

## Expression of Interest for Brand Strategy & Communication / Public Relations / Artwork & Packaging Design

Kerala Cooperative Milk Marketing Federation (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 crore and processing capacity of 17 lakh litres per day, MILMA has been serving the people of Kerala for over four decades. As a leading dairy brand in the state, MILMA is guided by its core philosophy of farmer prosperity through consumer satisfaction, committed to ensuring fair prices for farmers while delivering quality dairy products to consumers

MILMA wishes to engage the services of Agencies to support in various Brand Strategy & Communication / Public Relations / Artwork & Packaging Design 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.

Sl. No.	Area of Engagement	Role & Scope	No. of Agencies to be Selected/Empanelled	Remarks
1.	<b>Brand Strategy &amp; Communication</b>	Acts as the core strategic partner and single-point agency for overall brand architecture, integrated marketing strategy development, and communication planning across all channels and business units of MILMA.	<b>One (1)-Selection</b>	Due to the critical and strategic nature of this function, only one agency shall be selected. The agency shall coordinate with MILMA and other selected/empanelled agencies, wherever required.

2.	<b>Public Relations</b>	Handling media relations, press communication, spokesperson positioning, and external communications.	<b>One (1)-Selection</b>	A single agency will be selected to ensure consistency and uniformity in messaging.
3.	<b>Artwork &amp; Packaging Design</b>	Design and development of packaging artwork, creatives, and related design requirements for dairy and FMCG products.	<b>Three (3)-Empanelment</b>	Agencies will be empanelled and work will be assigned based on requirements, timelines, expertise, and performance, at MILMA's discretion.

## Submission of EOI

Interested service providers who meet the qualification criteria may submit their EOIs through Kerala e EOI website [www.etenders.kerala.gov.in](http://www.etenders.kerala.gov.in) with all necessary documents. Help Desk No – 0471-2577088, 0471-25577188

SL.No	Particulars	Details
1.	Bid Reference	<b>KCMMF:HO:10:2026</b> dated: 11.02.2026
2.	EOI download	<a href="http://www.eEOIs.kerala.gov.in">www.eEOIs.kerala.gov.in</a>
3.	Bid submission starting date	12.02.2026
4.	Last date and time of submission	25.02.2026 (3:00 PM)
5.	Date and time of opening	26.02.2026 (3: 00 PM)
6.	Venue of Opening of EOI	KCMMF HQ
7.	EMD	As shown below

1	Brand Strategy & Communication	Rs 100000
2	Public Relations	Rs 25000
3	Artwork & Packaging Design	Rs 25000
8.	EOI Document Fee	Nil
9.	Bid Validity	90 days

The Expression of Interest with the documents submitted will be evaluated in detail by a committee of Kerala Co-operative Milk Marketing Federation to select the parties who are qualified to proceed further. The Kerala Co-operative Milk Marketing Federation shall have the right to accept/reject this EOI fully or partially without assigning any reason thereof.

### **GENERAL TERMS & CONDITIONS FOR E-PROCUREMENT**

This EOI is an e-EOI and is being published online for Expression of Interest for Brand Strategy & Communication / Public Relations / Artwork & Packaging Design. The EOI is invited from eligible registered firms through e-procurement portal of Government of Kerala (<https://www.etenders.kerala.gov.in>). Prospective firms willing to participate in this EOI shall necessarily register themselves with above mentioned e-procurement portal.

The EOI timeline is available in the critical date section of this EOI published in [www.etenders.kerala.gov.in](https://www.etenders.kerala.gov.in).

#### **A). Online Firm registration process:**

Firms should have a Class III Digital Signature Certificate (DSC) to be procured from any Registration Authorities (RA) under the Certifying Agency of India. Details of RAs will be available on [www.cca.gov.in](https://www.cca.gov.in). Once the DSC is obtained, firms have to register on [www.etenders.kerala.gov.in](https://www.etenders.kerala.gov.in) website for participating in this EOI. Website registration is a one-time process without any registration fees. However, firms have to procure DSC at their own cost.

