



REQUEST FOR PROPOSAL

RFP (Request for Proposal for ATOMA STORE “SELF-CARE APP”)

RFP NUMBER: ATOMA/RFP#A25008

Date: October 13,2025

TABLE OF CONTENT:

1. Introduction
2. Background, Aim of this Document ATOMA:
3. Key Features and Requirements:
4. Commercial Objectives:
5. Experience Requirements:
6. Submission Instructions:
7. Tender's Acknowledgment
8. Preliminary Non-Disclosure Agreement:
9. General Requirements and Compliance

1. Introduction:

ATOMA is a leading telecommunications provider in Afghanistan, delivering 2G, 3G, and 4G services. ATOMA Store (Mobile Selfcare Application) aims to enable subscribers to get greater control of their own mobile services for instance; bundles activation, promos and offers activations, VAS and Digital services activations, account management; top up, airtime transfer, and as well as having an eye over their current MBs/Airtime and SMS at any time without contacting company representatives. Not limited to integrating with MFS, CVM platforms and Banks (E-Wallet) for main account recharge.

The app is aimed at being the E-Care Solution, leading towards customer satisfaction by giving users complete control at their fingertips. This RFP invites qualified and experienced suppliers to present innovative solutions that address our specific needs.

2. Background, Aim of this Document:

ATOMA a telecommunication company incorporated and existing under the Laws of Islamic Emirate of Afghanistan and having its office at Park Plaza opposite of Shar-e Naw Park Kabul Afghanistan PO Box # 700, Kabul. ATOMA Store (Mobile Selfcare Application) aims to enable subscribers to get greater control of their own mobile services for instance; bundles activation, promos and offers activations, VAS and Digital services activations, account management; top up, airtime transfer, and as well as having an eye over their current MBs/Airtime and SMS at any time without contacting company representatives. Not limited to integrating with MFS, CVM platforms and Banks (E-Wallet) for main account recharge.

The app is aimed at being the E-Care Solution, leading towards customer satisfaction by giving users complete control at their fingertips.

3. KEY FEATURES AND REQUIREMENTS:

- 1) The app must stand as a **One Stop Shop** that covers almost all the commercial requirements from account management to billing / promotions / Advertisement and troubleshooting - empowers users to manage their telecom services independently
- 2) **Secure log-in**, supporting OTP flow and HE to improve customer's experience
- 3) **App interface**: Sleek interfaces, intuitive navigations and user-friendly layouts – must highlight below.
 - Dashboard views with real-time usage stats
 - Clean typography and iconography and compelling thumbnails
 - Smart use of colors for branding and clarity

- UX patterns (Navigation menus, Search bars, popups etc.) tailored for telecom services
- 4) App Core Functions -
- **Bundles Activation** (*Voice, SMS, Data, Combo, Int'l & Roaming*)
 - *Promos and offers etc.*)
 - **Design customized bundles:** let customer design bundle of their choice
 - **VAS and Digital services activations:** (*IVR services, CRBT, Gaming, Learning, MCA etc.*)
 - **Transfer and Sharing:** Airtime transfer and Data sharing
 - **Loan Advances:** Airtime and data loan based on set eligibility criteria
 - **Recharge:** Main account top-up through voucher
 - **Track Current Values:** Track Airtime amount in main accounts, view entitled bundle values, remaining minutes, remaining SMSs, remaining MBs, free bonus, etc.
 - **Service Activation Steps Regulator Requirements:** Product and Services Activation following overview details (*Price and Validity*), and two steps authentication process (*Once off and automatic renewals*)
 - **Account Management,** *View and update personal details, manage multiple profiles, check usage history and activity logs, remove offers, bundles, VAS and Digital services and as well as change language etc.*)
- 5) **Integrate with Customer Value Management (CVM) platform** for offering specialized bundles and offers
- 6) **Integrate with Mobile Financial Services (MFS):** for mobile payments, airtime top-ups, bundles and offers activations etc.
- 7) **Integrate with banks for E-Wallet:** required for main account top-up
- 8) **Interactive Market Place:** Design an intuitive and interactive Market Place - digital store front for discovering and purchasing product and services (*Plans upgrade, Promotions and Bundles, VAS and Digital services, Device Sales, etc.*) to improve ARPU through upselling and cross-selling, improve customers satisfaction
- 9) **In-App Ad Placement - Advertisement:** paid advertising support to external parties through banner adds / can offer “Best Deals” tab featuring exclusive offers from external parties.
- 10) **Push Notifications Support** – Offer Proact alerts and offers promotion notifications
- 11) **Trouble shooting and support:** Get instant help for common queries through live agent/ AI support and or FAQs / Ticket Management for issues not responded instantly which would include, customer name, query and or complaint along side remarks for submission to be responded by the agents.
- 12) **Flexible screen:** to adjust over multiple devices, Tablet, Laptop, TV etc.
- 13) **Customization:** Modifiable workflows to meet specific business requirements in less time to market.

