



milma

**KERALA CO-OPERATIVE MILK MARKETING
FEDERATION LIMITED**

**Milma Bhavan, Pattom Palace P.O., Thiruvananthapuram - 695 004.
Phones: 0471 2786405 to 2786406, Email.marketing@milma.co.in**

OFFERS INVITED

Last date of receipt of Tender : 18.06.2020, up to 05.00 pm

Place of submission of Tender : KCMF, Pattom Palace, Trivandrum

2020



Kerala Co-operative Milk Marketing Federation Ltd.
Milma Bhavan, Pattom P.O, Trivandrum-695004
Tel:2786 406,407, Email.marketing@milma.com

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Expression of interest for Creative & Advertising Agency/Media Planning & Buying Agency/ Digital Marketing Agency/PR Agency

MILMA wishes to engage the service of Agencies to support in various Creative & Advertising, Media Planning & Buying, Digital Marketing, PE and other related initiatives of the Organization. Interested agencies with relevant experience and expertise (expertise could be in any one of the area, in multiple or all of the area) may apply by 18.06.2020 in the prescribed Pro-forma under "Tenders" menu in our website, www.milma.com.

Sd/-
MANAGING DIRECTOR

Expression of Interest for Creative & Advertising Agency / Media Planning & Buying Agency / Digital Marketing Agency / PR Agency

MILMA wishes to engage the services of Agencies to support in various Creative & Advertising, Media Planning & Buying, Digital Marketing, PR and other related initiatives of the Company. The agency should possess adequate experience and expertise (expertise could be in any one of the areas, in multiple or all of the areas) as mentioned in Annexure - Scope of Work for Agency, Eligibility Criteria etc.

The selected agency will be engaged to provide support to the Corporate AND / OR Strategic Business Units as per their respective areas of expertise. MILMA wants to aggressively grow its channel business and enhance its retail presence. In view of this the Scope of Work and Eligibility Criteria are specific to the needs of MILMA. The same has been mentioned in the Annexure.

Nature of Engagement:

MILMA depending on the suitability of the agency and its own needs and area of expertise may engage the services of the Agency either on case to case assignment specific basis or on a retainer basis. In either case the fee to be paid will be mutually negotiated, depending on the scope and nature of the work assigned.

Term of Engagement:

Two Years. The performance of the agency will be reviewed at the end of one year. If not satisfied, MILMA has the right to discontinue the service after giving a notice of 15 days.

Eligibility Criteria:

Eligibility criteria are enlisted separately under each work / area in Annexure. The shortlisted Agencies meeting the eligibility criteria will be required to make a presentation of their credentials and capabilities to MILMA. In case of Creative & Advertising Agencies and Digital Marketing Agencies, the short-listed agencies will be given topic(s) for presentation specific to brand MILMA Products / or any other product or service of the Organization. If necessary, our representatives of the Screening / Judging Committee may visit the offices of Agencies to ascertain the facilities / infrastructure available.

In case of Media Planning & Buying and PR, the shortlisted agencies will be identified and will be requested to submit their offer. Based on the presentation and other supporting information / documents, the Screening / Judging Committee of MILMA may select one or more Agencies for empanelment. The decision of the Board of Directors of MILMA in this regard will be final and will not be subject to any dispute whatsoever.

Application:

Interested parties should submit their proposals by **18.06.2020 (5:00 pm)** in the prescribed Proforma in any one of the areas, in multiple or all of the areas in closed envelopes by post or hand to The Managing Director, KCMF Ltd, MILMA Bhavan, Pattom Palace (PO), Thiruvananthapuram – 695 004, superscribing the envelope for the particular category proposed in any one of the following or multiple category:

“PROFORMA – Creative & Advertising Agency / Media Planning & Buying Agency / Digital Marketing Agency / PR Agency”

The proforma can also be sent by email with scanned copies of supporting documents to marketing@milma.com.

PROFORMA

Ref:
Date:

To

The Managing Director,
KCMMF Ltd,
MILMA BHAVAN,
Pattom Palace (PO),
THIRUVANANTHAPURAM – 695 004

Dear Sir,

Ref: Tender Notice Ref: Dated

Sub: Expression of Interest for Creative & Advertising Agency / Media Planning & Buying Agency / Digital Marketing Agency / PR Agency

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 A: Scope of work for Consulting Agency

Area of Expertise	(Please tick the 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
Creative and Advertising			
Media Planning / Buying			
Digital Marketing			
PR / Media Relations & Management			

- 4. Assignments handled for the Clients mentioned above – Mention details and provide supporting documents/ppts (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 OR 2) Services. The agency may submit pen Drive/ DVD of creative / AVs.
- 6. Any awards received from any 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. Nature of Engagement:

MILMA depending on the suitability of the agency and its own needs and area of expertise may engage the services of the consulting agency either on case to case assignment specific basis or on a retainership basis. (Please fill details below):

	Nature of Engagement	Yes/No
a.	Only on assignment specific basis	
b.	Only on retainership basis	
c.	Agreeable to both options	

10. Any other relevant information:

Signature:

Name:

Designation:

11. List of Enclosures to be mentioned below:

(Note: Please attach separate sheet if required)

Annexure

Scope of work for Agency

The Agency can have, either-one, multiple or all of the expertise in the areas mentioned below:

