



**Kerala  
Tenders**

## eTendering System Government of Kerala

### Tender Details

Date : 01-Apr-2026 06:17 PM

Print

#### Basic Details

<b>Organisation Chain</b>	Kerala Co-operative Milk Marketing Federation Ltd  KCMMF Ltd Head Office, Pattom, Trivandrum  Quality Control		
<b>Tender Reference Number</b>	RFP-PR-2026		
<b>Tender ID</b>	2026_KCMMF_848227_1	<b>Withdrawal Allowed</b>	Yes
<b>Tender Type</b>	Limited	<b>Form of contract</b>	Item Wise
<b>Tender Category</b>	Services	<b>No. of Covers</b>	2
<b>General Technical Evaluation Allowed</b>	No	<b>ItemWise Technical Evaluation Allowed</b>	Yes
<b>Payment Mode</b>	Online	<b>Is Multi Currency Allowed For BOQ</b>	No
<b>Is Multi Currency Allowed For Fee</b>	No	<b>Allow Two Stage Bidding</b>	No

#### Payment Instruments

Online Bankers	S.No	Bank Name
	1	SBI MOPS

#### Cover Details, No. Of Covers - 2

Cover No	Cover	Document Type	Description
1	Fee/PreQual/Technical	.pdf	RFP
2	Finance	.xls	BOQ

#### Tender Fee Details, [Total Fee in ₹ \* - 767]

<b>Tender Fee in ₹</b>	0.00		<b>Fee Payable At</b>	Nil
<b>Processing Fee in ₹ (18.00% GST Incl.)</b>	767			
<b>Fee Payable To</b>	Nil			
<b>Tender Fee Exemption Allowed</b>	No			

#### EMD Fee Details

<b>EMD Amount in ₹</b>	0.00	<b>EMD Exemption Allowed</b>	No
<b>EMD Fee Type</b>	fixed	<b>EMD Percentage</b>	NA
<b>EMD Payable To</b>	Nil	<b>EMD Payable At</b>	Nil

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#### Work /Item(s)

<b>Title</b>	Selection of Agency for doing Public Relations activities in MILMA				
<b>Work Description</b>	Selection of Agency for doing Public Relations activities in MILMA				
<b>Pre Qualification Details</b>	Please refer RFP document				
<b>Independent External Monitor/Remarks</b>	NA				
<b>Show Tender Value in Public Domain</b>	Yes				
<b>Tender Value in ₹</b>	15,00,000	<b>Product Category</b>	Advertisement Services	<b>Sub category</b>	NA
<b>Contract Type</b>	Tender	<b>Bid Validity(Days)</b>	90	<b>Period Of Work(Days)</b>	NA
<b>Location</b>	KCMMF Limited, Trivandrum	<b>Pincode</b>	695004	<b>Pre Bid Meeting Place</b>	NA
<b>Pre Bid Meeting Address</b>	NA	<b>Pre Bid Meeting Date</b>	NA	<b>Bid Opening Place</b>	KCMMF Limited, Trivandrum
<b>Should Allow NDA Tender</b>	No	<b>Allow Preferential Bidder</b>	No		

#### Critical Dates

<b>Publish Date</b>	02-Apr-2026 09:00 AM	<b>Bid Opening Date</b>	28-Apr-2026 04:00 PM
<b>Document Download / Sale Start Date</b>	02-Apr-2026 09:00 AM	<b>Document Download / Sale End Date</b>	18-Apr-2026 04:00 PM
<b>Clarification Start Date</b>	02-Apr-2026 09:00 AM	<b>Clarification End Date</b>	18-Apr-2026 04:00 PM
<b>Bid Submission Start Date</b>	02-Apr-2026 09:00 AM	<b>Bid Submission End Date</b>	18-Apr-2026 04:00 PM

**Tender Documents**

NIT Document	S.No	Document Name	Description	Document Size (in KB)
	1	Tendernotice_1.pdf	NIT	706.38

