
 Kerala Tenders		eTendering System Government of Kerala					
Tender Details							
			Date : 21-Oct-2024 10:20 AM				
 Print							
Basic Details							
Organisation Chain	Kerala Co-operative Milk Marketing Federation Ltd KCMMF Ltd Head Office, Pattom, Trivandrum Quality Control						
Tender Reference Number	KCMMF/HO/MKTG/74 /2024						
Tender ID	2024_KCMMF_698009_1	Withdrawal Allowed	Yes				
Tender Type	Open Tender	Form of contract	Item Rate				
Tender Category	Works	No. of Covers	2				
General Technical Evaluation Allowed	No	ItemWise Technical Evaluation Allowed	No				
Payment Mode	Online	Is Multi Currency Allowed For BOQ	No				
Is Multi Currency Allowed For Fee	No	Allow Two Stage Bidding	No				
Payment Instruments		Cover Details, No. Of Covers - 2					
Online Bankers	<table border="1"> <thead> <tr> <th>S.No</th> <th>Bank Name</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>SBI MOPS</td> </tr> </tbody> </table>	S.No	Bank Name	1	SBI MOPS	Cover No	Cover
S.No	Bank Name						
1	SBI MOPS						
		Document Type	Description				
		1	Fee/PreQual/Technical .pdf NIT				
		2	Finance .xls BOQ				
Other Important Documents							
S.No	Category	Sub Category	Sub Category Description	Format/File			
1	Certificate Details	Permanent Account Number	Permanent Account Number				
2	Certificate Details	Service tax registration No	Service tax registration No				
3	Miscellaneous	Tender documents	Tender documents				
Tender Fee Details, [Total Fee in ₹ * - 2,950]			EMD Fee Details				
Tender Fee in ₹	2,950		EMD Amount in ₹	0.00			
Fee Payable To	Nil	Fee Payable At	EMD Exemption Allowed	No			
Tender Fee Exemption Allowed	No		EMD Fee Type	fixed			
			EMD Payable To	Nil			
			EMD Percentage	NA			
			EMD Payable At	Nil			
Click to view modification history							
Work /Item(s)							
Title	Commercial Ad Film Production						
Work Description	Tender for Commercial Ad Film Production						
Pre Qualification Details	As indicated in the NIT						
Independent External Monitor/Remarks	NA						
Tender Stage to disclose bid details to other bidders/public domain	Yes						

Tender Value in ₹	25,00,000	Product Category	Miscellaneous Works	Sub category	NA
Contract Type	Tender	Bid Validity(Days)	90	Period Of Work(Days)	30
Location	KCMMFLTD	Pincode	695004	Pre Bid Meeting Place	NA
Pre Bid Meeting Address	NA	Pre Bid Meeting Date	NA	Bid Opening Place	KCMMF LTD
Should Allow NDA Tender	No	Allow Preferential Bidder	No		

Critical Dates

Publish Date	21-Oct-2024 10:30 AM	Bid Opening Date	13-Nov-2024 02:00 PM
Document Download / Sale Start Date	21-Oct-2024 10:30 AM	Document Download / Sale End Date	12-Nov-2024 02:00 PM
Clarification Start Date	21-Oct-2024 10:30 AM	Clarification End Date	12-Nov-2024 02:00 PM
Bid Submission Start Date	05-Nov-2024 10:00 AM	Bid Submission End Date	12-Nov-2024 02:00 PM

Tender Documents

NIT Document	S.No	Document Name	Description	Document Size (in KB)
		1	Tendernotice_1.pdf	NIT

Work Item Documents	S.No	Document Type	Document Name	Description	Document Size (in KB)
		1	BOQ	BOQ_1089048.xls	BOQ

Bid Openers List

S.No	Bid Opener Login Id	Bid Opener Name	Certificate Name
1.	muruganvs@milma.com	Murukan VS	MURUKAN V S
2.	bilssy@milma.com	Bilssy Devi O.B.	BILSSY DEVI O B
3.	jacksonk@milma.com	Jackson Koshy	Jackson Koshy

Tender Properties

Auto Tendering Process allowed	No	Show Technical bid status	Yes
Show Finance bid status	Yes	Show Bid Details in Public Domain stage	Technical Bid Opening
BoQ Comparative Chart model	Normal	BoQ Comparative chart decimal places	2
BoQ Comparative Chart Rank Type	H	Form Based BoQ	No

Tender Inviting Authority

Name	MANAGING DIRECTOR
Address	Milma Bhavan Pattom Palace Trivandrum 695004

Tender Creator Details

Created By	Murukan VS
Designation	Manager
Created Date	19-Oct-2024 03:24 PM



Kerala Co-operative Milk Marketing Federation Ltd.