A. Creative & Advertising (Brand Identity Management & Brand Enhancement)

- End-to-end brand campaigns for products or services
- Marketing Communication - developing and designing the copy and creative for branding collaterals like Corporate or Business specific Manuals, Brochures, Leaflets, Mailers, Standard Advertisement Artworks, E-Stationery / E-Mailers, Branding on Merchandise, Event specific collaterals etc.
- Office branding ideas / creative support
- Design of Calendar / Diary and greeting cards
- Films / AV productions / Jingles: end-to-end services
- Website / Intranet design and content development
- On ground end-to-end BTL activations (design to execution)
- Exhibitions: Designing, fabrication & installation of corporate pavilions/stalls, wherever necessary

Eligibility Criteria

1. A minimum of five year's continuous experience in branding as on 01.04.2020. Copy of Certificate of Incorporation / Memorandum to be furnished.
2. The Average Annual Turnover of Rs. 50 lakh for last 3 financial years (2016-17, 2017-18, 2018-19). 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.
3. Should have carried out work in the area of branding 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 3 (three) work orders received during the last five financial years from companies with minimum Rs. 2 crore turnover in each of the five years.
4. Agencies to have a functional office in Kerala for which proof like ownership deed / rent agreement / utility bills etc shall be provided.

B. Media planning / buying

- Specializes in ad planning and releasing
- Liaison with media across Kerala / other States (if necessary) for ad releases

Eligibility Criteria

1. A minimum of five year's continuous experience as a full INS accredited agency as on 01.04.2020. Copy of Certificate of Incorporation / Memorandum & articles of Association and copy of INS accreditation to be furnished.
2. The Average Annual Turnover of Rs. 5 crores with cumulative turnover of Rs. 15 crores for last 3 financial years (2016-17, 2017-18, 2018-19). 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.
3. Should have carried out work for the corporate sector. Support with 3 (three) work orders received during the last five financial years from companies with minimum Rs. 2 crore turnover in each of the five years.
4. Agencies to have a fully functional office in Kerala for which proof like ownership deed / rent agreement / utility bills etc shall be provided.
5. Should have proficiency in translation and proof reading facilities in major Indian languages. Self-certification of the languages that can be handled to be provided.
6. The Agency to develop all the creative in Malayalam and other languages (if necessary) for the campaigns.

C. Digital Marketing

- Provide customized internet marketing solutions that deliver enhanced reach, better visibility, more conversions, high customer engagement and better ROI.
- Search engine optimization and analytics
- Digital Advertising – Online + Mobile Advertising
- Social Media Marketing – Provide social media marketing services that can make a quantifiable

difference to the business — target audience engagement and higher online visibility; Query Management, Gate Keeping, Media Tracking, Tagging on social media pages

- Developing and managing content for the social media campaigns - Uploading posts on a daily basis, posts shall include banners, videos, animation, GIF and info-graphics. The Agency to develop all the creative in Malayalam and other languages (if necessary) for the campaigns.
- Digital / Social media campaign management including content development and target audience engagement (for specific product or service OR corporate campaign)

Eligibility Criteria

1. A minimum of five year's continuous experience in Digital Marketing as on 01.04.2019. Copy of Certificate of Incorporation / Memorandum & articles of Association to be furnished.
2. The Average Annual Turnover of Rs. 50 lakhs for last 3 financial years (2016-17, 2017-18, 2018-19). 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.
3. Should have carried out work in the area of Digital Marketing / Branding & Communication for corporate sector. Support with 3 (three) work orders received during the last five financial years.
4. Agencies to have a functional office in Kerala for which proof like ownership deed / rent agreement / utility bills etc shall be provided.

D. PR / Media Relations & Management

- Media Training for company spokesperson
- Profiling opportunities for spokesperson
- Organize press / media meets, conferences, visits etc. as required
- Ensure desired coverage in press / media through articles, features, editorials, industry stories etc.
- Assist in development and release of suitable press release / stories & QFRs
- Monitor coverage about the company and its businesses / products in the press / media and competition.
- Manage the media / press in times of crisis and ensure negative publicity if any, is proactively restricted to the very minimum / diluted to the extent possible.
- Communicating / propagating the persona to all stakeholders through external (print / electronic media, outdoor advertisement, events, sponsorships, CSR activities etc.). The Agency to develop all the creative in Malayalam and other languages (if necessary).

Eligibility Criteria

1. A minimum of five year's continuous experience as on 01.04.2019. Copy of Certificate of Incorporation/Memorandum & articles of Association to be furnished.
2. The Average Annual Turnover of Rs. 1 crore for last 3 financial years (2016-17, 2017-18, 2018-19). 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.
3. The firm should have previous experience in PR consultancy / media coordination / PR related solutions for Government Departments / Central PSUs / State PSUs / State Governments / Corporate Sector. In support of their eligibility under this criterion, firms should furnish 03 (three) work order/ copies of Certificates issued by clients in the last five financial years.
4. Agencies to have a functional office in Kerala for which proof like ownership deed / rent agreement / utility bills etc shall be provided.

Period of empanelment and method of selection

- I. The period of empanelment will ordinarily be two (2) years. However, MILMA reserves the right to review the empanelment based on performance of empanelled party as per its own requirement. MILMA reserves its rights to take suitable action upon default / deficiency in service, non-participation in the quotation process etc. The actions taken include but not limited to imposing fine or de-empanelment of the party with consequential debarment from the future projects / tenders of MILMA for a period of 02 years and forfeiture of SD and EMD.
- II. Shortlisted Agencies after EOI shall be invited to present the plan as proposed by the Managing Director, KCMMF for brand "MILMA" along with financial offer.
- III. The method of final selection after EOI is: Quality cum Cost Based System (QCBS), Technical – 70% and Commercial – 30%.It may be noted that the information in this EOI is indicative only and is liable to change.
- IV. 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 RFP.