  

Work Item Documents	S.No	Document Type	Document Name	Description	Document Size (in KB)
	1	BOQ	BOQ_1433593.xls	BOQ	300.50
2	Tender Documents	RFPPR2026.pdf	RFP	690.91	

**Limited Bidders List**

S.No.	Bidder Name	Bidder Login Id
1.	Bworld Corporate Solutions Private Limited	ajith@bworld.in
2.	Concept Communication Ltd	srikanth@conceptindia.com
3.	Dentsu One Private Limited	sneha.joshi@dentsu.com
4.	MD Niche Media Consultants	mdnichepr@gmail.com
5.	PUSH 360 LLP	umesh.menon01@gmail.com

**Bid Openers List**

S.No	Bid Opener Login Id	Bid Opener Name	Certificate Name
1.	bilssy@milma.com	Bilssy Devi O.B.	Bilssy Devi O B
2.	muruganvs@milma.com	Murukan VS	Murukan V S
3.	sreekumar@milma.com	Sreekumar T	Sreekumar T

**Tender Properties**

Auto Tendering Process allowed	No	Show Technical bid status	Yes
Show Finance bid status	Yes	Stage to disclose Bid Details in Public Domain	Technical Bid Opening
BoQ Comparative Chart model	Normal	BoQ Compartive chart decimal places	3
BoQ Comparative Chart Rank Type	L	Form Based BoQ	No

**Tender Inviting Authority**

Name	Managing Director, KCMMF
Address	MD KCMMF Limited Milma Bhavan Pattom Trivandrum

**Tender Creator Details**

Created By	Dr Thiruveni S
Designation	Animal Nutrition Officer
Created Date	01-Apr-2026 05:46 PM



# **Request for Proposal**

## **For Selection of Public Relations Agency**

**Tender Reference No. RFP-PR-2026**

**Issued by**

Managing Director

Kerala Co-operative Milk Marketing Federation Limited,

Milma Bhavan, Pattom Palace P.O.,

Thiruvananthapuram - 695004

Kerala, India

Telephone: 0471 - 2786436, 437 & 424

[www.milma.com](http://www.milma.com)

Thank you for your response to our e-EOI Tender dated 02.03.2026

We are happy to inform that based on the profile / proposal submitted, your agency is short listed for the further selection process which includes Technical evaluation & Financial Bid.

### **Schedule of Selection Process – Important dates**

<b>Sl. No.</b>	<b>Event Description</b>	<b>Date</b>
<b>1</b>	Date of issuing of the RFP document	02.04.2026
<b>2</b>	Last date of receipt of Technical bid through post	18.04.2026, 4.00 PM
<b>3</b>	Last date for uploading of Financial bid	18.04.2026, 4.00 PM
<b>4</b>	Creative / Strategy presentation	21.04.2026 to 23.04.2026
<b>5</b>	Display list of Technically Qualified Applicants	27.04.2026
<b>6</b>	Opening of Financial Bids	28.04.2026
<b>7</b>	Display list of Selected Agency	11.05.2026

## **INTRODUCTION**

A brief note on the current position and marketing/PR strategy of Milma is given below for your understanding.

Kerala Cooperative Milk Marketing Federation Limited (KCMMF), operating under the brand name MILMA, is India's fifth largest milk cooperative with over one million farmer-members. With an annual turnover of more than Rs. 5,000 crores and milk processing capacity of 17 lakh litres per day, MILMA has been serving the people of Kerala for over four decades. The brand "Milma" enjoys the faith of the consumers of the State, as the "pure and safe" supplier of quality milk and milk products.

Milma is structured under Anand pattern as a three-tier cooperative consisting of Dairy Cooperative Society at the village level which is affiliated to a Milk Union at the regional level, which in turn is further federated into a Milk Federation at the State level. Since inception, Milma could make tremendous improvements in both procurement and marketing fronts. Though the pace of competition has been accelerated in the recent years with many new brands mushrooming in the markets of Kerala, Milma continues to be the market leader in the milk market of the State.