Milma Bhavan, Pattom P.O Thiruvananthapuram-695 004

PHONE: 0471- 2786436, 2786424 E mail: marketing@milma.com

GST No: 32AAAAK5375M3ZE (KCMMF Ltd.)

Bid Ref. No. KCMMF/HO/MKTG/74 /2024

Tender Notice for Commercial Ad Film Production



Kerala Co-operative Milk Marketing Federation Ltd.

Milma Bhavan, Pattom P.O Thiruvananthapuram-695 004

No. KCMMF/HO/MKTG/74 /2024

19.10.2024

E-TENDER NOTICE - Kerala Cooperative Milk Marketing Federation (MILMA) invites tenders from reputed production /advertising agency for the creation of commercial ad films to promote Milma products. The agency will be responsible for all aspects of the ad film production, from concept development to final delivery. The project will follow a Quality and Cost Based Selection (QCBS) model with a weightage of 80:20, wherein 80% of the marks will be based on the technical presentation, and 20% on financial proposal.

The tender will follow a three-stage process:

- **Stage 1:** Submission of company profiles for initial screening.
- **Stage 2:** Technical Proposal, detailing the creative, team credentials, work, and methodology.
- **Stage 3:** Financial Bid through E-Tender portal

1. Selection Schedule

The bid shall be submitted in a two cover system consisting of Technical & Financial bid. The necessary documents if any may be uploaded along with the tender. Detailed terms and conditions, scope of work as indicated in the bidding document of the work is to be uploaded in the Kerala Government e-portal www.etenders.kerala.gov.in

Sl. No	Particulars	Date
1	Stage 1: Submission of documents for initial screening (Manual).	On or before 30.10.2024
2	Stage 2: Presentation, detailing the creative, team credentials, work, and methodology.	01.11.2024 to 02.11.2024
	Publishing list of selected agencies in www.milma.com	04.11.2024 4PM
3	Stage 3: Financial Bid through E-Tender portal	
	Bid submission starting date	05.11.2024 10.00 AM
	Last date and time of submission	12.11.2024 2.00 PM
	Date and time of opening	13.11.2024 2.00 PM
4	TENDER FEE (Inclusive of GST)	Rs. 2,950.00

The Kerala Cooperative Milk Marketing Federation Ltd. shall have the right to accept/ reject the offer fully or partially without assigning any reason thereof.

2.GENERAL TERMS & CONDITIONS FOR E-PROCUREMENT

This tender is an e-Tender and is being published online for carrying out **the Commercial Ad Film Production**, during the period mentioned in the tender. The tender is invited in two cover system from eligible individuals and registered firms through e-procurement portal of Government of Kerala (<https://www.etenders.kerala.gov.in>). Prospective bidders willing to participate in this tender shall necessarily register themselves with above mentioned e-procurement portal.

The tender timeline is available in the critical date section of this tender published in www.etenders.kerala.gov.in.

1.1 Online Bidder registration process:

Bidders 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. Once the DSC is obtained, bidders have to register on www.etenders.kerala.gov.in website for participating in this tender. Website registration is a one-time process without any registration fees. However, bidders have to procure DSC at their own cost.

Bidders 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 for assistance in this regard.

1.2 Online Tender Process:

The tender process shall consist of the following stages:

- i. Downloading of tender document:** Tender document will be available for free download on www.etenders.kerala.gov.in. However, tender document fees shall be payable at the time of bid submission as stipulated in this tender document.
- ii. Publishing of Corrigendum:** All corrigendum will be published on www.etenders.kerala.gov.in and will not be available elsewhere.
- iii. Bid submission:** Bidders have to submit their bids along with basic supporting documents to support their eligibility, as required in this tender document on www.etenders.kerala.gov.in. No manual submission of financial bid is allowed and manual financial bids shall not be accepted under any circumstances.
- iv. Opening of Financial Bids:** Bids shall be opened and evaluation of the financial bid will be done on the date and time mentioned in critical date's section.

1.3 Documents Comprising Bid:

- 1. The First Stage (Pre-Qualification or Technical Cover based on 1 cover or 2 cover tender system):**

Pre-Qualification or Technical proposal shall contain the copies of the documents that every bidder has to submit manually as mentioned below.

2. The Second Stage (*Financial Cover or as per tender cover system*):

The Bidder shall complete the Price bid as per format given for download along with this tender.

Note: The blank price bid should be downloaded and saved on bidder's computer without changing file-name; otherwise price bid will not get uploaded. The bidder should fill in details in the same file and upload the same back to the website.

Fixed price: Prices quoted by the Bidder shall be fixed during the entire period of the contract and not subject to variation on any account after finalization of the contract. A bid submitted with an adjustable/ variable price quotation will be treated as non-responsive and will be rejected.

