

KERALA CO-OPERATIVE MILK MARKETING FEDERATION LTD. MILMA BHAVAN,
PATTOM PALACE P.O., THIRUVANANTHAPURAM - 695004, KERALA Phone: 0471
2786436, 437, and 424 | Email: marketing@milma.com | GST No: 32AAAK5737M7ZE

**NOTICE INVITING EXPRESSION OF INTEREST (EOI) FOR EMPANELMENT AND
SELECTION OF ADVERTISING/ DESIGN/PUBLIC RELATION AGENCIES**

Bid Reference No: KCMMF/MKTG/EOI/01/2025, Dated: 23.07.2025

Introduction

Milma, the flagship brand of the Kerala Co-operative Milk Marketing Federation (KCMMF), is a successful example of a cooperative enterprise in Kerala. Its range of dairy products includes milk, butter, ghee, curd, chocolate, ice cream, peda, mango drinks, flavored milk, etc. KCMMF is the apex organization of the Dairy Co-operatives in the State of Kerala, supported by the National Dairy Development Board and the Government of Kerala, starting its activity in 1980. Milma operates 14 modern dairy plants and two product dairies, with an average daily sale of 16 lakh liters of milk and an array of wholesome products. The total turnover of the Milma family in the financial year 2024-25 was over Rs. 4300 crores. Milma aims to become a Rs. 10,000 crore organization by 2030 through aggressive growth in its channel business, enhanced retail presence, and increased market share in value-added products.

Milma is structured under the Anand pattern as a three-tier cooperative consisting of Dairy Cooperative Society at the village level, affiliated to a Milk Union at the regional level, which is further federated into a Milk Federation at the state level. Since inception, Milma has made tremendous improvements in both procurement and marketing fronts. Despite increased competition with new brands in Kerala's markets, Milma continues to be the market leader in the milk market of the state. The brand "Milma" enjoys the trust of consumers as the "pure and safe" supplier of quality milk and milk products.

In Kerala's liquid milk market, Milma is the clear leader in fresh packaged milk, with a daily sale of approximately 16 lakh liters. Sales of value-added products contribute around 20% of total sales. Milma desires to grow its business in value-added products such as curd, buttermilk, ghee, yogurts, peda, flavored milk, and juices aggressively, aiming to become the market leader in fermented and frozen product segments. Milma intends to enhance the contribution of product sales to 40% of total sales by 2026. To achieve this, Milma plans brand repositioning and a revamped sales and distribution channel for value-added products.

KCMMF invites Expressions of Interest (EOI) from reputed advertising agencies for empanelment over a two-year period to undertake branding and promotional activities, with a specific focus on mass advertisement campaigns across Kerala to enhance brand visibility and customer engagement.

Objective

MILMA seeks to engage qualified agencies for various activities including Brand Strategy & Communication, Public Relations, Social Media & Digital Marketing, Outdoor Advertising, Store Designing & Visual Merchandising, and Package Designing. 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 will be empanelling 4 agencies each in the following categories:

1. Brand Strategy & Communication
2. Outdoor Advertising
3. Store Designing & Visual Merchandising
4. Package Designing

And selecting single agency for

1. Social Media
2. Public Relations

MILMA shall have the full discretion to engage the services of the agency either on case to case assignment specific basis or on a retainer 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 detailed separately for each category in the Annexure. Agencies meeting these criteria will be shortlisted and invited to make a presentation showcasing their credentials, capabilities, and their approach to promoting brand MILMA and its products. The decision of the Managing Director, KCMMF in this regard will be final and will not be subject to any dispute whatsoever.

Mode of Selection:

This EOI is the first step in a two-stage process. Agencies shortlisted through the EOI will be invited to submit detailed proposals under the Request for Proposal (RFP) process

1. Submission of Expression of Interest:

- a) Interested parties should submit their proposals by 05.08.2025 (4:00 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, superscribing the envelope with the category name: “*PROFORMA – “Brand Strategy & Communication agency / Public Relations / Social Media & Digital Marketing / Outdoor Advertising / Store designing & visual merchandising / Package Designing”*”
- 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 06.08.2025 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 MILMA’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 through tender process.
- d) The method of final selection is: Quality cum Cost Based System (QCBS). The weightage for technical and financial bids shall be 70:30, unless otherwise specified in the RFP

5. Empanelment of agencies

Milma will empanel agencies under the following structure:

A. Multiple Agency Categories

Four (4) agencies each will be empanelled as authorized advertisement partner agencies of Milma in the following categories

1. Brand Strategy & Communication
2. Outdoor Advertising
3. Store Designing & Visual Merchandising
4. Package Designing

Selection in these categories will be based on technical and financial evaluation using the QCBS (Quality-Cum-Cost Based Selection) system.

For each individual assignment under these categories, Milma may:

- Invite creative and financial proposals from the empanelled agencies
- Either directly award the work to the most suitable agency based on quote and technical/creative proposal
- Or initiate a limited tender among the empanelled agencies using the QCBS method

Note: Milma reserves the full right to choose the mode of selection for each work assignment. The decision of Milma Management in this regard will be final.

B. Single Agency Categories (1 Agency Each):

1. Social Media & Digital Marketing
2. Public Relations

Selection in these categories will follow a monthly retainerhip model, with the final empanelment based on the QCBS system after submission of financial bids through tender process from qualified agencies.

