



**Kerala  
Tenders**

## eTendering System Government of Kerala

### Tender Details

Date : 01-Apr-2026 05:29 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-BSC-2026		
<b>Tender ID</b>	2026_KCMMF_848217_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	Request For Proposal - for selection of agency for Brand Strategy and Communication
2	Finance	.xls	BOQ

#### Tender Fee Details, [Total Fee in ₹ \* - 1,534]

<b>Tender Fee in ₹</b>	0.00		
<b>Processing Fee in ₹ (18.00% GST Incl.)</b>	1,534		
<b>Fee Payable To</b>	Nil	<b>Fee Payable At</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 Brand Strategy and Communication activities in MILMA				
<b>Work Description</b>	Selection of Agency for doing Brand Strategy and Communication activities in MILMA				
<b>Pre Qualification Details</b>	Please refer Tender documents.				
<b>Independent External Monitor/Remarks</b>	NA				
<b>Show Tender Value in Public Domain</b>	Yes				
<b>Tender Value in ₹</b>	5,00,00,000	<b>Product Category</b>	Advertisement Services	<b>Sub category</b>	Selection of Agency for doing Brand Strategy and C
<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>	01-Apr-2026 06:00 PM	<b>Bid Opening Date</b>	28-Apr-2026 04:00 PM
<b>Document Download / Sale Start Date</b>	01-Apr-2026 06:00 PM	<b>Document Download / Sale End Date</b>	18-Apr-2026 04:00 PM
<b>Clarification Start Date</b>	01-Apr-2026 06:00 PM	<b>Clarification End Date</b>	18-Apr-2026 04:00 PM
<b>Bid Submission Start Date</b>	01-Apr-2026 06:00 PM	<b>Bid Submission End Date</b>	18-Apr-2026 04:00 PM

### Tender Documents

<b>NIT Document</b>	<b>S.No</b>	<b>Document Name</b>	<b>Description</b>	<b>Document Size (in KB)</b>
	1	Tendernotice_1.pdf	RFP Document	883.25

  

<b>Work Item Documents</b>	<b>S.No</b>	<b>Document Type</b>	<b>Document Name</b>	<b>Description</b>	<b>Document Size (in KB)</b>
	1	Tender Documents	RFPBSC2026.pdf	RFP for selection of agency for Brand Strategy and Communication	867.76
	2	BOQ	BOQ_1433592.xls	BOQ of RFP for selection of agency for brand Strategy and Communication	345.00

### Limited Bidders List

<b>S.No.</b>	<b>Bidder Name</b>	<b>Bidder Login Id</b>
1.	Concept Communication Ltd	srikanth@conceptindia.com
2.	PUSH 360 LLP	umesh.menon01@gmail.com
3.	Stark Communications Pvt. Ltd.	stark@stark.in

### Bid Openers List

<b>S.No</b>	<b>Bid Opener Login Id</b>	<b>Bid Opener Name</b>	<b>Certificate Name</b>
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

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

### Tender Inviting Authority

<b>Name</b>	Managing Director, KCMMF
<b>Address</b>	Managing Director KCMMF Limited Milma Bhavan Pattom, Trivandrum

### Tender Creator Details

<b>Created By</b>	Dr Thiruveni S
<b>Designation</b>	Animal Nutrition Officer
<b>Created Date</b>	01-Apr-2026 05:09 PM



# **Request for Proposal**

## **For Selection of Brand Strategy & Communication Agency**

**Tender Reference No. RFP-BSC-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	01.04.2026
<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 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 branding 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 agencies 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 Brand Strategy and Communication" 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 marketing 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) Brand Strategy & Communication Agency**

The Financial Bid shall be BoQ-based. The agency shall quote item-wise rates and % of notional capped value as applicable for all activities as specified in the Financial Bid Annexure. The sum total of the BoQ shall be considered as the Financial Proposal for evaluation under QCBS. Payment shall be made on a case-to-case basis against approved and executed activities.