Firms may contact e-Procurement support desk of Kerala State IT Mission over telephone at **0471- 2577088, 2577188, 2577388** or **0484 – 2336006, 2332262** or through email: [etendershelp@kerala.gov.in](mailto:etendershelp@kerala.gov.in) for assistance in this regard.

**(i). Online Firms registration process:**

*Firms should have a **Class III Digital Signature Certificate (DSC)** to be procured from any Registration Authorities (RA)*

**B). Online EOI Process:**

The EOI process shall consist of the following stages:

- i. **Downloading of EOI document:** EOI document will be available for free download on [www.etenders.kerala.gov.in](http://www.etenders.kerala.gov.in). However, EMD shall be payable at the time of submission as stipulated in this EOI document.
- ii. **Publishing of Corrigendum:** All corrigenda shall be published on [www.etenders.kerala.gov.in](http://www.etenders.kerala.gov.in) and shall not be available elsewhere.
- iii. **Submission:** Firms have to submit their details in Prescribed Proforma along with supporting documents to support their eligibility on [www.etenders.kerala.gov.in](http://www.etenders.kerala.gov.in). No manual submission of bid is allowed and manual bids shall not be accepted under any circumstances.
- iv. **Opening of Technical details and Firm short-listing:** The technical details will be opened, evaluated and shortlisted as per the eligibility and technical qualifications. All documents in support of technical qualifications shall be submitted (online). Failure to submit the documents online will attract Disqualification.

**C). EOI Document Fees and Earnest Money Deposit (EMD)**

The Firms shall pay, Earnest Money Deposit (EMD) as detailed in submission of EOI table shown above.

**Online Payment modes:** The EOI EMD can be paid in the following manner through e-Payment facility provided by the e-Procurement system:

- i. **State Bank of India (SBI) Internet Banking:** If a firm has a SBI internet banking account, then, during the online bid submission process, firm shall select SBI option and then select Internet banking option. The e-Procurement system will re-direct the firm to SBI's internet banking page where he can enter his internet banking credentials and transfer the EOI document and EMD amount.
- ii. **National Electronic Fund Transfer (NEFT)** If a firm holds bank account in a different bank, then, during the online submission process, firm shall select NEFT option. An online remittance form would be generated, which the firm can use for transferring amount through NEFT either by using internet banking of his bank or visiting nearest branch of his bank. After obtaining the successful transaction receipt no., the firm has to update the same in e-Procurement system for completing the process of bid submission. Firm should only use the details given in the Remittance form for making a NEFT payment otherwise payment would result in failure in e-Procurement system. **As NEFT payment status confirmation is not received by e-Procurement system on a real-**

**time basis, firms are advised to exercise NEFT mode of payment option at least 48 hours prior to the last date and time of submission to avoid any payment issues.**

NEFT payment should be done according to following guidelines:

- a) **Single transaction for remitting EOI document fee and EMD:** Firm should ensure that EMD are remitted as one single transaction.
- b) **Account number as per Remittance Form only:** Account no. entered during NEFT remittance at any bank counter or during adding beneficiary account in Internet banking site should be the same as it appears in the remittance form generated for that particular bid by the e-Procurement system. Firm should ensure that EMD are remitted only to the account number given in the Remittance form provided by e-Procurement system for that particular EOI. Firms must ensure that the banker inputs the Account Number (which is case sensitive) as displayed in the Remittance form. No additional information like firm name, company name, etc. shall be entered in the account no. column along with account no. for NEFT remittance.
- c) **Only NEFT Remittance Allowed:** RTGS payments, Account to Account transfers, State Bank Group Transfers (GRPT) or Cash payments are not allowed and are treated as invalid mode of payments. Firm must ensure that the banker does NEFT transaction only irrespective of the amount and specially instruct the banks not to convert the payment type to RTGS or GRPT.
- d) **Amount as per Remittance form:** Firm should ensure that the amount being remitted is neither less nor higher than the amount shown in remittance form.
- e) **UTR Number:** Firms should ensure that the remittance confirmation (UTR number) received after NEFT transfer should be updated as it is, in the e-Procurement system for tracking the payment.
- f) **One Remittance Form per Firm and per Bid:** The remittance form provided by e-Procurement system shall be valid for that particular firm and bid and should not be re-used for any other EOI or bid or by any other firm.