6. Duration and Review of Empanelment

The empanelment of agencies shall ordinarily remain valid for a period of two (2) years from the date of issuance of the empanelment order. However, MILMA reserves the right to review the performance of the empanelled agencies at any time during this period. Continuation of empanelment will be subject to the agency's satisfactory performance, timely response to requests for proposals or assignments, and consistent delivery of quality outputs. In the event of non-performance, deficiency in service, or failure to participate in the quotation process when requested, MILMA reserves the right to take appropriate action. Such action may include, but is not limited to, imposition of fines, de-empanelment, debarment from future tenders or assignments for a period of two years, and forfeiture of the Security Deposit and Earnest Money Deposit (EMD). The decision of MILMA in such matters shall be final and binding.

7. Conflict of Interest & Proprietary Information

The agency shall disclose any actual or potential conflict of interest that may arise in connection with its engagement with Milma. A conflict of interest may exist where the agency, its employees, or its affiliated entities are involved in any business, relationship, or activity that could impair their ability to render objective and impartial services to Milma, or give the agency an unfair competitive advantage.

If such a conflict arises or is discovered during the course of the engagement, the agency shall immediately inform Milma in writing and take appropriate measures, as directed by Milma, to resolve or mitigate the conflict. Failure to disclose a conflict of interest may result in disqualification, termination of empanelment, or any other action deemed appropriate by Milma.

Further, the agency shall maintain strict confidentiality of all data, designs, concepts, strategies, financials, and any proprietary information shared by Milma in the course of work. Such information shall not be disclosed, reproduced, or used in any form without the prior written consent of Milma. This confidentiality obligation shall survive the termination or expiration of the empanelment or individual assignments.

Milma reserves the right to seek legal remedy in the event of any unauthorized disclosure or misuse of confidential or proprietary information.

8. EOI Schedule

Sl. No.	Event Description	Date
1	Issuance of EOI	23.07.2025
2	Last date for receipt of EOI	05.08.2025, 4:00 PM
3	Opening of EOIs	07.08.2025, 3:00 PM
4	Issuing RFP format to qualified agencies	11.08.2025

PROFORMA

Ref:

Date:

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

Dear Sir,

Ref: Tender Notice Dated
Sub: Expression of Interest for Brand Strategy & Communication agency / Public Relations / Social Media & Digital marketing / Outdoor Advertising / Store designing & visual merchandising / Package Designing.

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 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			
Social Media & Digital			
Public Relations			
Outdoor Advertising			
Store designing & visual merchandising			
Package Designing			

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 retainership basis. (Please fill details below):

	Nature of Engagement	Yes/No
a.	Only on assignment specific basis	
b.	Only on retainership 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 and Eligibility criteria 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

A.1 Scope of Work

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.
- Media buying

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 / other countries (if necessary) for ad releases.
- End-to-end brand campaigns for products or services
- Media buying

A.2 Eligibility Criteria

1. A minimum of four year's continuous experience in branding as on 01.04.2025. Copy of Certificate of Incorporation / MOA / AOA to be furnished.
2. The total annual turnover of Rs. 75 Lacs for 3 financial years (2021-2024). 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 any brand campaigns for FMCG. Support with 3 (three) work orders received during the last four 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. Social Media & Digital Marketing

B.1 Scope of Work

I. 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 infographics.
- 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 / corporate campaign)
- Report & Analysis on timely basis.
- Media buying

II. 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

B.2 Eligibility Criteria

1. A minimum of four year's continuous experience in branding as on 01.04.2025. Copy of Certificate of Incorporation / MOA / AOA to be furnished.
2. The total annual turnover of Rs. 40 Lacs for 3 financial years (2021-2024). 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 any brand campaigns for FMCG. Support with 3 (three) work orders received during the last four 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. Public Relations

C.1 Scope of Work

- 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.

C.2 Eligibility Criteria

1. A minimum of four year's continuous experience in branding as on 01.04.2025. Copy of Certificate of Incorporation / MOA / AOA to be furnished.
2. The total annual turnover of Rs. 40 Lacs for 3 financial years (2021-2024). 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 four 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. Outdoor Advertising

D.1 Scope of Work

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

D.2 Eligibility Criteria

1. A minimum of four year's continuous experience in branding as on 01.04.2025. Copy of Certificate of Incorporation / MOA / AOA to be furnished.
2. The total annual turnover of Rs. 75 Lacs for 3 financial years (2021-2024). 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.

E. Store designing & Visual merchandising

E.1 Scope of Work

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

E.2 Eligibility Criteria

1. A minimum of four year's continuous experience in branding as on 01.04.2025. Copy of Certificate of Incorporation / MOA / AOA to be furnished.
2. The total annual turnover of Rs. 40 Lacs for 3 financial years (2021-2024). 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.

F. Package Designing

F.1 Scope of Work

- Creative development of packaging concepts across product categories.
- Designing primary and secondary packaging with emphasis on brand aesthetics and functionality.
- Packaging design adaptation across SKUs and formats.
- Ensuring alignment with regulatory labeling norms.
- Preparation of final artworks suitable for printing.
- Coordination with printing partners for design execution.

F.2 Eligibility Criteria

1. A minimum of four year's continuous experience in branding as on 01.04.2025. Copy of Certificate of Incorporation / MOA / AOA to be furnished.
2. The total annual turnover of Rs. 40 Lacs for 3 financial years (2021-2024). 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 packaging design for reputed organizations preferably with food products. In support of their eligibility under this criterion, firms should furnish 03 (three) work order/ copies of Certificates issued by clients in the last four 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.

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.

Agencies that have been blacklisted or debarred by any Government Department/PSU in the last 5 years shall not be eligible to apply

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

Sd/-

MANAGING DIRECTOR