In liquid milk market of Kerala, Milma is the clear market leader in fresh packaged milk. The present sale of liquid milk in the state by Milma is to the tune of around 17 lakh liters per day. Unorganized sector (loose Milk) still continues to hold certain share of the market demand which needs to be effectively addressed by Milma.

Sales of value added products of Milma contribute to around 20% of the total sales. In the recent years in segments like Set curd, yogurt, flavored milk etc. private players have made major inroads. Milma desires to grow its business in Milk value added products such as curd, butter milk, ghee, yogurts, peda, flavored milk, juices etc. aggressively and become market leader in fermented and frozen product segment. Milma intends to enhance the contribution of product sales to 40% of total sales by 2028. To grow aggressively in these segments, Milma has decided to go for brand repositioning and revamped sales & distribution channel for value added products.

**Milma intends to aggressively grow its business and product portfolio has set clear action plan to increase its market share of Milk & value added products through intensive channel and product specific marketing and aggressive Sales & distribution. We are looking for a strong PR partner to reach our goal of being a 10,000 crores company by 2030.**

## **1. SELECTION / EVALUATION PROCEDURE**

The bidding process will be a two-stage bidding process. The agencies qualified as per the criteria mentioned in Expression of Interest (EOI) shall submit the proposal in the format mentioned in the RFP document. Quality cum Cost-Based Selection (QCBS) technique will be used for selection of the agencies based on their Technical and Financial bid. The procedure for the selection of agency will be carried out as detailed below.

### **1.1 Technical Bids**

The Technical Bid document will cover the following areas - Annual turnover, years of experience, work experience in relevant category, clients handled including FMCG brands, offices in Kerala, team strength, work done by the agency showing its creativeness, innovation etc. and presentation. The evaluation criteria and the corresponding marks for technical evaluation are given in this document. The proof of documents enquired needs to be submitted via post or by hand to The Managing Director, KCMMF Ltd, MILMA Bhavan, Pattom Palace (PO), Thiruvananthapuram – 695004 mentioning "Technical Bid" referring "Selection of agency for Public Relations" on or before the last date and time of submission mentioned in the schedule of selection process.

The agency will have to do a presentation before the selection panel with emphasis on their previous works and exclusive PR strategy for Milma. The dates are mentioned in the schedule. Each agency will be allotted with a time slot for the presentation which will be intimated through e-mail. It is advised that the agency shall be ready with the presentation as the intimation for presentation will be given in short notice. The total time allotted for an agency will be 30 minutes in which 20 minutes will be for presentation and 10 minutes for discussion.

The evaluation of subjective parameters and presentation in the technical bid will be done by the selection panel and its decision shall be final.

## **1.2 Financial Bids**

Agencies shall submit Financial Bid as applicable, in the manner specified below.

### **a) Public Relations Agency**

The Financial Bid shall be based on a Monthly Retainer Fee quoted by the agency, covering the scope of work specified in the RFP. The quoted monthly retainer shall be considered as the Financial Proposal for evaluation under QCBS. Any out-of-pocket expenses, if applicable, shall be reimbursed at actuals, subject to prior approval and submission of supporting documents.

Price for all the activities applicable to the respective category must be quoted by the agency. Failure to quote price for any applicable activity shall result in **disqualification**.

The financial bid shall be submitted online in the corresponding BoQ uploaded in the e-Tender site after downloading the same on or before the last date and time of submission mentioned in the schedule of selection process.