Any transaction charges levied while using any of the above modes of online payment has to be borne by the firm. The supplier/contractor's bid will be evaluated only if payment status against firm is showing "Success" during bid opening.

#### **E. SUBMISSION PROCESS:**

For submission of bids, all interested firms have to register online as explained above in this document. After registration, firms shall submit the EOI through online on [www.etenders.kerala.gov.in](http://www.etenders.kerala.gov.in) along with online payment of EMD.

For page-by-page instructions on bid submission process, please visit [www.etenders.kerala.gov.in](http://www.etenders.kerala.gov.in) and click "Firms Manual Kit" link on the home page

**It is necessary to click on “Freeze bid” link/ icon to complete the process of bid submission otherwise the bid will not get submitted online and the same shall not be available for viewing/ opening during bid opening process.**

## **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 retainership 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. The Earnest Money Deposit (EMD) shall be specified and submitted as prescribed, and the same shall be mentioned along with the eligibility criteria for each category. 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**

### **Submission of Expression of Interest:**

Interested parties should submit their proposals by **25.02.2026 (3:00 PM)** in the prescribed Pro-forma in any one of the areas, in multiple or all of the areas through online E- tender process for the particular category proposed in any one of the following or multiple category along with supporting documents.

**PROFORMA – "Brand Strategy & Communication / Public Relations / Artwork & Packaging Design"**

### **Opening of EOI & Screening:**

The EOI will be opened on **26.02.2026 at 3:00 PM** by the Managing Director, KCMMF Ltd at Milma Bhavan, Pattom Palace (P.O), Thiruvananthapuram.

The agencies will be shortlisted based on the eligibility criteria mentioned in the EOI annexure. 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.

### **Request For Proposal (RFP):**

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)

The RFP will be issued to shortlisted agencies by **28.02.2026**. The last date for submission of Request for Proposal (RFP) will be **10.03.2026**.

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 (RFP).

### **Selection Methodology:**

After submission of Request for Proposal, the agencies will be invited to do a presentation before the MILMA's selection panel.

**Technical bid evaluation:** The technical bid evaluation will be based on the credentials of the agency and the presentation given before the selection panel.

**Financial bid:** Agencies will have to give the financial bid for each item mentioned in RFP document through BOQ in E tender process.

Only agencies securing a minimum of 70 marks out of 100 in the Technical Evaluation (including presentation) shall be considered eligible for opening of Financial Bids. Agencies scoring below this threshold shall be disqualified from further evaluation. The method of final selection is: *Quality cum Cost Based System (QCBS) on 80:20 basis*

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 / EOIs of MILMA for a period of 02 years and forfeiture of Security Deposit and Earnest Money Deposit.

## Selection Process



## Important Dates

Event	Date/Deadline
EOI Issue Date	12.02.2026
<b>Last Date for EOI Submission</b>	<b>25.02.2026 (3:00 PM)</b>
EOI Opening Date	26.02.2026 (3:00 PM)
RFP Issuance to Shortlisted Agencies	28.02.2026
<b>Last Date for RFP Submission</b>	<b>10.03.2026</b>

Sd/-  
Managing Director  
KCMMF (Milma)

## PROFORMA

Ref:

Date:

To

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

Dear Sir,

**Sub: Expression of Interest for Brand Strategy & Communication / Public Relations / Artwork & Packaging Design.**

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: Scope of work for Agency
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 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. Any other relevant information:

Signature: .....