Price (all inclusive in INR) for all the activities applicable to the respective category must be quoted by the agency in the column "M" of BoQ. Also the Cells M40, M41, M42 & M51 in the column "M" of BoQ shall not be disturbed as they are locked.

The notional ad spends values for the activities mentioned in Sl.No.1.341, 1.342, 1.343 is Rs.100000/- each. Similarly the notional media spend value for the activities mentioned in Sl.No.1.501 is Rs.200000/-.Accordingly the "% of ad spend (capped)" against Sl.No.1.341, 1.342, 1.343 and "% media value against Sl.No.1.501" shall be entered in the column N in cells N40, N41, N42 & N51 respectively though the column is meant for % GST. Care shall also be taken that only the numerical value (without % symbol) shall be entered in cells N40, N41, N42 & N51. That is if the intended quote is 5%, then enter only as "5" and do not enter as "5%". 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 Brand Strategy and Communication". 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:

*$Sf = 100 \times Fm/F$ ; 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:

*$S = (St \times Tw) + (Sf \times Fw)$ ; 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 Brand Strategy & Communication category, only one  
(1) Agency will be selected.**

## **2. PERIOD OF EMPANELMENT**

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 successful bidder getting selected as the Agency for Brand Strategy & Communication category shall remit a security deposit of amount Rs.500000/- within 10 days of receiving work order. The EMD amount remitted can be adjusted against security deposit.

# Technical Evaluation cum Scoring Guidelines & Prerequisites for the Selection of Brand Strategy and Communication Agency

Sl. No.	Criteria	Max Score	Guidelines	Proof Required
1	<b>Integrated Brand Strategy &amp; Campaign Experience</b>	<b>12</b>	Submit <b>2 comprehensive integrated campaigns</b> for FMCG/consumer brands demonstrating: (a) 360-degree approach across minimum 4 channels (b) Strategic planning with clear objectives (c) Coordinated execution across touch points (d) Measurable business outcomes. <b>One campaign must show minimum 1-month duration.</b>	For each campaign: Strategic brief with objectives, multi-channel strategy document, creative assets across all channels used, execution timeline/phases, quantifiable impact metrics (sales lift/market share/brand metrics/ROI), client testimonial/certificate
2	<b>FMCG Sector Experience &amp; Expertise</b>	<b>10</b>	<b>Qualification criteria:</b> Minimum 3 FMCG brands handled in last 5 years with campaigns running for minimum 6 months each. <b>Scoring:</b> 3 brands: 4 marks; 4th & 5th brand: 2 marks each; 6th brand onwards: 1 mark each (max 10 marks). <b>Preference</b> for dairy/beverage sector experience which will give additional weightage of 2 marks without exceeding the maximum marks of 10.00	Work orders with completion certificates / client letters clearly mentioning: brand name, campaign duration, scope of work, and outcomes. For dairy/beverage: additional documentation showing product understanding
3	<b>Creative Excellence &amp; Innovation</b>	<b>12</b>	Submit <b>3 award-winning or highly innovative campaigns</b> showcasing creativity across: (a) <b>Print/TV/Radio Media</b> (b) <b>Digital/Social Media</b> (c) <b>Outdoor/Experiential/BTL.</b>	For each campaign: (1) Creative brief & challenge, (2) Strategic approach & insights, (3) Creative concept rationale, (4) Final execution (artwork/video/photos), (5) Innovation elements