- 14) **Zero rating support** - offering app download and browsing free of data charges
- 15) **Offline Mode Support** - let users browse the app even if offline to stimulate purchase and customers usage
- 16) **Multi Language Support** Service shall be available in English language and two major local languages (Dari and Pashtu), with language change support at any time.
- 17) **Service Availability:** 24/7 service to ensure uninterrupted customer engagement
- 18) **Support and Maintenance:** Ongoing technical support and regular maintenance to ensure smooth operation.
- 19) **Reporting and Dashboards:** detailed reporting for each requirement in required templates
- 20) **Scalability and Integration:** The portal should be scalable to handle increasing user loads and easily integrable with existing systems and platforms.
- 21) **Regulatory Requirements:** Integrations, product and services activations / promotions must be aligned with regulatory rules and regulations
- 22) App solution provider recommended features
- 23) **Gamifications – spine and win** – each recharge / bundle activation etc. must let customers collect a spin and win chance.
- 24) **Help Menu:**
- 25) FAQs on major services access i.e., voice and data bundles activation. 2) Security: Personal data privacy policy 3) Terms and Conditions and or terms of service.

4.

5. **COMMERCIAL OBJECTIVES:**

- Digital Transformation - offering products and Security, digitally - non-data regional subscribers
- Increase ARPU by creating up-selling and cross-selling opportunities
- Increased engagement - enhance loyalty to attract new customers
- Reduce operational costs i.e., reduced Call center load and creating promotional opportunities
- ATOMA Pay to utilize ATOMA App to improve revenues or commercialize their services
- Empower customers to buy airtime directly from applications, which will help reduce the cost of sales.

6. **Experience Requirements:**

- A Specialized service provider with minimum of 3 - 5 years of relevant experience

7. **Submission Instructions:**

- All proposals must be submitted electronically to:
asahibzada2@atoma.com.af, sadeequllah@atoma.com.af, awalizada@atoma.com.af,

- The sealed envelope should be addressed to:
ATOMA Head Office, Reception Shar-E Naw Kabul, Afghanistan
International suppliers can submit their proposals but with password protected folder
- All questions regarding this RFP must be submitted in writing.
- Responses will be provided to all potential bidders.
- Bids must remain valid for 120 days from the submission deadline.
- The bid must be submitted in English.
- ATOMA reserves the right to reject any or all proposals.
- All queries related to this document should be addressed to:
asahibzada2@atoma.com.af, sadeequllah@atoma.com.af, awalizada@atoma.com.af,
Procurement department of ATOMA

TENDERER'S ACKNOWLEDGEMENT/ PRELIMINARY NON-DISCLOSURE AGREEMENT.

8. Tender's Acknowledgment:

Please mark as appropriate:

- We acknowledge receipt and acceptance of the RFP and intend to submit a tender as required
- We acknowledge receipt of the RFP but decline to tender for the following reasons: Please write your reason here: We undertake to return to ATOMA within the below-mentioned deadline from receipt of the complete RFP package with all attachments, information and documents related thereto as provided by ATOMA and any copies made thereof. The complete tender documents along with the Proposal to be submitted in a SEALED envelope addressed to the Supply Chain Department of ATOMA and to be physically submitted in the tender box located in ATOMA Head Office, Reception, located in Shar-E-Naw Kabul not later than **Dated Oct 10, 2025**. Bidders are requested to do the registration at ATOMA at the time of obtaining the RFP from ATOMA reception. **International bidder can submit their proposal with password protected folder.**

Bidders should ensure that they provide accurate email addresses and contact numbers at the time of registration. Bids are invited from reputable companies for " **RFP (Request for Proposal for ATOMA STORE "SELF-CARE APP")**" according to ATOMA requirements and Technical Specifications as per RFP. Bid received after the mentioned deadline shall not be accepted. ATOMA reserves the right to accept or reject any or all bids and to annul the bidding at any time, without thereby incurring any liability to the affected supplier(s) or any obligations to inform the affected supplier(s) on the grounds of ATOMA's action.

Preliminary Non-Disclosure Agreement:

We agree that all information and documents contained in or related to this RFP as provided by ATOMA is proprietary information and shall be treated as confidential. We undertake that all such information and documents, as described above, shall not be divulged to any other party (such prohibition applies to any further release of information regarding this RFP by ATOMA) without the prior written permission from ATOMA to do so. We agree that this RFP and all information and documents relating to it and provided hereunder by ATOMA are not to be used for any purpose other than for the preparation of our tender submission. This undertaking will also apply to any subsequent contract resulting from this RFP.

Name: _____

Designation: _____

Signed / Date / Stamped: _____

9. . General Requirements and Compliance

- The supplier must have and always maintain and all the time, at its own cost and expense, all permits, licenses, authorization, and approval from relevant government entities necessary for the service provided under this RFP/Agreement.

All foreign companies are therefore required to ensure that all corporate documents are:

- Officially translated into English, if not already in English
- Notarized or certified by an appropriate authority in the country of origin (e.g., notary public, apostil, Ministry of foreign Affairs, or embassy) such as Business Licenses, Incorporation Certificates, Tax Certificates, Bank Reference Letters, ISO Certifications properly stamped, signed, and dated
Failure to submit properly certified and verifiable documentation may result in disqualification or reduced eligibility.
- The top three suppliers shall present slide presentations to the cross-functional team comprised of technical (IT and Network), legal and compliance, procurement and ECT).

THE END.