Name: .....

Designation: .....

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

### 1. Brand Strategy & Communication

The selected agency will provide comprehensive brand strategy, creative, and marketing communication services to KCMMF/MILMA on project-to-project basis (except social media management which is monthly retainer)

#### Scope of Work

##### Print Media

- Concept, copy and content for print advertisement & execution
- Developing and designing the copy and creative for branding collaterals like Brochures, Leaflets, Mailers, Standard Advertisement Artworks, Event specific collaterals, etc.
- Design of books, dairies, calendar, annual reports, special reports and greeting cards.

##### 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 advertisements 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
- Media Buying

##### 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.
- Media Buying

## **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.
- Media Buying

## **Outdoor Advertising & BTL Activations**

- On ground end-to-end BTL activations (design to execution)
- Space buying in Modern trade format stores,, design creation and execution of PoP advertising
- Billboards/hoardings buying
- Transit advertisement space buying
- Street advertisement space buying
- Exhibitions: Designing, fabrication & installation of corporate pavilions/stalls, wherever necessary.

## **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. Experience & Legal Standing**

- Minimum 5 years continuous experience in brand strategy, marketing communications, and advertising as on 01.04.2025
- **Proof:** Certificate of Incorporation, MOA/AOA, GST, PAN

### **2. Financial Capability**

- Average annual turnover of Rs. 1 Crore for FY 2022-23, 2023-24, 2024-25
- **Proof:** CA certificate, Audited statements (3 years), ITR, ROC filings (Form AOC-4/MGT-7 for companies)

### **3. FMCG & Campaign Experience (Mandatory)**

- 5 work orders from Reputed FMCG brands in last 3 years (2022-23, 2023-24, 2024-25)
- FMCG categories: Food & beverages (dairy, juices, packaged foods), personal care, home care, health products
- Outdoor advertising & BTL activations experience mandatory (billboards, hoardings, transit media, on-ground events, sampling)
- At least Three All-India OR Kerala integrated marketing campaign(multi-channel approach) in last 3 years
- **Proof:** Work orders with FMCG brand name, scope, contract period, client contact details
- **Note:** Dairy/beverage experience carries additional weightage

### **4. Kerala Office (Mandatory)**

- Fully functional registered office in Kerala
- **Proof:** Ownership deed OR rent agreement (11 months validity) OR NOC with property documents, utility bills (3 months), office photographs

### **5. Team Strength in Kerala**

- Minimum 10 full-time professionals at Kerala office
- **Proof:** Staff list with details, PF/ESI (3 months) OR salary slips, organizational chart, appointment letters for key positions
- **Note:** Contractual staff on payroll for 6+ months acceptable

### **6. Account Handling Capacity**

- Experience handling at least one client account with Rs. 25 lakhs annual billing in last 3 years (2022-23 to 2024-25)
- **Proof:** Work order/agreement showing annual value, completion certificate, invoice summary

### **7. Government/PSU Experience**

- At least one Government/PSU/Cooperative client during FY 2024-25 (01.04.2024 to 31.03.2025)
- **Proof:** Work order for branding/marketing services, completion/ongoing certificate

## **8. Earnest Money Deposit**

- **Rs. 1,00,000/-**

## **10. Compliance**

- No blacklisting in last 5 years (Self-declaration)
- No ongoing litigation for fraud/misrepresentation/breach of contract (Self-declaration)
- Valid GST and tax compliance certificates

# **2. Public Relations**

## **Scope of Work**

The selected PR agency will provide comprehensive public relations and media management services to KCMMF/MILMA on monthly retainer basis:

### **1. Media Relations & Coverage**

- Build and maintain relationships with key Kerala media (print, digital, broadcast)
- Generate positive media coverage through strategic outreach
- Achieve minimum monthly coverage in tier-1 Malayalam and English media