## **1.3 Method of evaluation of Technical & Financial bid**

The agencies shall submit the Technical bid in sealed covers mentioning "Technical Bid" referring "Selection of agency for Public Relations". The Technical Bids will be opened by the evaluation committee and marks will be given based on the criteria detailed in the technical bid document. The Technical Marks obtained will be referred to as Technical Scores (St). Agencies will be ranked on the basis of the Technical Score (St) and only agencies having scored 70 or more marks will be qualified for financial evaluation. The list of technically qualified applicants will be intimated on the date shown in the schedule of selection process. The presentation before the Selection Committee shall form an integral part of the Technical Evaluation and shall be included within the total Technical Score of 100 marks, as per the prescribed evaluation criteria.

The Financial Bids of those agencies that have scored 70 or more Technical Score (St) will be opened on the date shown in the schedule of selection process. The lowest Financial Proposal (Fm) will be given a Financial Score (Sf) of 100 points. The financial scores of the other Financial Proposals will be determined using the following formula:

*Sf = 100 x Fm/F; in which Sf is the Financial Score, Fm is the lowest Financial Proposal, and F is the Financial Proposal under consideration.*

#### **1.4 Combined Technical and Financial Score**

For final evaluation, the agencies will be ranked in accordance with their combined Technical (St) and Financial (Sf) scores with weightage. The Technical Score (St) will be given 80% weightage and Financial Score (Sf) will be given 20% weightage, so that the combined Score will be:

*S = (St x Tw) + (Sf x Fw); Where S is the Combined Score, Tw and Fw are the weightage assigned to Technical Score and Financial Score that will be @ 80:20 ratio respectively*

#### **1.5 Selection of the Agency**

The Agency with highest Combined Technical and Financial Score (S) will be selected based on the above QCBS System. In the event of two or more agencies obtain same highest Combined Technical & Financial Score (S), the agency with maximum technical score will be selected.

**Note: For Public Relations category, only one (1) agency will be selected.**

## **2. PERIOD OF CONTRACT**

The initial appointment shall be for a period of two years. However, at the discretion of KCMMF, the same can be extended on mutually agreed terms, if services are found to be satisfactory for Two more years.

## **3. EVALUATION CRITERIA**

Technical parameters and presentation will be evaluated and scored by the selection panel as per the technical evaluation criteria and its decision shall be final. It shall be noted that the document proof

should be serially numbered and marked against each Category and Criteria for easy identification. KCMMF will not be responsible for any failure of the agency in getting marks, if the documents are not provided as required above or submitted haphazardly. The technical evaluation will be as per the criteria given below for each category:

**Note:**

1. Price for all the activity mentioned in the respective financial bid annexure must be quoted by the agency. Failure to quote price for any activity will lead to disqualification as it will be inferred that the agency is unable / not willing to do the said activity as mentioned in the scope of work given in EOI.
2. In case if an agency fails to quote price for any activity and wishes to continue in the further process, the highest price quoted by any bidder for that respective activity in the selection process will be deemed as the quote for the agency in default provided that the agency is willing and is ready to deliver the said activity.

**4. SECURITY DEPOSIT:**

The selected Agency for Public Relations category shall remit a security deposit equivalent to one month retainer fee within 10 days of receiving work order. The EMD amount remitted can be adjusted against security deposit.

