



KERALA CO-OPERATIVE MILK MARKETING FEDERATION LTD

MilmaBhavan, Pattom Palace P.O, Thiruvananthapuram-695004

Website:www.milma.com, E mail:md@milma.com

EXPRESSION OF INTEREST (EOI)

(Providing Formulation for UHT-Processed 'Protein Milk Drink')

No.: KCMMF/HO/MMG/10/2025-26

27.08.2025

1. Introduction

Kerala Co-operative Milk Marketing Federation (KCMMF), popularly known as Milma, is the apex cooperative dairy organization of Kerala State. As part of our commitment to advancing public health through innovative dairy solutions, Milma invites Expressions of Interest (EOI) from qualified applicants (professionals, research institutions, or organizations) to develop a scientifically sound and evidence-based formulation for a Milk based UHT-processed Protein Milk Drink.

This initiative aims to introduce a nutritionally complete, shelf-stable meal replacer tailored to meet the needs of health-conscious consumers and medically sensitive groups, furthering Milma's mission of delivering accessible, high-quality dairy nutrition.

2. Objective

The objective of this EOI is to identify a formulation provider who can deliver a technically robust and evidence-based formulation for a 200 ml UHT-processed Protein Milk Drink, enriched with milk protein powder and essential vitamins/minerals, suitable for the following target groups:

- Sports and health enthusiasts
- Elderly individuals
- Children
- Physically weak patients, including patients suffering with low immunity or immuno-compromised conditions
- Diabetic individuals

The product is intended to be a complete food, supporting muscle building and nutritional recovery, to be consumed as a meal replacer.

3. Scope of Work

The selected party shall:

- a. Provide a scientifically sound and evidence-based formulation for a Milk based, UHT-compatible, ready-to-drink Protein Milk Beverage in sachets to suit the declared objectives.
- b. Offer guidance and support in product branding, consumer outreach, and sales growth initiatives.
- c. Submit detailed documentation including:
 - Ingredient list with proportions
 - Nutritional composition per 100 ml
 - Functional claims and justifications
 - Relevant references and scientific basis
 - Clarify ingredient sourcing feasibility and cost implications (indicative only)
- d. Provide consultation support during our internal trial runs
- e. Upon finalization, enter into a commercial contract with KCMMF for the use of the formulation

Note:

- The selected party shall receive a **one-time payment** for providing the formulation and may be eligible for **sales-linked incentives or royalty** as per contractual terms.
- All manufacturing, packaging, and marketing will be undertaken by KCMMF.
- All product trials, prototype development, and shelf-life studies will be conducted by MRCMPU Ltd using its own infrastructure. The selected party shall offer technical consultation, if needed, during trials.

4. Technical Requirements

- a. Formulation shall use milk protein concentrate/isolate, UHT-stable vitamins, and other functional/nutritional ingredients
- b. Ensure that the proposed formulation complies with applicable FSSAI and regulatory standards.
- c. **Shelf stability:** The formulation must be compatible with UHT processing and aseptic packaging, ensuring a minimum shelf life of 4-6 months at ambient temperature without compromising nutritional integrity or sensory quality.

- d. **Sensory profile:** The drink should have acceptable taste, texture, and mouth feel for broad consumer acceptability, without added artificial flavors or synthetic thickeners that may affect perception.
- e. **Sugar and calorie control:** The formulation should maintain a low glycemic load with controlled sugar/caloric content, making it suitable for diabetic and weight-conscious consumers.
- f. All ingredients should be GRAS (Generally Recognized As Safe) and preferably available in India for ease of sourcing

5. Eligibility Criteria

Applicants should meet the following criteria:

- Professionals with proven expertise in **nutrition, dietetics, clinical research**(Preferably Medical professional), or **functional dairy/beverage formulation**.
- Recognized Dairy/Food/Spice research institutions or organizations expertise with previous experience in health drink/nutraceutical formulations
- Familiarity with UHT-compatible formulation constraints
- Should have no direct or indirect business conflict with Milma operations

6. Submission Requirements

Interested applicants must submit the following:

- Profile of the Individual/Organization/Institute
- Experience in food/dairy/nutraceutical formulations (supporting documents or references preferred)
- Concept note or abstract on the proposed formulation approach
- Declaration of willingness to share full formulation upon selection
- Declaration of non-conflict of interest
- Any Patent/ Trade mark/ IPR related certificate received for the product / Product formulation, if any.

Note: Financial offers shall not be submitted at this EOI stage. Commercial terms will be invited from shortlisted parties during the Tendering stage.

7. Selection Process

- KCMF will evaluate EOIs based on qualifications, relevance of experience, and the proposed formulation concept based on technical

soundness and nutritional value of formulation, suitability for our infrastructure and market.

- Shortlisted applicants will be invited to participate in a detailed e-Tender process.
- The bidders of the e-tender will again undergo technical and financial evaluation. The finalized formulation provider shall enter into a royalty/payment agreement based on sales-linked payment per pack.
- The contract period for the formulation engagement shall be for a duration of **five (5) years** from the date of execution of the agreement, subject to satisfactory performance and compliance with all terms
- KCMMF reserves the right to terminate the contract if the formulation does not meet operational or regulatory requirements during scale-up.

