

**Kerala Co-operative Milk Marketing Federation Ltd.**

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29-07-2025

**NOTICE INVITING EXPRESSION OF INTEREST (EOI)**

Subject: Expression of Interest for Innovative Product Proposals, Custom Packing, and Doorstep Delivery of Ready-to-Serve Dairy-Based Drinks, Protein Milk-Based Drinks, and Fruit Juices

**Overview**

The Kerala Co-operative Milk Marketing Federation Ltd. (KCMMF), operating under the brand "Milma," invites Expressions of Interest (EOI) from reputed manufacturers, startups, and innovators for proposing innovative, market-competitive product formulations, custom packing, and doorstep delivery of ready-to-serve (RTS) dairy-based drinks, protein milk-based drinks, and fruit juices. This EOI serves as the initial step toward product finalization, followed by an e-tender process, reverse auction via NCDFI's E-Portal, Memorandum of Understanding (MoU), or contractual agreement. All operations, including coordination and delivery, will be managed by the Central Products Dairy (CPD), Punnapra P.O., Alappuzha, Kerala, with doorstep delivery required at this location. Quality inspections will be conducted by the KCMMF Head Office Quality Assurance Section at the manufacturers' facilities. The artwork for all products will be provided by KCMMF.

**Product Specifications**

KCMMF seeks manufacturers to produce and deliver the following products in single consumption packs (180 ml or 200 ml) and family packs (500 ml or 1000 ml). The specified packaging formats are indicative, and innovative, market-leading packaging solutions are strongly encouraged. All packing materials are to be arranged by the supplier, with costs included in proposed rates, except for specific materials funded by Milma against proforma invoice, which will be deducted proportionately.

Product Category	Sample Products / Flavors	Reference Packaging	Innovative Concepts
Flavoured Milk	Badam, Kesar Badam, Kesar Pista, Dark Chocolate, Cold Coffee, Chocolate, Cardamom , Rose	Aluminium/metal cans with PET-G/PVC shrink sleeves, bottom tray, and LDPE shrink wraps	Novel flavors, functional additives (e.g., vitamins, minerals), resealable cans, eco-friendly materials
Milk Shakes	Strawberry, Vanilla, Mango, Belgian Chocolate, Chocolate, Cold Coffee	Tetra/Uflex/SIG packs (27 or 30 packets per tray for 180 ml/200 ml), family pack secondary packaging, bended paper straw attached	Plant-based or low-sugar variants, biodegradable packs, smart packaging
Lassi	Plain, Rose, Mango	Tetra/Uflex/SIG packs (27 or 30 packets per tray for 180 ml/200 ml), family pack secondary packaging, bended paper straw attached	Probiotic-enriched lassi, fusion flavors, sustainable packaging solutions
Protein Milk-Based Drinks	Protein Shakes, Protein Drinks (Chocolate, Vanilla, Strawberry, or bidder/Milma proposed flavors)	Tetra/U flex/SIG packs or aluminum/metal cans with secondary packaging, bended paper straw attached	High-protein formulations, vegan protein alternatives, recovery-focused drinks with electrolytes, portion-controlled dispensers
RTS Fruit Juices	Mango, Apple, Pineapple, Guava, Pomegranate, Mixed Fruit Juice, Lychee, Orange	Tetra/SIG packs with 30 packets per tray for 180 ml/200 ml, family pack secondary packaging, bended paper straw attached	Functional juices with added vitamins, antioxidants, low-calorie formulations, recyclable or compostable packaging

## Eligibility and Compliance

Bidders must meet the following criteria and comply with all applicable Indian regulations:

### Experience:

- Minimum of three years in the food and beverage industry with expertise in manufacturing, processing, or packing similar products. Startups with innovative proposals are also encouraged to participate.

**Regulatory Compliance:**

- FSSAI: Valid license (Central or State, based on turnover and operations) covering manufacturing, processing, packaging, storage, and distribution, adhering to Food Safety and Standards (Packaging and Labelling) Regulations, 2011, and Food Product Standards and Food Additives Regulations, 2011.
- ESI Act, 1948: Mandatory registration for establishments with 10 or more employees (in ESI-notified areas) earning less than ₹21,000/month, or exemption certificate if not applicable.
- EPF Act, 1952: Mandatory registration for businesses with 20 or more employees (10 in some states).
- BIS Standards: Packaging materials must comply with standards such as IS 10146 (Polyethylene), IS 10151 (PVC), IS 10910 (Polypropylene), IS 12252 (PET/PBT), IS 20 (Aluminium Cans), or relevant standards for innovative packaging.
- ISO Certifications: ISO 22000 (Food Safety Management Systems) mandatory; ISO 9001 (Quality Management) or ISO 14001 (Environmental Management) preferred.
- GST: Valid registration and compliance with GST Act, 2017.
- Legal Metrology: Compliance with Legal Metrology Act, 2009, and Packaged Commodities Rules, 2011, for accurate declarations on packaging.
- Environmental Regulations: Compliance with Environment Protection Act, 1986, and Plastic Waste Management Rules, 2016.
- Labour Laws: Adherence to Factories Act, 1948, Minimum Wages Act, 1948, and other applicable employment regulations.

