

Expression of Interest – Selection of Operating Partner for Milma CHILMIL Outlets in GCC Countries

Notice Inviting Expression of Interest

Issued by: The Managing Director, Kerala Co-operative Milk Marketing Federation Ltd. (KCMMF / MILMA), Milma Bhavan, Pattom, Thiruvananthapuram, Kerala, India

KCMMF invites Expressions of Interest from reputed food and beverage operators to establish and operate **Milma CHILMIL** outlets in GCC countries, under the MILMA brand and on the terms set out in this document.

The selected partner will invest in, set up and run the outlets. MILMA will approve the concept, products, branding and operations.

Interested parties may submit proposals as per Section 5 on or before 19.10.2026.

1. About the Proposal

MILMA, the apex federation of dairy co-operatives in Kerala, proposes to open **Milma CHILMIL** outlets in the GCC. Milma CHILMIL is a MILMA-branded outlet where the full range of MILMA products is available, along with light eats and beverages, for dine-in, takeaway and delivery.

2. Scope of Engagement

The engagement covers the setting up and operation of Milma CHILMIL outlets in GCC countries and cities proposed by the applicant and approved by MILMA.

The selected partner shall:

- Identify and secure suitable premises, and obtain all local licences and approvals.
- Invest in fit-out, equipment, furniture, signage, initial inventory, working capital and launch marketing.
- Recruit, train and manage staff, and run the outlets day to day.
- Offer the full range of MILMA products along with approved light eats and beverages, through dine-in, takeaway and delivery platforms.
- Maintain brand standards, food safety, hygiene and service quality.
- Report sales and operational data to MILMA periodically in the prescribed format.

MILMA shall:

- Approve the overall concept, outlet design and product list.
- Provide brand guidelines and approve all use of the Milma CHILMIL brand.
- Supply MILMA products, subject to availability and applicable export and import requirements.
- Monitor and review the performance of the outlets.

3. Terms and Conditions

The selected partner shall be bound by the following conditions, which will be incorporated in the formal agreement.

1. The day-to-day operation of the outlets shall be undertaken by the selected partner. The overall concept and operation shall be subject to the approval of MILMA.
2. The products to be sold at the outlets, including MILMA products and other food and beverage items, shall be finalised with the prior approval of MILMA. No product shall be added to or removed from the approved list without MILMA's approval.
3. Sales and other relevant operational details of the outlets shall be shared with MILMA periodically in the prescribed format.
4. The **Milma CHILMIL brand** and logo shall be used only as approved by MILMA.
5. Each new outlet shall be opened only with the prior approval of MILMA, based on a review of the performance of existing outlets.
6. The engagement shall be for a period of one year from the date of the agreement, renewable subject to performance. It confers no exclusivity or territorial rights in any GCC country.
7. The partner shall not franchise, sub-license or transfer the right to use the Milma CHILMIL brand to any third party without the prior written approval of MILMA.
8. All intellectual property rights in the Milma and CHILMIL names, logos and trade dress, including their Arabic versions, shall remain the exclusive property of MILMA. The partner shall not register or claim any right over them in any jurisdiction.
9. All investment, operating costs, statutory liabilities and commercial risks of the outlets shall be borne entirely by the partner. MILMA shall have no financial liability of any kind.
10. The partner shall obtain and maintain all licences and approvals required under the laws of the host country, including municipality, food safety, import and halal requirements.
11. The partner shall be solely responsible for food safety, product quality and customer complaints relating to items prepared or sourced by the outlets. The partner shall indemnify MILMA against any claim, loss or damage arising from the operation of the outlets.
12. MILMA or its authorised representatives shall have the right to inspect the outlets and audit quality, hygiene and brand compliance at any time.
13. All signage, menus, packaging, advertising and social media content using the Milma CHILMIL brand shall require the prior approval of MILMA.

14. The commercial terms, including any royalty or brand fee payable to MILMA, shall be finalised based on the selected partner's offer and incorporated in a formal agreement. No outlet shall commence operation before that agreement is executed.
15. MILMA may withdraw the approval at any time for breach of these conditions or for conduct detrimental to the brand. On withdrawal or expiry, the partner shall immediately cease all use of the Milma CHILMIL brand and remove all branding from the outlets.

4. What to Submit

A short proposal covering:

1. Profile of the applicant and its food and beverage outlets in the GCC.
2. Proposed countries, cities and number of outlets, with indicative timelines.
3. Concept, product range and outlet design in brief.
4. Estimated investment and business plan.
5. Offer to MILMA – royalty / brand fee and/or annual purchase of MILMA products.
6. Copies of company registration and trade licence.

MILMA may invite applicants for a discussion or presentation before selection.

5. How to Submit

Proposals may be sent by email to marketing@milma.com or by post to The Managing Director, KCMMF, Milma Bhavan, Pattom, Thiruvananthapuram – 695 004,

Queries may be addressed to Marketing Section (**Ph No: 0471 2786427 / 0471 2786424**)

6. General Conditions

1. This EOI is not an offer and creates no obligation on MILMA.
2. MILMA may accept or reject any proposal, or cancel this EOI, without assigning reasons.
3. Applicants shall bear their own costs of preparing proposals.
4. The decision of MILMA shall be final.