## CATEGORY 2: Public Relations Agency

Sl. No.	Criteria	Max Score	Guidelines	Proof Required
1	<b>PR Experience &amp; Track Record</b>	10	<b>Qualification criteria:</b> Minimum 5 years of continuous PR operations as on 01.04.2025 (5 marks). <b>Additional Years:</b> One Mark each for every year (max 10 marks). <b>Preference</b> for FMCG/consumer brands/cooperative sector experience.	(1) Certificate of Incorporation showing establishment date, (2) Year-wise client list for last 5 years, (3) Minimum 3 work orders with completion certificates from different years, (4) Brief company profile highlighting milestones
2	<b>Kerala Presence &amp; Network</b>	8	<b>Mandatory:</b> Fully functional registered office in Kerala with full-time staff (4 marks). <b>Additional offices</b> in Kerala (Kochi/Kozhikode/Thrissur): 1 mark each (max 3 marks). <b>Media network strength:</b> Demonstrated relationships with minimum 20 Kerala media outlets - print, TV, digital, regional (1 mark).	(1) Office address proof (ownership deed/rent agreement + utility bills), (2) Staff attendance/PF records for Kerala office, (3) Photos of office setup, (4) List of media contacts with: media outlets covered and nature of engagement (editorial, correspondent, bureau), without insisting on personal contact numbers
3	<b>Government/ PSU/Corporate Sector Experience</b>	8	<b>Qualification criteria:</b> Minimum 3 Govt/PSU/Corporate clients in last 5 years (3 marks). <b>Additional clients:</b> 4th & 5th client: 2 marks each, 6th client onwards: 1 mark each (max 8 marks). <b>Preference</b> for cooperative organizations, state PSUs, or large-scale public sector undertakings.	Work orders/contracts with: (1) Client name & sector, (2) Scope of PR services provided, (3) Contract duration, (4) Completion certificates/testimonials, (5) For cooperative/PSU clients: detailed case study of PR support provided
4	<b>Media Relations &amp; Coverage Achievement</b>	10	Demonstrate <b>strong media relationship building &amp; coverage generation</b> capability. Submit evidence of: (1) <b>Consistent media coverage</b> achieved for minimum 2 clients (print, digital, broadcast), (2) <b>Media partnership &amp; event coverage</b> (press conferences, launches, etc.), (3) <b>Spokesperson positioning</b>	Media coverage portfolio showing: (1) Press clippings/digital coverage with dates (minimum 30 pieces across 6 months for any client), (2) Coverage in tier-1 Malayalam dailies (Malayala Manaroma, Mathrubhumi, etc.), (3) TV/radio coverage evidence, (4) Press release samples with achieved pickup,

			successfully done.	(5) Media event photos/reports
5	<b>Crisis Management &amp; Response Excellence</b>	12	<b>Mandatory capability.</b> Submit <b>2 detailed case studies</b> of crisis/negative situation management showing: (1) <b>Crisis identification &amp; assessment</b> , (2) <b>Response strategy &amp; messaging</b> , (3) <b>Stakeholder communication</b> , (4) <b>Media management during crisis</b> , (5) <b>Reputation recovery</b> . One crisis should involve government/public scrutiny.	For each case study: (1) Background of crisis/issue, (2) Potential reputation/business impact, (3) Crisis response strategy document, (4) Communications issued (statements, press releases, Q&As), (5) Media coverage during/after crisis, (6) Timeline of actions, (7) Outcome & lessons learned, (8) Client testimonial
6	<b>Strategic Research, Monitoring &amp; Analysis</b>	10	Demonstrate <b>data-driven PR approach</b> . Submit: (1) <b>2 media monitoring &amp; analysis reports</b> showing tracking, sentiment analysis, SOV analysis, competitor tracking, insights & recommendations, (2) Evidence of <b>media measurement tools</b> used (print/digital monitoring platforms), (3) <b>Actionable intelligence</b> provided to clients based on media landscape analysis.	(1) Sample monthly/quarterly media monitoring reports with: coverage metrics, sentiment analysis, share of voice, key themes, competitive comparison, (2) Strategic recommendations document based on media insights, (3) Tools/platforms used (industry-recognized media monitoring and social listening tools (such as Meltwater, Talkwalker, or equivalent-screenshots/subscription proof), (4) Client feedback on insights quality
7	<b>Content Creation &amp; Communication Excellence</b>	7	Demonstrate <b>high-quality communication material development</b> : Press releases, feature articles, opinion pieces, speeches, Q&A documents, fact sheets, media kits. Submit <b>10 diverse samples</b> showing: writing quality, message clarity, media appeal, Malayalam & English proficiency.	Portfolio containing: (1) 5 press releases (English & Malayalam), (2) 2 feature articles/opinion pieces published, (3) 1 speech/keynote address, (4) 1 media kit/fact sheet, (5) 1 crisis/issue Q&A document. <b>Mark each sample with:</b> client name, purpose, date, outcome/media pickup
8	<b>Dedicated PR Team Strength</b>	5	<b>Minimum team requirements:</b> (1) Total PR professionals: Min 6 (1 mark), (2) <b>Key positions:</b> PR	(1) Team list with designations & experience, (2) PF/ESI documents, (3)

