



REQUEST FOR PROPOSAL NUMBER: AF/MKT/RFP26006/2026

Date: August 02, 2026

RFP Deadline: August 20, 2026

REQUEST FOR PROPOSAL

NAME: RFP for DEVELOPMENT OF WEBSITE

CONFIDENTIALITY

No part of this document may be disclosed verbally or in writing, including by reproduction, to any third party without the prior written consent of ATOMA. This document, its associated appendices and any attachments remain the property of ATOMA and shall be returned upon request

Background ATOMA:

A telecommunication company incorporated and existing under the Laws of Islamic Emirate of Afghanistan and having its office at Park Plaza opposed of Shar-e Naw Park Kabul Afghanistan PO Box # 700, Kabul. ATOMA is a leading telecom company in Afghanistan, having the highest customer base and operates a large network of sites across Afghanistan. ATOMA played a significant role in the development and expansion of telecommunications services in Afghanistan, particularly in the areas of mobile voice and data services. Offering a wide range of mobile communication services, including voice calls, SMS, mobile internet, and value-added services. We introduced various innovative products and packages tailored to the needs of Afghan consumers. Also serves the business sector, offering solutions such as mobile banking, enterprise connectivity, and other services to support businesses' communication needs.

TENDERER’S ACKNOWLEDGEMENT/ PRELIMINARY NON-DISCLOSURE AGREEMENT.

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 20/August/2026.
- Bidders are requested to do the registration at ATOMA at the time of obtaining the RFP from ATOMA reception.
- Bidders should ensure that they provide accurate email addresses and contact numbers at the time of registration.
- Bids are invited from reputable companies for **"Request for Proposal for DEVELOPMENT OF WEBSITE"** 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.

12: 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: _____

1. Introduction:

ATOMA is a leading telecommunications provider in Afghanistan, delivering 2G, 3G, and 4G services. To support its digital transformation objectives, the organization intends to engage a qualified and experienced website development firm to design, develop, test, deploy, and maintain a responsive, scalable, and secure website. The selected solution should enhance stakeholder engagement, improve information accessibility, and provide an intuitive content management system that enables efficient administration by authorized personnel.

This RFP invites qualified vendors to submit technical and financial proposals demonstrating their capability, experience, and approach to delivering a high-quality website that meets the organization's functional and technical requirements.

2. Aim of Document

The objective of this RFP is to select a competent vendor capable of delivering a modern, responsive, secure, and high-performance website that reflects the organization's identity and supports its operational and communication objectives

3. Website Architecture & Technology Stack

Frontend Technologies

- React.js / Next.js architecture
- HTML5 / CSS3
- Responsive mobile-first UI
- Progressive Web App (PWA) support

Backend Technologies

- Java Spring Boot or Node.js
- PostgreSQL database
- Enterprise API gateway
- Distributed microservices architecture

Hosting & Infrastructure

- Cloud-based hosting or on-premises deployment
- Enterprise CDN infrastructure
- Load balancing and auto-scaling
- Global content delivery and edge caching
- DDoS mitigation
- Video and image optimization

4. Security Layers

Infrastructure & Network Security

- Web Application Firewall (WAF)
- SSL/TLS encryption
- DDoS protection
- Edge security filtering
- Geo-distributed traffic handling
- Traffic rate limiting

5. Application Security

Authentication & Identity

- OTP login
- Mobile number authentication
- MFA / 2FA
- Session token management
- OAuth integrations

API Security

- API gateway security
- Token validation
- API throttling
- Secure headers
- JWT authentication

Customer Data Security

- Encrypted user sessions
- Secure customer profile management

6. Features & Functionalities

Customer Self-Care Portal

Account Management

- User registration and login
- Profile management
- SIM management
- Usage tracking

Recharge & Payments

- Online recharge
- Bill payment
- Credit/debit card support
- Wallet integrations
- Net banking
- Invoice generation

Service Management

- Plan upgrades
 - Complaint tracking
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7. Chatbot & AI Features

- AI chatbot support
- WhatsApp chatbot integration
- Self-service automation
- Customer query handling
- Recharge assistance
- Complaint management
- NLP engine
- Live-agent escalation
- CRM and ticketing integration
- Multi-language support

8. Marketing & CRM Features

- Email marketing automation
- Customer segmentation
- Campaign automation
- Push notifications
- SMS gateway integration
- Mailchimp integration
- Lead capture forms
- Newsletter management
- User journey automation