			Each must demonstrate breakthrough thinking, cultural relevance, and execution excellence. For every campaign 3 marks each subject to a maximum of 12 marks	highlighted, (6) Impact/results achieved, (7) Awards/recognition received (if any)
4	<b>Digital Marketing &amp; Social Media Mastery</b>	<b>10</b>	Demonstrate <b>comprehensive digital ecosystem management</b> including: Content strategy & creation, Community management, Influencer/creator partnerships, Paid digital campaigns (Meta, Google, YouTube), Social commerce integration, Analytics & optimization. <b>Minimum 3 brands</b> with proven growth in engagement & followers. For every campaign 2 marks each subject to a maximum of 10 marks	Work orders + detailed digital portfolios showing: (1) Before-after metrics (followers, engagement rate, reach), (2) Content calendar samples, (3) Campaign performance dashboards, (4) Platform diversity (Instagram, Facebook, YouTube, etc.), (5) Regional language (Malayalam) content samples
5	<b>Outdoor Advertising &amp; BTL Activation Expertise</b>	<b>10</b>	<b>Mandatory requirement.</b> Submit <b>3 successful campaigns</b> demonstrating: (a) <b>Large-scale outdoor execution</b> (billboards, transit, street boards with large-scale outdoor campaigns with substantial media spend, (b) <b>High-impact BTL activation</b> (experiential marketing, sampling, events with 5000+ consumer touchpoints. For every campaign 2 marks each subject to a maximum of 10 marks	Campaign documentation: (1) Outdoor: Media plan, site photos, coverage map, rate negotiations, reach metrics, (2) BTL: Event/activation plan, on-ground photos/videos, consumer engagement data, sampling numbers, lead generation, (3) Integration strategy & results.
6	<b>Retail Environment Design &amp; Visual Merchandising</b>	<b>5</b>	Submit <b>2 complete retail/kiosk projects</b> for FMCG/F&B brands showing: Store/kiosk design (exterior & interior), Brand identity integration, POP/POSM design & production, Visual merchandising strategy,	Design portfolios: (1) Design brief & concept, (2) 3D renders and/or photos of executed stores, (3) POP/POSM designs & printed samples, (4) Floor plans with fixture details, (5) Project scope & scale, (6)

			Consumer flow optimization.	Retailer/client feedback
<b>7</b>	<b>Media Planning &amp; Buying Excellence</b>	<b>8</b>	Demonstrate <b>strategic media planning &amp; cost optimization</b> across channels. Show ability to: Develop optimal media mix, Negotiate competitive rates (competitive rate negotiations compared to prevailing card rates), Achieve efficient reach & frequency, Provide transparent media billing. Submit 2 media plans executed.	Sample media plans showing: (1) Campaign objectives & TG, (2) Channel selection rationale, (3) Budget allocation & phasing, (4) Rate cards vs. negotiated rates achieved, (5) Reach/frequency/GRP analysis, (6) Post-campaign performance report with CPM/CPP/ROI metrics
<b>8</b>	<b>Kerala Market Understanding &amp; Local Connect</b>	<b>8</b>	Demonstrate <b>deep understanding of Kerala market</b> : Consumer behavior & purchase patterns, Cultural festivals & seasonal opportunities, Regional media landscape (Malayalam print, TV, digital), Local influencer ecosystem, Competitive brand positioning. <b>Mandatory</b> : Submit at least <b>1 successful Kerala-based campaign</b> .	(1) Kerala campaign case study with results, (2) Malayalam creative portfolio (print/social/video), (3) Market insight document covering: demographics, media consumption, cultural nuances, competitive analysis, opportunity areas for MILMA, (4) Local media/influencer network evidence
<b>9</b>	<b>Dedicated Team Strength &amp; Competency</b>	<b>5</b>	<b>Minimum team requirements</b> : (1) Total full-time staff: Min 15 (1 mark), (2) <b>Key positions mandatory</b> : Creative Director/Head (1 mark), Account Director/Manager (1 mark), Digital Marketing Head (1 mark), (3) Qualified professionals: Min 2 with MBA/Mass Communication/Marketing degrees (1 mark). <b>Team should be Kerala-based or have Kerala office.</b>	(1) Complete staff list with designations, (2) PF/ESI enrollment proof (last 3 months), (3) Organizational chart showing hierarchy, (4) Educational certificates (MBA/Mass Comm), (5) Detailed CVs of 5 key team members, (6) Kerala office address proof
<b>10</b>	<b>Strategic Presentation to MILMA</b>	<b>20</b>	Present comprehensive brand & marketing 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
1	MILMA Brand Assessment & Strategic Positioning	4	Understanding of MILMA's current brand perception, competitive landscape analysis, strategic positioning recommendation, target audience segmentation for milk vs. value-added products
2	Integrated 360° Marketing Strategy	4	Comprehensive marketing approach covering: Traditional media (print/TV/radio/outdoor), Digital ecosystem (social/web/mobile), Retail & distribution strategy, BTL/experiential activations - with clear integration logic
3	Digital & Social Media Roadmap	3	Detailed digital strategy: Platform-wise approach, Content themes & calendar concept, Community building plan, Influencer strategy, Paid vs. organic mix, Social commerce approach
4	Campaign Creative Concepts for MILMA	3	Present <b>2 original creative campaign ideas</b> : (1) For <b>CURD</b> category, (2) For other value-added products. Must include: Big idea/theme, Tagline/communication, Visual direction, Channel adaptation
5	Retail & Consumer Engagement Strategy	3	BTL activation ideas, In-store merchandising approach, Sampling strategies, Consumer promotion mechanics, Event marketing opportunities, Modern trade vs. traditional trade approach
6	Implementation Roadmap & Quick Wins	3	First 6 months action plan: Month-wise phased approach, Quick-win initiatives (first 30-60 days), Resource requirements, Key milestones & deliverables, Success metrics & KPIs
	<b>TOTAL</b>	<b>20</b>	<b>Time Limit: 20 minutes presentation + 10 minutes Q&amp;A</b>

