



Kerala Co-operative Milk Marketing Federation Ltd.
Milma Bhavan, Pattom P.O, Thiruvananthapuram-695004
Phone: 0471 2786436, 4278 424 e-mail: marketing@milma.com

**Expression of Interest (EOI) from Reputed Agencies for
Product Branding & 360-Degree Marketing**

MILMA wishes to engage the services of Agencies for Product Branding & 360-Degree marketing services for our Dairy Whitener (Milk Powder). Interested agencies with relevant experience and expertise may apply by 26.07.2024 in the prescribed Pro-forma mentioned in "Tenders" in our website, www.milma.com. Mob: 9847261722

sd/-
MANAGING DIRECTOR

Expression of Interest (EOI) from Branding/ Advertising Agencies for 360-degree Marketing of Milma Dairy Whitener

Kerala Co-operative Milk Marketing Federation (KCMMF), known by the brand name Milma, invites Expressions of Interest (EOI) from reputed advertising agencies for doing a Product Branding & 360-Degree marketing services for the Launch of our new Dairy whitener (Milk Powder). Milma is committed to delivering high-quality dairy products and seeks a dynamic advertising partner to create a comprehensive marketing strategy that will enhance brand visibility and drive consumer engagement.

The selected agency will be engaged to provide support to the Corporate AND/OR Strategic Business Units. Milma is looking for a strong partner in its plan to aggressively grow the channel business and enhance retail presence rather than a support agency. The scope of work and eligibility criteria specific to the needs of MILMA is given in the annexure. As a dynamic business organization, there could be addition/deletion to the scope of work and the selected agency is to proceed as per such changes. The agency should possess relevant experience and expertise as mentioned in Annexure - Scope of Work for Agency, Eligibility Criteria, etc.

Objective

The primary objective of this EOI is to identify a Branding & 360 Degree Marketing agency capable of providing end-to-end marketing solutions like pre market study, product presentation (Art work), Market segmentation, Product launching activities , creative development, digital marketing, social media management, media buying, and public relations to ensure a successful product launch and sustained brand growth.

Nature of Engagement:

MILMA shall have the full discretion to engage the services of the Agency on case to case assignment specific basis. The fee to be paid will be mutually negotiated but shall be based on the amount quoted in the bid, depending on the scope and nature of the work assigned.

Term of Engagement: One Year

Eligibility Criteria:

Eligibility criteria are enlisted separately in Annexure. The shortlisted Agencies meeting the eligibility criteria will be required to make a presentation of their credentials and capabilities to MILMA. If necessary, our representatives of the Screening / Judging Committee may visit the offices of agencies to ascertain the facilities / infrastructure available.

The decision of the Managing Director of KCMMF in this regard will be final and will not be subject to any dispute whatsoever.

Mode of Selection:

1. Submission of Expression of Interest:

- a) Interested parties should submit their proposals by 26.07.2024 (5:00 PM) in the prescribed Pro-forma in all of the areas in closed envelopes by post or by hand

to The Managing Director, KCMMF Ltd, MILMA Bhavan, Pattom Palace (PO), Thiruvananthapuram – 695 004, super scribing the envelope -“**PROFORMA – “Advertising / Marketing Agency for Dairy Whitener”**”

- b) The pro-forma can also be sent by email with scanned copies of supporting documents to marketing@milma.com

2. Opening of EOI & Screening:

- a) The EOI will be opened on 27.07.2024 at 3 PM by the Managing Director, KCMMF Ltd at Milma Bhavan, Pattom Palace (P.O), Thiruvanthapuram.
- b) If any bidder is interested to observe the process, they shall be present at that time. No separate intimation will be given in this regard.
- c) The agencies will be shortlisted based on the eligibility criteria mentioned in the EOI annexure.
- d) Participation for the EOI will not be the only criteria for selection / short listing. It is the discretion of the Managing Director, KCMMF Ltd to reject / accept any or all bids.

3. 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 (RPF).

4. 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 government e –tender portal.
- d) The method of final selection is: Quality cum Cost Based System (QCBS).

- 5. The period of engagement will ordinarily be one year from date of issuing work order. However, MILMA reserves the right to review the engagement based on performance of the party as per its own requirement. MILMA reserves its rights to take suitable action upon default / deficiency in service. The actions taken include but not limited to imposing fine or blacklisting the party with consequential debarment from the future projects / tenders of MILMA for a period of 01 year and for forfeit of Security Deposit and Earnest Money Demand.