1.4. Tender Document Fees

The Bidder shall pay, a tender document fees of Rs.2,950/- (Rupees Two thousand nine hundred and Fifty Only) which will not be refunded at any cost.

Online Payment modes: The tender document fees 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 bidder has a SBI internet banking account, then, during the online bid submission process, bidder shall select SBI option and then select Internet banking option. The e-Procurement system will re-direct the bidder to SBI's internet banking page where he can enter his internet banking credentials and transfer the tender document.
- ii. **National Electronic Fund Transfer (NEFT)** If a bidder holds bank account in a different bank, then, during the online bid submission process, bidder shall select NEFT option. An online remittance form would be generated, which the bidder 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 bidder has to update the same in e-Procurement system for completing the process of bid submission. Bidder 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, bidders are advised to exercise NEFT mode of payment option at least 48 hours prior to the last date and time of bid submission to avoid any payment issues.**

NEFT payment should be done according to following guidelines:

- a) **Single transaction for remitting Tender document fee:** Bidder should ensure that tender document fees 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. Bidder should ensure that tender document fees are remitted only to the account number given

in the Remittance form provided by e-Procurement system for that particular tender. Bidders must ensure that the banker inputs the Account Number (which is case sensitive) as displayed in the Remittance form. No additional information like bidder 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. Bidder 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:** Bidder should ensure that the amount being remitted is neither less nor higher than the amount shown in remittance form.
- e) **UTR Number:** Bidders 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 Bidder and per Bid:** The remittance form provided by e-Procurement system shall be valid for that particular bidder and bid and should not be re-used for any other tender or bid or by any other bidder.

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

1.5 SUBMISSION PROCESS:

For submission of bids, all interested bidders have to register online as explained above in this document. After registration, bidders shall submit the tender through online on www.etenders.kerala.gov.in along with online payment of tender document fees.

For page-by-page instructions on bid submission process, please visit www.etenders.kerala.gov.in and click "Bidders 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

2. Scope of Work

The production company will be required to conceptualize, script, shoot, and produce a commercial ad film for each Milma products listed below:

- Dairy Whitener
- Ready-to-drink beverages (Milk Shakes, Flavored Milk, Mango Juice)
- Ice creams

The production should adhere to the following specifications:

2.1 Creative Concept and Scriptwriting

- Develop an innovative and engaging ad concept that aligns with the Milma brand.
- Ensure that the storyline promotes the key features and benefits of the product.
- Submit multiple concepts for review and approval.

2.2 Pre-production

- Milma Brand Ambassador (Female actress) will be one of the lead characters.
- Casting payment for Milma Brand Ambassador will be borne by Milma.
- Extra casting cost of actors.
- Storyboarding and location scouting.
- Arranging equipment, costumes & makeup (including Milma Brand Ambassador), and props.

2.3 Production (Shooting)

- Execution of the approved storyboard with professional crew, actors, and resources.
- The actors mentioned during the technical presentation should be casted.
- Shooting for all the three commercial ads should be completed in one day within maximum 8 hours.
- High-definition video and sound quality as per industry standards.
- Use of appropriate lighting, graphics, and effects to enhance the advertisement.

2.4 Post-production

- Editing of the film, including cutting, transitions, and special effects.
- Voiceover, background score, sound effects, and music composition.
- 4K resolution film or above. Subtitles, if required.

2.5 Final Delivery

- Delivery of the final product in various formats suitable for Cinema Halls, television, social media, and online streaming.
- Shorter cuts for social media (Instagram, Facebook, etc.), as well as a full-length version for TV or YouTube.

- Delivery of photo shoots and edited materials, including censor certificate and copyright to Milma.

3. Eligibility Criteria (Stage 1: Profile Screening)

- Overview of the company, team members, expertise, and years of experience in agency letter head.
- The agency must have at least 2 years of experience. (GST registration copy to be attached)
- Previous experience working with other reputed brand of national presence, FMCG or dairy brands will be preferred (details to be submitted).
- Agencies with inhouse production facilities preferred (details to be submitted).
- The company must submit Ad Videos of at least 3 projects completed in the last 3 years.

4. Evaluation Criteria (Stage 2)

A. Technical Proposal (80% Weightage)

After Stage 1 profile screening the selected agency will have to do a presentation before the selection panel with the creative concept, timeline, and team involved as per the details mentioned in point 2 (Scope of work). The date and time for the presentation will be intimated to the agency through e mail. The tentative date for the presentation is given in the selection schedule. 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 40 minutes in which 30 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.

4.1 Method of evaluation of Technical & Financial bid

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 who have 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 Financial Bids of the 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.

4.2. 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, and Tw and Fw are weights assigned to Technical Score and Financial Score that will 80:20. The party having highest combined score (S) will be selected.

