

KERALA CO-OPERATIVE MILK MARKETING FEDERATION LTD
MILMA BHAVAN, PATTOM P. O, TRIVANDRUM 695004
Ph:0471 2786407 E-mail: marketing@milma.com

Expression of Interest (EOI) for Design of Packing Material for Milk
Products

EOI is invited from parties for preparation of new shape and label designs for packing materials of milk and products. The offer should include cost of submission of atleast 3 designs of all varieties of the items. For details visit www.milma.com. Interested parties satisfying the criteria may submit the EOI on or before 3.00 pm on 03.02.2020

Sd/
MANAGING DIRECTOR

**KERALA CO-OPERATIVE MILK MARKETING FEDERATION LTD
MILMA BHAVAN, PATTOM P.O, THIRUVANANTHAPURAM**

**INVITING EXPRESSION OF INTEREST FOR DESIGN OF
PACKAGING MATERIAL FOR MILK PRODUCTS**

Milma, a brand of the apex organisation KCMMF, is an excellent success story of a co-operative organisation in Kerala. Its range of dairy products includes Milk, butter, ghee, curd, Spicy Butter Milk (Sambharam), Chocolate, Ice cream, Peda, Mango drinks, Flavoured milk etc. The Kerala Co-operative Milk Marketing Federation (KCMMF) is the apex organization of the Dairy Co-operatives in the State of Kerala. We have 14 modern dairy plants, chilling plants, two products dairies and two cattle feed plants and we sell on an average thirteen lakh litres of milk per day, 600 MT of cattle feed per day and an array of wholesome products. The total turn over of the milma family in the financial year 2018-2019 was nearly Rs.3000 crores.

We are marketing Milk, Fermented Dairy products, Fat Rich Dairy products, Frozen Dairy products, Refreshing Beverages, Drinking water, Dried milk products, Milk based sweets and confectioneries etc. In Milma we are always in the forefront of change, be it improving the quality of our products or its packaging. Milma intends to improve the packaging of milk products.

Offers are invited from parties for preparation of a new design for shape and label packing material of milk and products. The offer should include cost of submission of at least 3 designs of all varieties of the above items including packaging and label. The rate should include submission of the design in JPEG/PDF format. The parties can visit our Central Products Dairy, Alleppey and other Milma Dairies for samples of the items. Your offer shall be submitted by 03.02.2020 in the following address.

THE MANAGING DIRECTOR
KERALA CO-OPERATIVE MILK MARKETING FEDERATION LTD.,
MILMA BHAVAN, PATTOM P.O.
THIRUVANANTHAPURAM - 695 004

The offer should include

- A presentation on the agency.
- Credentials of the agency related to design of packaging for other food/dairy products.
- Experience in relevant subject.

- Rate for design of packing material- Jar/Bottle/Pouch etc and label wherever necessary.

The agency selected will be called for a presentation to show/discuss their designs before a committee. The committee will finalize the design after internal deliberations. The agency selected will have to make modifications if any as desired by the committee. The final design shall be submitted along with necessary documents by the agency in the format requested by Milma. The agency may also have to make modifications if necessary, if the supplier requests so, only after approval from Milma. It is expected that designs would be unique in nature and not an imitation in any form of product design from other companies of similar arena or other field.

Managing Director's decision with regard to the short-listing of bidders shall be final. Managing Director reserves the right to reject any or all the offers without assigning any reason.



MANAGING DIRECTOR