**Quality and Inspection :**

- Quality Standards: Products must meet FSSAI and Milma's quality parameters, with specific requirements (e.g., shelf life of 6 months for Tetra/SIG packs, 9 months for aluminium/metal cans, or as applicable for innovative packaging) to be finalized post-pre-bid meeting.
- Inspections: Conducted by KCMMF Head Office Quality Assurance Section at manufacturing facilities, with the right to depute quality control personnel as needed.
- Testing: Mandatory testing of milk/juice samples per FSSAI and Milma norms, with Certificate of Analysis (COA)/Certificate of Conformance (COC) and external lab reports provided with each supply to CPD, Alappuzha.

**Packaging and Delivery :**

- Packaging: Suppliers are responsible for arranging all packing materials (e.g., aluminium/metal cans, Tetra/SIG laminate, bended paper straws, trays, or innovative solutions) with KCMMF-provided artwork printed. Packaging must be clean, contamination-free, and compliant with BIS or relevant standards.
- Delivery: Doorstep delivery to CPD, Punnapra P.O., Alappuzha, Kerala, with timelines finalized post-pre-bid meeting. Suppliers are responsible for dispatch, transportation, and transit insurance.

- **Damage Replacement:** Additional 0.1% of consignment supplied free for damage replacement or representative samples (for Tetra/SIG or innovative packaging), with suppliers responsible for replacing defective products.

### **Payment and Contract Terms :**

- **Preferred Payment Terms:** 50% advance upon issuance of Purchase Order (PO), 50% upon doorstep delivery after quality inspection and approval by CPD, Alappuzha. Alternative terms may be proposed for discussion during pre-bid meetings or agreement negotiations.
- **GST Invoices:** Required with consignments to CPD, Alappuzha, per GST regulations.
- **Contract Duration:** One-year agreement, renewable upon mutual consent, subject to quality inspections and pre-bid meeting outcomes.

### **EOI Submission Requirements**

Interested manufacturers, startups, and innovators must submit:

### **Initial Expression of Interest:**

1. An email to [marketing@milma.com](mailto:marketing@milma.com) with company details and a brief overview of proposed product concepts.
2. Alternatively, contact KCMMF by phone at 0471-2786436, 2786438, or 2786429.
3. Submission Deadline: August 10, 2025.
4. Submission Address:  
Managing Director,  
Kerala Co-operative Milk Marketing Federation Ltd.,  
Milma Bhavan, Pattom P.O., Thiruvananthapuram, Kerala – 695 004  
E-mail: [qc@milma.com](mailto:qc@milma.com)

### **Detailed Submission for Shortlisted Bidders:**

1. Company profile with evidence of three years' experience in the food and beverage industry (if applicable).
2. Valid FSSAI license, ISO 22000 certification, GST registration, ESI/EPF registration (or exemption certificate), and compliance certificates for BIS, Legal Metrology, and other regulations.
3. Proposed rates per unit (inclusive of GST, packing materials, and doorstep delivery to CPD, Alappuzha) for 180 ml, 200 ml, 500 ml, and 1000 ml packs.
4. Production capacity and proposed lead time.
5. Product samples for flavoured milk, milk shakes, lassi, protein drinks, and fruit juices in specified or innovative packaging with KCMMF-provided artwork.
6. Details of innovative product concepts and packaging solutions (e.g., eco-friendly, resealable, smart packaging).
7. Proposed payment terms, if different from the preferred structure, for discussion during pre-bid meetings.

8. Commitment to comply with Milma's quality, testing, and delivery requirements, including inspections by KCMMF Head Office Quality Assurance Section.

### **Presentation Meeting**

1. Schedule: Tentative presentation slots will be arranged between August 19, 2025, and August 22, 2025, to accommodate all bidders who express interest.
2. Requirements:
3. Present proposed product innovations, packaging solutions, pricing plans, and market potential.
4. Provide actual product samples wherever possible (strongly preferred over slides or photos).
5. Be prepared to address technical details, costing, market competitiveness, and delivery capabilities during a Q&A session.
6. Operational Contact:  
Manager, Central Products Dairy,  
KCMMF Ltd., Punnapra P.O., Alappuzha, Kerala – 688004  
Phone: 0477-2255902, 2255999  
E-mail: cpd@milma.com

### **Next Steps**

**Pre-Bid Meeting:** Scheduled post-EOI submission to discuss delivery schedules, quality standards, payment terms, and operational details.

**Outcome:** Based on presentations and evaluations, KCMMF will finalize product formulations and specifications. Shortlisted vendors will proceed to:

A reverse auction via NCDFI's E-Portal/e - Tender Portal of Kerala Government, coordinated by CPD, Alappuzha, on tentative dates:

- Flavoured Milk and Protein Drinks: September 05, 2025.
- Milk Shakes, Lassi, Protein Drinks, and RTS Fruit Juices: September 07, 2025.
- Alternatively, an open or limited e-tender process, MoU, or contractual agreement for manufacturing and delivery contracts.

Expectations: Bidders must demonstrate reliability, regulatory compliance, competitive pricing, and innovative product concepts and packaging solutions.

MANAGING DIRECTOR  
Kerala Co-operative Milk Marketing Federation Ltd.  
Milma Bhavan, Pattom P.O., Thiruvananthapuram

<b>The document is Digitally Approved. Hence Signature is not needed.</b>
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