planning and community coordination
- Consumer product education and onboarding content
- Merchant communication and acquisition journeys
- Video, motion and photography direction
- Campaign design and approved creative adaptation
- Bangla and English content development
- Production planning and quality assurance
- SEO, answer visibility and app discovery
- Performance marketing planning and review
- Public relations and corporate communications
- ATL, BTL and field coordination
- Reporting and account planning

Supplier evaluation and mobilisation

- Identify the relevant vendor category and registration owner
- Confirm the supplier evaluation steps and documentation
- Share agency credentials through the authorised process
- Discuss the brand and marketing priorities with designated stakeholders
- Agree an initial assignment suitable for evaluation
- Confirm the workstream scope and accountable roles
- Record the product and compliance approvers
- Agree release and revision procedures
- Identify external suppliers and field requirements
- Confirm local representation when required
- Agree the data access and confidentiality conditions
- Record intellectual property and usage permissions
- Define measurement events and reporting responsibilities
- Verify the required production resources and site access
- Confirm coordination across internal teams
- Confirm any separate technical dependencies
- Document the commencement and handover conditions
- Record the decisions in the approved engagement scope

Final service agreement

Any engagement would follow Mukto Pay's procurement process and a mutually agreed written scope. The agreement would confirm responsibility, approvals, data access, confidentiality, usage rights, documentation and handover. Business partnership onboarding and agency vendor evaluation have distinct routes.

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16. Commencement

Work would commence after Mukto Pay confirms the applicable supplier approvals, written assignment scope, access requirements and accountable representatives.

During mobilisation, Vynzo Media would align product facts, audience priorities, approvals and reporting with Mukto Pay. The team would then prepare the initial creative, production or field brief.

The first cycle would establish a baseline and test an approved campaign journey. The review would assess discovery, product understanding, activation or merchant follow through according to the assignment.

As evidence accumulates, the team would agree which ideas, channels or regional activations to refine, repeat or expand. The monthly plan would record any change in scope or ownership.

17. Acknowledgement

We invite Mukto Pay to review Vynzo Media's credentials and advise on the appropriate vendor enlistment process, including qualification materials and opportunities for future assignments.
Vynzo Media would welcome a discussion with the responsible marketing and procurement representatives to confirm the evaluation route and explore a practical first project.

For and on behalf of Vynzo Media
Business Development Department
Issued through the Vancouver Office

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