# ANNEXURE: Financial Bid (BoQ) Format

**(For awareness only: Please quote only in BOQ of E-Tender site)**

***(The rate shall be filled in the BoQ uploaded in the e-Tender site. Manual submission of Financial Bid by any means other than e-Tender portal will be rejected)***

## A. Strategy & Campaign Planning (Rate-wise)

Sl. No.	Description	Unit	Rate (₹)
1	Brand / Campaign Strategy Development	Per campaign	
2	Product / Market-specific Communication Plan	Per plan	
3	Consumer / Market Insight Study (desk-based)	Per study	
	TOTAL of A		

## B. Creative Development (Rate-wise)

Sl. No.	Description	Unit	Rate (₹)
4	Print Advertisement – Concept & Creative	Per creative	
5	Poster – Idea & Creative Design	Per poster	
6	Digital Creative (Static / Motion)	Per creative	
7	AI-Generated Film / Video	Per film	
8	TV / Digital Film (up to 30 seconds)	Per film	
9	TV / Digital Film (above 30 seconds, up to 60 seconds)	Per film	
10	Radio Jingle / Spot	Per spot	
11	Creative Adaptation / Resizing (Language / Format)	Per adaptation	
	TOTAL of B		

## C. Digital, Social Media & Online Marketing

### C1. Content Creation (Rate-wise)

Sl. No.	Description	Unit	Rate (₹)
12	Social Media Post – Static (Image/Poster)	Per post	
13	Social Media Post – Video/Reel/Short	Per post	
14	Social Media Carousel Post	Per post	
15	Digital Banner / Online Creative	Per creative	
	TOTAL of C1		

### C2. Social Media Account Handling (Monthly Fee)

Sl. No.	Description	Unit	Rate (₹)
16	Monthly Social Media Management Package	Per month	
	TOTAL of C2		

#### Monthly package shall include:

- Content calendar planning
- Post scheduling & publishing
- Community management & response handling
- Basic analytics and monthly performance reporting
- Coordination in English & Malayalam
- Minimum deliverables shall include an **average of at least three (3) posts per week** (static / reel / video) on Facebook ,Youtube and Instagram.