PROFORMA

Ref:

Date:

To

Managing Director,
KCMMF Ltd,
MILMA Bhavan,
Pattom Palace (PO),
Thiruvananthapuram – 695 004

Dear Sir,

Ref: Tender Notice Ref: Dated

Sub: Expression of Interest for Branding/Advertising Agency for 360-degree Marketing of Milma Dairy Whitener.

Reference to the above, we wish to be considered for selection as an empanelled Agency of your Organization. Details in respect of our Agency are given below:

1. Name of organization:
2. Nature of organization: Company / Partnership Firm / Proprietorship Firm /Other
3. Experience profile : Details of experience (Please tick the areas of expertise in the table below) – refer Annexure : Scope of work for Agency

Area of Expertise	Names of major Clients Handled in the last five years in the respective area of expertise	Period of experience in the respective area of expertise
Pre market Research		
Artwork Design		
Product Launch Activities		
Concept Creation, Video shoot , Slogans, Designs, etc		
Visual Merchandising		
ATL and BTL		

4. Assignments handled for the Clients mentioned above – Mention details and provide supporting documents / PPT's (Please attach details and supporting documents as Annexure)

5. A short write-up with visuals on the best campaign handled in
1) FMCG / Any other product services
6. Any awards received from any Branding/Advertising Clubs or any other Institute of similar repute. Mention year and the category.
7. Any rating received from premier Media Houses / Market Research Agencies / Industry Associations in the specified areas of expertise.
8. Professional / Trade accreditation: Name of the body / bodies:
Registration:
9. Any other relevant information:

Signature:

Name:

Designation:

10. All documents (copy) required for eligibility criteria mentioned in Annexure to be attached. List of Enclosures to be mentioned below:

(Note: Please attach separate sheet if required)

Annexure

Scope of work for Agency

The Agency needs all of the expertise in the areas mentioned below but not limited to the same. The selected agency will be responsible for the following:

1. **Market Research and Analysis:** Conduct market research to identify consumer preferences, monitor competition, and measure campaign effectiveness.
2. **Product Presentation:** Artwork design, Packing / Labeling
3. **Creative Development:** Conceptualize and produce compelling advertising content across various media platforms including TV, print, radio, digital, and outdoor.
4. **Digital Marketing:** Develop and execute a robust digital marketing strategy encompassing SEO, SEM, content marketing, and e-mail campaigns. Display banners online, push notifications, video ads, interstitial ads, etc. Advertising in online audio books, digital music, podcast and video services.
5. **Social Media Management:** Develop creative's which includes banners, videos, animation, GIF and info-graphics in English & Malayalam for the campaign and create shareable content to build brand loyalty. **Media Planning and Buying:** Identify and negotiate with media outlets to secure optimal placements for advertisements within the allocated budget.
6. **Public Relations:** Craft and disseminate press releases, handle media queries, and organize events to generate positive publicity and brand awareness.
7. **Event Management:** Plan and execute Launch, promotional events, product sampling, and in-store activations to enhance brand visibility and consumer interaction.
8. **Marketing Communication:** Developing and designing creative's for branding collaterals like Brochures, Leaflets, Mailers, etc. Ideas and execution for surrogate ad's in movie / video / online programs. Liaison with media across Kerala / other States (if necessary) for ad releases.

Eligibility Criteria

Interested agencies must meet the following criteria:

1. A minimum of five year's continuous proven experience in handling 360-degree marketing campaigns for FMCG brands as on 01.07.2024. Details shall be furnished.
2. Copy of Certificate of Incorporation / MOA / AOA to be furnished.
3. The Average Annual Turnover of Rs. 10 Crore for last 3 financial years (2020-21, 2021-22, 2022-23). Certificate from the Chartered Accountant should be submitted. Copy of audited financial statements filed with Registrar of Companies and with IT department in case of Firms and Partnerships proving the Criterion.
4. Should have carried out work in the area of branding, advertising, designing, etc for corporate sector. The agency must have handled major all India / Regional advertisement campaign(s). Agency should have handled brand campaigns for FMCG. Support with 10 (Ten) work orders received during the last five financial years.
5. Agencies to have a fully functional office in Kerala and at least 2 other states in India, for which proof like ownership deed / rent agreement / utility bills, etc shall be provided.

Sd/-

MANAGING DIRECTOR