The technical proposal will be evaluated on the following criteria:

Evaluation Criteria	Maximum Marks
1. Experience and Credentials	10 Marks
- Minimum 2 years in operation and experience in producing advertisement films. (5 marks)	
- Experience with similar clients, including any work with FMCG or dairy brands. (Min 3 work will be given 5 marks)	
2. Creative Approach (Evaluated during Presentation)	35 Marks
- Originality and creativity in concept development. (15 marks)	
- Alignment of the proposed concepts with KCMMF's brand message. (10 marks)	
- Visual storytelling approach, including script structure and narrative flow. (10 marks)	
3. Portfolio of Past Work (Evaluated during Presentation/Document)	20 Marks
- Quality and impact of past films/advertisements. (10 marks)	
- Technical quality of production (audio, video, direction). (10 marks)	
4. Project Methodology(Evaluated during Presentation)	15Marks
- Detailed timeline for each stage of production. (10 marks)	

Evaluation Criteria	Maximum Marks
- Risk management and contingency plans. (5 marks)	
Total	80 Marks

B. Financial Proposal (20% Weightage)

The financial proposals will be evaluated based on the total cost bid for producing three commercial ad films subject to a maximum limit of 30 Lakhs for the entire project. The Financial Bid should align with the presentation made during the technical evaluation.

5. Submission Details

All proposals must be submitted as detailed below:

- **Stage 1:** Submission of company profiles for initial screening.

The documents need to be submitted in sealed envelopes by hand or via post to **The Managing Director, Kerala Co-operative Milk Marketing Federation, Milma Bhavan, Pattom Palace P.O, Thiruvanthapuram - 695004.**

Proposals should be clearly marked as:

"Tender for Commercial Ad Film Production"

- **Stage 2:** Technical Proposal, detailing the creative, team credentials, work, and methodology. Upon selection intimation will be issued by mail. A Presentation needs to be done at KCMMF H.O, Pattom, Thiruvananthapuram as per the mentioned timeline schedule.
- **Stage 3:** Financial Bid through E-Tender portal

Need to submit the financials through **Kerala Government E-Tender Online Portal** as per the timeline mentioned.

The tender document should clearly outline the budget for the project, broken down into:

- Pre-production
- Production
- Post-production and Final Delivery
- Miscellaneous expenses

The production company will be required to conceptualize, script, shoot, and produce a commercial ad film for each Milma products category individually and financial quote for the above stages of work shall be total for the entire given products (Dairy Whitener, Ready-to-drink beverages (Milk Shakes, Flavored Milk, Mango Juice) & Ice creams).

The financial bid quoted shall be for the project proposal detailed during presentation and any deviation from the proposal during the execution can be done only with the consent of authorized person/s of KCMMF Ltd.

Late submissions will not be considered.

6. Evaluation Criteria

The proposals will be evaluated based on the following:

- Creativity and originality of the concept.
- Experience and portfolio of the company.
- Proposed budget and timelines.
- Quality of previous work done for similar projects.

7. Timeline

The entire project, from concept development to final delivery, must be completed 15 Days. The production company should provide a detailed timeline indicating each phase of the project.

8. Intellectual Property Rights

All intellectual property rights related to the final product, including raw footage, edited footage, music, and graphics, will belong to Milma.

9. Terms and Conditions

- Milma reserves the right to accept or reject any or all tenders without assigning any reasons.
- The production company must ensure that all works are original and do not infringe on any copyrights.
- The successful bidder will enter into a contract for two year with KCMMF, outlining the timeline, deliverables, and payment schedule. The payment will be released only on the completion of entire work. Maximum 50% advance can be considered, if required.

For any queries regarding this tender, please contact: 04712-786424/436 or marketing@milma.com.

Managing Director

Annexure (To be signed and uploaded along with BOQ in e -tender)

Financial Bid Form – Commercial Ad Film Production

The Managing Director
Kerala Cooperative Milk Marketing Federation Ltd.
Milma Bhavan, Pattom PO, Thiruvanthapuram

Subject: Selection of Commercial Ad Film Production for Kerala Co-operative Milk Marketing Federation (Milma) - Financial Bid

We hereby submit our Financial Bid for Selection of the **Commercial Ad Film Production** for Kerala Cooperative Milk Marketing Federation (Milma). We unconditionally agree to abide by the Terms & Conditions specified in the Tender notice.

Note:

1. Price for all the activity mentioned in the respective tender annexure must be quoted by the agency.
2. Failure to NOT 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 tender notice.
3. In case if an agency fails to quote price for any activity and wishes to continue in the further process, the highest price quoted for that respective activity will be deemed considered for the agency.

We hereby certify that all the particulars given above are correct and true to the best of our knowledge.

Signature of Authorized Person of bidding Agency:

Full Name & Designation of Authorized Person:

Name of the Bidding Agency

Date:

Place: