

EMPANELMENT OF ADVERTISING AGENCIES

Date : 11-03-2020.

Expression Of Interest invited from reputed Ad agencies for empanelment to carry out the Corporate and Products Advertisements and Sales Promotion Activities of KERAFED (India's largest Coconut Oil Producer(Kera-the established undisputed Brand Leader in double filtered pure Coconut Oil). The short listed firms should make a presentation before the Competent Authority for getting placement in the final empanelment list. The undersigned reserves the right to reject/accept any or all applications without assigning any reason whatsoever. The last date of receipt of applications is on 25th March 2020.

Present Turn Over of KERAFED: Around Rs. 325 crores

Products :KERA brand Double Filtered Coconut Oil in various specifications like 500m.l pet bottles, 1 Ltr pet bottles, 500m.l pouches, 1 Ltr pouches, 15 Ltr cans, 5 Ltr cans, 1 Ltr HDPE bottles, 500m.l HDPE bottles, 2 Ltr HDPE bottles etc

Bye Products -Kera Desiccated Coconut, Kera Milk Powder, Keragem Kesamirth Herbal Hair Oil and Kera Baby Care Oil(Newly introduced Baby Oil)

Distributors details: In order to market the above products, we have around 125 distributors all over Kerala and also we have distributors in Andhra Pradesh, Mumbai, Chennai, Delhi and Bangalore

Sd/-
MANAGING DIRECTOR
KERAFED