			Head/Director (1 mark), Media Relations Manager (1 mark), Content Writer (Malayalam + English) (1 mark), (3) <b>Qualifications:</b> Min 2 staff with Mass Communication/Journalism/PR degrees (1 mark). At least 50% team should be Kerala-based.	Educational certificates (Journalism/Mass Comm/PR), (4) CVs of key team members, (5) Writing samples from content writers, (6) Organizational structure, (7) Kerala office staffing details
<b>9</b>	<b>Digital PR &amp; Online Reputation Management</b>	10	Demonstrate capabilities in: (1) <b>Digital media relations</b> (online news portals, bloggers, digital influencers), (2) <b>Online reputation monitoring</b> (social listening, review management), (3) <b>Digital PR campaigns</b> (content syndication, influencer partnerships) Submit 2 digital PR campaigns.	(1) Digital PR campaign case studies with: strategy, digital coverage achieved (links), engagement metrics, influencer partnerships, (2) Online monitoring reports/screenshots, (3) List of digital media contacts, (4) Examples of content placed on digital platforms with traffic/engagement data, (5) Social listening tool screenshots
<b>10</b>	<b>Strategic Presentation to MILMA</b>	20	Present comprehensive PR strategy for MILMA - See detailed evaluation parameters below	Presentation deck (to be evaluated during presentation session)
	<b>TOTAL</b>	<b>100</b>		

### Presentation Evaluation Parameters (20 Marks):

Sl. No.	Evaluation Parameter	Maximum Marks	Evaluation Focus
<b>1</b>	MILMA PR Situation Analysis & Strategic Direction	5	Current PR/reputation assessment of MILMA, Media landscape analysis (Kerala & national), Stakeholder mapping (farmers, consumers, government, media, competitors), Strategic PR objectives & positioning, Key messages & narrative framework
<b>2</b>	Comprehensive PR Strategy & Campaigns	5	Annual PR plan framework, Proactive media engagement strategy, Thought leadership positioning (Chairman/leadership), Seasonal/festive PR opportunities (Onam,

			Christmas, etc.), Product launch PR approach (for value-added products), Farmer story-telling & cooperative model promotion, CSR/sustainability communication
<b>3</b>	Media Relations & Coverage Plan	3	Media targeting strategy (tier-1 Malayalam dailies, national business media, trade publications, digital platforms), Media engagement calendar (press meets, facility visits, interviews), Spokesperson training & positioning approach, Editorial vs. advertorial balance, Coverage targets & metrics
<b>4</b>	Crisis Preparedness & Issue Management	3	Potential crisis scenarios for MILMA (quality issues, supply disruptions, price controversies, competition attacks), Crisis response framework & protocols, Holding statements & Q&A preparation, Stakeholder communication workflows, Social media crisis monitoring & response, Government & regulatory communication
<b>5</b>	Digital PR & Online Reputation Strategy	2	Digital media engagement plan, Online reputation monitoring approach, Influencer & blogger partnerships (food/health/lifestyle), Social listening & sentiment tracking, Review management (Google, social media), SEO strategy through earned media
<b>6</b>	Measurement, Monitoring & Reporting	2	Media monitoring & measurement methodology, Key PR metrics & KPIs (SOV, sentiment, reach, AVE, message penetration), Reporting format & frequency (weekly/monthly), Competitive tracking approach, Tools & platforms to be deployed
	<b>TOTAL</b>	20	<b>Time Limit: 20 minutes presentation + 10 minutes Q&amp;A</b>

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