9. Financial & Payment Features

- Payment gateway integration
- Wallet integration
- Mobile banking APIs
- Online billing systems
- Secure financial transactions

10. Website Size & Modules

Estimated Website Scope

- 50–100+ dynamic pages
- Multiple microsites
- Enterprise portals
- Product landing pages
- Support portals

Major Modules

Consumer Portal

- Mobile plans

- Fiber plans
- Devices
- Recharge pages

Enterprise Portal

- Business solutions
- Cloud services
- IoT solutions
- Security services

Support Portal

- FAQs
- Chatbot
- Ticketing system
- Troubleshooting

Account Dashboard

- Billing
- Usage tracking
- Recharge history
- Plan management

E-Commerce Section

- Device ordering
- SIM ordering
- Accessories store

11. Advanced Technologies

AI & Automation

- AI chatbot
- Recommendation engine
- Smart search
- Customer personalization

Analytics

- Google Analytics
- User behavior tracking
- Heatmaps
- Marketing analytics

Cloud & Scalability

- Hybrid cloud architecture
- CDN edge delivery
- Scalable infrastructure
- Auto-scaling support

Mobile Optimization

- PWA support
- Mobile-first responsive design
- Android and iOS optimization

12. Mandatory Requirements**Technical Stack**

- React.js / Next.js frontend
- Node.js or Java backend
- API-first architecture
- Microservices architecture
- Cloud hosting support

Security Requirements

- Enterprise WAF
- DDoS protection
- SSL/TLS encryption
- OWASP compliance
- MFA authentication
- SIEM integration

- SOC monitoring

Functional Requirements

- Customer portal
- Online recharge and payments
- Chatbot integration
- CRM integration
- CMS system
- Marketing automation
- Campaign management
- Complaint management
- Multi-language support

Third-Party Integrations

- Payment gateway
- WhatsApp Business API
- SMS gateway
- Email marketing tools
- Social media integrations
- Google Analytics

Admin Panel Features

- CMS management
- Banner management
- Role-based access control
- Approval workflows
- Analytics dashboard

13. Main Website Sections

1. Home / Personal
2. Bundles & Packages
3. VAS (Value Added Services)

4. Roaming
5. ATOMA App
6. Finance
7. Store Locator
8. ATOMA Pay
9. Google Maps Integration
10. Coverage Map
11. Prepaid
12. Postpaid
13. Help

REQUIRED DOCUMENTS

The following documents are required to be submitted along with Sealed Proposal to be submitted in Tender Box Located in reception of ATOMA-Head Office.

- **Company Profile** (Company Background, Staff Availability, Office location, Tangible Assets)
- **Valid License from Government** of Afghanistan (Relevant License duration should be not less than three years)
- **At least 3 references** of reputable and well-known organizations along with their names and contact numbers where the company has provided or providing the same services to.
- **Experience in relevant** field minimum 3 years and (Relevant Experience, Client References, Projects Values and Tuners)
- **Financial Stability** (Bank Statement for last Six Months, (All bank accounts should be in the name of the company stamped by Authorized Bank.)

Evaluation Criteria:

- Technical capabilities and experience
- Solution functionality and features
- Price and commercial terms
- Financial stability and references
- Compliance with Documentation Requirements (Pass/Fail)

The Evaluation Committee shall assign the percentage weight for each evaluation criterion prior to the opening and evaluation of proposals. The weighting shall reflect the importance of each criterion in achieving the objectives of this procurement and shall remain unchanged throughout the evaluation process.

Only proposals that satisfy the mandatory compliance requirements shall be considered for detailed technical and commercial evaluation.

Submission Instructions:

- All proposals must be submitted electronically to:
Temp_ismail.safil@atoma.com.af, sadeequllah@atoma.com.af
- All commercial proposal which are submitted electronically must be **password protected**. Unprotected proposal will not be considered for further evaluation.
- The sealed envelope should be submitted at:
ATOMA Head Office, Reception Shar-E Naw Kabul, Afghanistan.
- The sealed envelope must be placed in ATOMA tender box, located in ATOMA main office reception.
- 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.

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 Marketing).

Queries and Submissions:

All queries related to this document should be addressed to:

Procurement department of ATOMA

Email: Temp_ismail.safil@atoma.com.af, sadeequllah@atoma.com.af. Phone# 0772227050, 0772222021