### **2. Spokesperson Support**

- Media training for Managing Director and senior leadership
- Profile spokespersons in relevant publications and platforms
- Coordinate media interactions and interviews

### **3. Content Development**

- Prepare press releases (minimum 4 per month)
- Draft keynote speeches and promotional material
- Create Q&As, fact sheets, and media kits in English and Malayalam

### **4. Media Events**

- Organize press conferences, media meets, and facility visits as required
- Manage media logistics and follow-up

### **5. Crisis Communication**

- 24x7 availability for crisis situations
- Address media inquiries promptly
- Develop crisis response protocols and holding statements

## 6. Monitoring & Analysis

- Daily monitoring of MILMA's media coverage across all channels using professional monitoring tools
- Track competitor coverage and industry developments
- Monthly media analysis report with coverage metrics, sentiment analysis, share of voice, and actionable recommendations

## 7. Strategic Support

- Conduct research and provide monthly actionable inputs
- Identify opportunities for positive coverage and reputation risks
- Track industry trends and speaking/award opportunities

# Eligibility Criteria

## 1. Experience & Legal Standing

- Minimum **5 years** continuous PR experience as on 01.04.2025
- **Proof:** Certificate of Incorporation, MOA/AOA, GST, PAN

## 2. Financial Capability

- Average annual turnover of Rs. 50 Lakhs for FY 2022-23, 2023-24, 2024-25
- **Proof:** CA certificate, Audited statements (3 years), ITR, ROC filings

## 3. Client Portfolio

- Minimum **3 work orders** from Government/PSU/Corporate clients in last 5 years (2020-21 to 2024-25)
- **Proof:** Work orders, completion certificates, coverage samples (minimum 20 clips from one client)

## 4. Kerala Presence & Media Network

- Fully functional office in Kerala
- Established media network with minimum 20 Kerala media contacts

- **Proof:** Office ownership/rent deed, utility bills (3 months), media database with contact details

## 5. Team Strength

- Minimum 6 PR professionals including 1 Senior PR professional, 1 Media Relations Manager, 1 Content Writer (English & Malayalam)
- **Proof:** Team list with qualifications, PF/ESI (3 months) OR salary slips, CVs of 3 key members, writing samples

## 6. Media Monitoring Tools & Software

- Access to professional media monitoring and analysis platforms
- Acceptable tools/platforms include:
  - Print Monitoring: Meltwater, Kantar Media, TVEyes, Pressclipping India, or equivalent
  - Digital/Social Monitoring: Talkwalker, Brand24, Mention, Hootsuite, Sprinklr, or equivalent
  - Comprehensive Platforms: Cision, PR Newswire Analytics, Meltwater Suite, or equivalent
  - Broadcast Monitoring: TVEyes, Critical Mention, or manual systematic monitoring
- **OR** Demonstrate robust in-house media monitoring system with documented processes
- **Proof:** Subscription certificate/invoice, dashboard screenshots, sample monitoring reports showing tool usage

## 7. Recent Government/PSU Experience

- At least 1 Government/PSU/Cooperative client during FY 2024-25 or ongoing
- **Proof:** Work order, completion/ongoing certificate

## 8. Earnest Money Deposit

- **Rs. 25,000/-**

## 9. Compliance

- No blacklisting in last 5 years (Self-declaration)
- No litigation on professional misconduct (Self-declaration)

### **3. Artwork & Packaging Design**

#### **Scope of Work**

The selected agency/agencies (up to 3 will be empanelled) will provide packaging design and artwork services to KCMMF/MILMA on project-to-project basis:

##### **1. Packaging Design & Development**

- Design and development of packaging artwork for dairy and FMCG products
- Creative design for labels, pouches, bottles, cartons, cups, and other packaging formats
- Brand identity integration in all packaging designs
- Structural design concepts for new packaging formats

##### **2. Design Variants & Adaptations**

- Promotional and seasonal packaging variants (Onam, Christmas, etc.)
- Regional and language adaptations (Malayalam, Arabic, Hindi, etc.)
- Design adaptation for different product variants and SKUs