All Intellectual Property related to the product packaging, branding, and production remains with Milma.

8. Intellectual Property Rights (IPR)

- a. All Intellectual Property Rights related to the product formulation, branding, packaging design, and marketing materials developed independently by KCMMF or in collaboration with the selected party shall remain the exclusive property of KCMMF until the end of the contract period, unless otherwise agreed in writing.
- b. The formulation provided by the selected party shall be original, scientifically sound, and free from any third-party IPR encumbrance. The selected party shall retain authorship of the formulation but shall grant KCMMF an irrevocable, royalty-based license (or ownership, if agreed) to use the formulation for manufacturing, distribution, and marketing as per the commercial agreement.
- c. The selected party shall not disclose, license, transfer, or use the formulation or any proprietary data, concepts, or confidential information shared during the project with any third party without prior written consent from KCMMF.
- d. In case KCMMF develops any derivative formulations, packaging designs, or branded variants based on the originally submitted formulation, the IPR of such developments shall rest solely with KCMMF.
- e. Any technical documents, test reports, prototypes, samples, or analytical data generated during the product development and trial process shall remain the property of KCMMF.

Indemnity Clause:

The selected party shall

- a. Indemnify and hold harmless KCMMF, its affiliates, directors, officers, and employees from and against any and all claims, damages, losses, liabilities, costs, and expenses (including reasonable legal fees) arising out of or related to:
 - i. Any breach of representation, warranty, or obligation under this EOI or subsequent contract
 - ii. Any third-party claims alleging infringement of Intellectual Property Rights (patents, trademarks, copyrights, trade secrets, etc.) resulting from the use of the formulation or materials provided
 - iii. Any defect, misrepresentation, or omission in the provided formulation that leads to regulatory non-compliance, consumer health risk, or market withdrawal
- b. The indemnity obligation shall survive the termination or expiry of the agreement and shall apply irrespective of any limitation of liability contained in other parts of the agreement

9. Request For Proposal (RFP):

- a) Shortlisted agencies after EOI will be asked to submit Request for Proposal (RFP). The Request for proposal shall consist of Technical and Financial bid (details will be available in the RFP document given to shortlisted agencies).
- b) The last date of submission of Request for Proposal (RFP) will be mentioned in the RFP document.
- c) It may be noted that the information in this EOI is indicative only and is liable to change. The actual Scope of Work will be available in the Request for Proposal (RFP) document which will be issued to the eligible /shortlisted Agencies selected through this EOI. Only Agencies shortlisted through this EOI will be eligible to respond to the Request for Proposal (RFP).

10. Selection methodology:

- a) After submission of Request for Proposal, the agencies will be invited to do a presentation before the MILMA's selection panel.

b) Technical bid evaluation: The technical bid evaluation will be based on the credentials of the agency and the presentation given before the selection panel.

c) Financial bid. Agencies will have to give the financial bid for each item mentioned in RFP document through tender process.

11. Submission of EOI

EOIs must be submitted either in a sealed envelope or via email, as specified in Annexure A. The sealed envelope should be clearly marked with “EOI – Formulation for Protein Milk Drink” and delivered to the address below on or before **10.09.2025**.

12. Contact Information

The Managing Director
KCMMF Ltd
Milma Bhavan,
Trivandrum- 4
e mail:qc@milma.com

Sd/-

Managing Director

APPLICATION LETTER

(On the letterhead of the Applicant / Institution / Organization)

Date:

To
The Managing Director,
Kerala Co-operative Milk Marketing Federation Ltd (KCMMF)
MilmaBhavan, Pattom,
Thiruvananthapuram – 695004

Sub: Expression of Interest – Formulation for UHT-Processed Protein Milk Drink

Dear Sir,

I/We, the undersigned, having thoroughly reviewed and understood the requirements as specified in the EOI issued by Kerala Co-operative Milk Marketing Federation Ltd (KCMMF) for the formulation of a UHT-processed protein milk drink, hereby express our interest to participate in the said initiative.

I/We are duly authorized to represent and act on behalf of
..... (hereinafter referred to as "the Agency") for this purpose.

We hereby enclose the following documents as required under the EOI:

1. Profile of the individual/organization/institution
2. Proof of relevant experience in food/dairy/nutraceutical formulation
3. Concept note / abstract on the proposed formulation approach
4. Declaration of willingness to share full formulation upon selection
5. Declaration of non-conflict of interest

I/We understand that KCMMF reserves the right to accept or reject any application without assigning any reason whatsoever.

I/We further understand that any application not accompanied by complete annexures or lacking the prescribed format and content is liable to be rejected.

Yours sincerely,

Signature:

Name (Authorized Signatory):

Designation:

Agency/Institution Name:

Contact Details (Phone/Email):

Date: