

Expression of Interest for Brand Strategy & Communication agency / Public Relations / Outdoor Advertising / Store designing & visual merchandising.

MILMA wishes to engage the services of Agencies to support in various Brand Strategy & Communication agency / Public Relations / Outdoor Advertising / Store designing & visual merchandising and other related initiatives of the Company. The agency should possess relevant 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. Milma is looking for a strong partner in its plan to aggressively grow the channel business and enhance retail presence rather than a support agency. The scope of work and eligibility criteria specific to the needs of MILMA is given in the annexure. As a dynamic business organization, there could be addition/deletion to the scope of work and the selected agency is to proceed as per such changes.

Nature of Engagement:

MILMA shall have the full discretion to engage the services of the Agency either on case to case assignment specific basis or on a retainerhip basis. In either case the fee to be paid will be mutually negotiated but shall be based on the amount quoted in the bid, depending on the scope and nature of the work assigned.

Term of Engagement: Two Years

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 Brand Strategy & Communication agency, Public Relations, Outdoor Advertising, Store designing & visual merchandising the short-listed agencies will need to make a presentation highlighting brand MILMA and its products. If necessary, our representatives of the Screening / Judging Committee may visit the offices of agencies to ascertain the facilities / infrastructure available.

The decision of the Board of Directors of MILMA in this regard will be final and will not be subject to any dispute whatsoever.

Mode of Selection:

1. Submission of Expression of Interest:

- a) Interested parties should submit their proposals by 03.01.2023 (5:00 PM) in the prescribed Pro-forma in any one of the areas, in multiple or all of the areas in

closed envelopes by post or hand to The Managing Director, KCMMF Ltd, MILMA Bhavan, Pattom Palace (PO), Thiruvananthapuram – 695 004, super scribing the envelope for the particular category proposed in any one of the following or multiple category: **“PROFORMA – “Brand Strategy & Communication agency /Public Relations/Outdoor Advertising/Store designing & visual merchandising”**

- b) The pro-forma can also be sent by email with scanned copies of supporting documents to marketing@milma.com

2. Opening of EOI & Screening:

- a) The EOI will be opened on 4.1.2023 at 3 PM by the Managing Director, KCMMF Ltd at Milma Bhavan, Pattom Palace (P.O), Thiruvanthapuram.
- b) If any bidder is interested to observe the process, they shall be present at that time. No separate intimation will be given in this regard.
- c) The agencies will be shortlisted based on the eligibility criteria mentioned in the EOI annexure.
- d) Participation for the EOI will not be the only criteria for selection / short listing. It is the discretion of the Managing Director, KCMMF Ltd to reject / accept any or all bids.

3. Request For Proposal (RFP):

- a) Shortlisted agencies after EOI will be asked to submit Request for Proposal (RFP).The Request for proposal shall consist of Technical and Financial bid. (details will be available in the RFP document given to shortlisted agencies)
- b) The last date of submission of Request for Proposal (RFP) will be mentioned in the RFP document.
- c) It may be noted that the information in this EOI is indicative only and is liable to change. 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 Request for Proposal (RPF).

4. Selection methodology:

- a) After submission of Request for Proposal, the agencies will be invited to do a presentation before the MIMA's selection panel.
- b) Technical bid evaluation: The technical bid evaluation will be based on the credentials of the agency and the presentation given before the selection panel.
- c) Financial bid: Agencies will have to give the financial bid for each item mentioned in RFP document in sealed cover.
- d) The method of final selection is: Quality cum Cost Based System (QCBS).

- 5. 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 for feature of Security Deposit and Earnest Money Demand.

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 Brand Strategy & Communication agency / Public Relations / Outdoor Advertising / Store designing & visual merchandising.

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
Brand Strategy & Communication			
Public Relations			
Outdoor Advertising			
Store designing & visual merchandising			

4. Assignments handled for the Clients mentioned above – Mention details and provide supporting documents / PPT's (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 services
 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 retainer ship basis. (Please fill details below):

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

10. Any other relevant information:

Signature:

Name:

Designation:

11. All documents (copy) required for eligibility criteria mentioned in annexure to be attached. 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 but not limited to the same:

A. Brand Strategy & Communication

I. Print Media

- Concept, copy and content for print advertisement & execution
- Marketing Communication - developing and designing the copy and creative for branding collaterals like Brochures, Leaflets, Mailers, Standard Advertisement Artworks, Event specific collaterals, etc.
- Design of Calendar / Diary and greeting cards.