##### **3. Compliance & Production Readiness**

- Mandatory compliance with FSSAI food safety regulations and labeling requirements
- Compliance with Legal Metrology (Packaged Commodities) Rules
- Production-ready artwork files (AI, PDF with bleeds, separations)
- Pre-press specifications, dielines, and color matching

##### **4. Visualization & Prototyping**

- 3D visualization and photorealistic rendering of packaging designs
- Physical mock-ups and prototypes for approval
- On-shelf visualization in retail context

#### **Eligibility Criteria**

##### **1. Experience & Legal Standing**

- Minimum **5 years** continuous experience in packaging design and artwork as on 01.04.2025
- **Proof:** Certificate of Incorporation, MOA/AOA, GST, PAN

##### **2. Financial Capability**

- Average annual turnover of Rs. 50 Lakhs for FY 2022-23, 2023-24, 2024-25
- **Proof:** CA certificate, Audited statements (3 years), ITR, ROC filings

### **3. FMCG Packaging Experience (Mandatory)**

- Minimum **3 work orders** for FMCG packaging design in last 5 years (2020-21 to 2024-25)
- At least 1 project must be for food/beverage/dairy products
- **Proof:** Work orders, completion certificates, design portfolio (minimum 10 packaging designs with photos of actual printed/produced packs)

### **4. Kerala Office**

- Fully functional office in Kerala
- **Proof:** Office ownership/rent deed, utility bills (3 months), office photographs

### **5. Team Strength**

- Minimum 3 designers including 1 Senior Designer/Design Head
- **Proof:** Team list with qualifications, PF/ESI (3 months) OR salary slips, educational certificates, portfolio samples from each designer

### **6. Design Software & Capabilities**

- Professional design software and tools for packaging design
- Mandatory software capabilities:
  - Vector Design: Adobe Illustrator, CorelDRAW, or equivalent
  - Image Editing: Adobe Photoshop or equivalent
  - 3D Visualization: Cinema 4D, Blender, KeyShot, Adobe Dimension, or equivalent
  - Pre-press: Knowledge of color separation, Pantone matching, print specifications
- **Proof:** Software licenses/subscriptions, sample 3D renders, production-ready file samples

### **7. Food Packaging Compliance Knowledge**

- Demonstrated knowledge of FSSAI labeling regulations and Legal Metrology rules
- **Proof:** Submit 2 compliant packaging designs (actual executed work) with compliance annotations showing nutritional panel, mandatory declarations, bilingual labeling

### **8. Earnest Money Deposit**

- **Rs. 25,000/-**

### **9. Compliance**

- No blacklisting in last 5 years (Self-declaration)
- No litigation on intellectual property disputes or professional misconduct (Self-declaration)

### **Disclaimer & Rights Reserved**

Milma (KCMMF Ltd.) reserves the right to accept or reject any or all proposals without assigning any reason thereof. The issuance of this Expression of Interest (EOI) does not imply any commitment on the part of Milma for empanelment or award of work. The information provided in this document is indicative and Milma reserves the right to revise, modify or withdraw any part of this document at any stage.

All decisions taken by Milma regarding the empanelment and selection process shall be final and binding. Submission of an EOI does not confer any right to the applicant to be considered for further stages of selection unless found eligible as per the prescribed criteria. For further updates or modifications, applicants are advised to regularly check the official website: [www.milma.com](http://www.milma.com)

### **Contact Information**

For queries, contact: The Managing Director, KCMMF Ltd Milma Bhavan, Pattom Palace P.O., Thiruvananthapuram – 695004 Email: [marketing@milma.com](mailto:marketing@milma.com) | Phone: 0471 2786436 and 424 Website: [www.milma.com](http://www.milma.com)

Sd/-  
**Managing Director**  
**KCMMF (Milma)**