### C3. Influencer & Digital Campaigns (Rate-wise)

Sl. No.	Description	Unit	Rate (₹)
17	Influencer Campaign Planning & Management	Per campaign	
18	Influencer Coordination (Micro/Macro)	Per influencer	
19	Digital Campaign Strategy & Execution	Per campaign	

	TOTAL of C3		
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Influencer payouts, creator fees, and production costs (if any) shall be reimbursed at actuals, without mark-up, subject to prior approval.

#### **C4. Paid Digital Advertising (Rate-wise – Fee Only)**

<b>Sl. No.</b>	<b>Description</b>	<b>Unit</b>	<b>Rate</b>
<b>20</b>	Facebook / Instagram Ads Management Fee	% of ad spend (capped)	_____ %
<b>21</b>	Google Search / Display Ads Management Fee	% of ad spend (capped)	_____ %
<b>22</b>	YouTube Ads Management Fee	% of ad spend (capped)	_____ %
	TOTAL of C4		

- Actual ad spends shall be paid directly by MILMA or reimbursed at cost.
- No mark-up beyond the quoted cap shall be admissible.
- Note on Percentage-based Items: For the purpose of financial evaluation under QCBS only, MILMA shall apply notional media spend values, as internally determined, to the percentage-based items to arrive at the evaluated Financial Proposal (F).

#### **D. Outdoor / BTL / Retail Branding**

<b>Sl. No.</b>	<b>Description</b>	<b>Unit</b>	<b>Rate (₹)</b>
<b>23</b>	Outdoor Campaign Planning & Coordination	Per campaign	
<b>24</b>	Billboards / Hoardings – Concept, Creative & Coordination	Per campaign	
<b>25</b>	Bus / Auto / Train Branding – Creative & Execution Coordination	Per campaign	
<b>26</b>	Wall Paintings / Transit Advertisements – Creative & Coordination	Per campaign	
<b>27</b>	BTL Events / Sampling Activations – Planning & Execution	Per activation	
<b>28</b>	Kiosk / Exhibition Booth – Concept & Design	Per unit	
	TOTAL of D		

- The above rates shall cover concept development, creative design, artwork preparation, and coordination with vendors.
- Printing, fabrication, installation, and related execution works shall be arranged and coordinated by the selected agency. The actual cost incurred shall be reimbursed to the agency on submission of original bills and proof of execution, without any mark-up or service charge, and subject to prior written approval of MILMA.
- Media inventory costs (hoarding rent, transit media charges, etc.) shall be reimbursed at actuals and shall not attract any mark-up.

**E. Media Planning & Buying Fee (CAPPED)**

Sl. No.	Description	Unit	Rate
<b>29</b>	Media Planning & Buying Discount on original Media Invoice value(Capped)	% of media value	___ %
TOTAL of E			

1. Actual media cost shall be reimbursed at cost, supported by original invoices and proof of release.
2. No mark-up/down beyond the quoted cap shall be admissible.
3. Note on Percentage-based Items: For the purpose of financial evaluation under QCBS only, MILMA shall apply notional media spend values, as internally determined, to the percentage-based items to arrive at the evaluated Financial Proposal (F).

**Mandatory Clarifying Notes**

4. Except for Social Media Account Handling, which shall be paid on a monthly basis, all other services under Category 1 shall be paid on a rate-wise, case-to-case basis against approved and executed activities.
5. All creative outputs shall be delivered in final, production-ready formats.
6. Printing, fabrication, media cost, influencer fees, and platform charges (if any) shall be extra, unless explicitly included.
7. Actor fees and specialized video production costs, if required as per MILMA’s direction, shall be reimbursed at actuals subject to prior approval.

<b>Sl. No.</b>	<b>Description</b>	<b>Rate (₹)</b>
<b>1</b>	TOTAL of A	
<b>2</b>	TOTAL of B	
<b>3</b>	TOTAL of C (C1+C2+C3+C4)	
<b>4</b>	TOTAL of D	
<b>5</b>	TOTAL of E	
	GRAND TOTAL	

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