II. Visual & Audio Media

- Films / AV productions / Jingles: end-to-end services
- Cinema theatre advertising
- Creative for FM and Media planning & buying
- Specializes in ad planning and releasing
- Ideas and execution for surrogate ad's in movie / video / online programs.
- Liaison with media across Kerala / other States (if necessary) for ad releases.
- End-to-end brand campaigns for products or services

III. Social Media

- Provide social media marketing services across all social media platforms like Facebook, Instagram, Twitter, etc that can make a quantifiable difference to the business.
- Target audience engagement and higher online visibility; Query Management, Gate Keeping, Media Tracking, and 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.
- Develop all the creative in English & Malayalam for the campaigns.
- Campaign management & Response management.
- Digital/Social media campaign management including content development and target audience engagement (for specific product or service OR corporate campaign)
- Report & Analysis on timely basis.

IV. Mobile & Online Advertisement

- Content Creation
- Display banners online, push notifications, video ads, interstitial ads, etc.
- Native advertisement creation and execution.
- Search engine optimization and analytics.
- Advertising in online audio books, digital music, podcast and video services.
- Establish target audience and effective value proposition for brand.
- Provide customized internet marketing solutions that deliver enhanced reach, better visibility, more conversions, high customer engagement and better ROI.
- Website / Intranet design and content development.

Eligibility Criteria

1. A minimum of five year's continuous experience in branding as on 01.04.2022. Copy of Certificate of Incorporation / MOA / AOA to be furnished.
2. The Average Annual Turnover of Rs. 1 Crore for last 3 financial years (2019-20, 2020-21, 2021-22). 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.
4. Agencies to have a fully functional office in Kerala for which proof like ownership deed / rent agreement / utility bills etc shall be provided.

B. Public Relations

- Media Training for company spokesperson
- Profiling opportunities for spokesperson.
- Preparing press releases, keynote speeches and promotional material
- Organize press / media meets, conferences, visits etc. as required
- Ensure desired coverage in press/media through articles, features, editorials, industry stories, etc.
- Address inquiries from the media and other parties, track media coverage and follow industry trends.
- Conduct research and analysis and give actionable inputs on monthly basis.
- Assist in development and release of suitable press release / stories & QFRs
- Monitor coverage about the company and its businesses / products in the press / media, online channels and competition.

Eligibility Criteria

1. A minimum of five year's continuous experience as on 01.04.2022. Copy of Certificate of Incorporation / MOA / AOA to be furnished.
2. The Average Annual Turnover of Rs.50 Lakhs for last 3 financial years (2019-20, 2020-21, 2021-22). 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 fully functional office in Kerala for which proof like ownership deed / rent agreement / utility bills etc shall be provided.

C. Outdoor Advertising

- On ground end-to-end BTL activations (design to execution)
- Billboards/hoardings buying
- Transit advertisement space buying
- Street advertisement space buying
- Exhibitions: Designing, fabrication & installation of corporate pavilions/stalls, wherever necessary.

Eligibility Criteria

1. A minimum of five year's continuous experience in Outdoor advertising as on 01.04.2022. Copy of Certificate of Incorporation / MOA / AOA to be furnished.
2. The Average Annual Turnover of Rs. 50 Lakhs for last 3 financial years (2019-20, 2020-21, 2021-22). 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 Outdoor Advertising for corporate sector. Support with 3 (three) work orders received during the last five financial 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.

D. Store designing & visual merchandising

- Develop store design – Exterior & Interior
- Integrate brand identity in the retail space
- POP design & printing
- Store shelving design
- On-time execution with in-store space identification
- Creative designing, printing, and deployment services.
- Highly trained and experienced merchandiser teams

Eligibility Criteria

1. A minimum of five year's continuous experience as on 01.04.2022. Copy of Certificate of Incorporation / MOA / AOA to be furnished.
2. The Average Annual Turnover of Rs.50 Lakhs for last 3 financial years (2019-20, 2020-21, 2021-22). 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 store designing & visual merchandising for corporate companies. 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 fully functional office in Kerala for which proof like ownership deed / rent agreement / utility bills etc shall be provided.

Sd/-

MANAGING DIRECTOR