

## Expression of Interest for Brand Promotion/Artwork and Packaging Design and Public Relations

KERAFED is the Apex Co-operative Federation of coconut farmers in Kerala and is the largest producer of coconut oil in India. With an annual turnover of more than Rs. 500 crore and processing capacity of 250 MT per day, KERAFED has been serving the people of Kerala for over four decades.

KERAFED wishes to engage the services of Agencies to support in various Brand promotion 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.

KERAFED is looking for a strong partner in its plan to aggressively grow its presence all over the country. 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	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	Due to the critical and strategic nature of this function, only one agency shall be selected. The agency shall coordinate with KERAFED and other selected/empanelled agencies, wherever required.
2	<b>Artwork &amp; Packaging Design</b>	Design and development of packaging artwork, creatives, and related design requirements	Agencies will be empanelled and work will be assigned based on requirements, timelines, expertise, and performance, at KERAFED discretion.
3	<b>Public Relations</b>	Handling media relations, press communication, spokesperson positioning, and external communications.	A single agency will be selected to ensure consistency and uniformity in messaging.

## Submission of EOI

Interested service providers who meet the qualification criteria may submit their EOIs to KERAFED Head office

SL.No	Particulars	Details
1.	EOI download	<a href="http://www.kerafed.com">www.kerafed.com</a>
2.	Bid submission starting date	14.03.2026 (10:00 AM)
3.	Last date and time of submission	28.03.2026 (1:00 PM)
4.	Date and time of opening	28.03.2026 (3: 00 PM)
5.	Venue of Opening of EOI	KERAFED HQ
6.	EMD	<b>Brand Strategy &amp; Communication -1,00,000</b> <b>Artwork &amp; Packaging Design -25,000</b> <b>Public relations – 25,000</b>
7.	EOI Document Fee	Nil

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

### EOI Document Fees and Earnest Money Deposit (EMD)

The Firms shall pay, Earnest Money Deposit (EMD) as detailed above in the for of DD payable to Managing Director KERAFED

## Nature of Engagement

KERAFED 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:** One Year

## 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 KERAFED. The Earnest Money Deposit (EMD) shall be specified and submitted as prescribed, and the same shall be mentioned along with the eligibility criteria. The short-listed agencies will need to make a presentation highlighting brand KERAFED 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 KERAFED 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 **28.03.2026 (12:00 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.

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

The EOI will be opened on **28.03.2026 at 3 PM** by the Managing Director, KERAFED at Keratower , Vellayambalam,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, KERAFED 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 **01.04.2026**. The last date for submission of Request for Proposal (RFP) will be **08.04.2026**.

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 KERAFED 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 one year. However, KERAFED reserves the right to review the empanelment based on performance of empanelled party as per its own requirement. KERAFED 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 KERAFED for a period of 01 years and forfeiture of Security Deposit and Earnest Money Deposit.

## Important Dates

Event	Date/Deadline
EOI Issue Date	14.03.2026
<b>Last Date for EOI Submission</b>	<b>28.03.2026 (3:00 PM)</b>
EOI Opening Date	31.03.2026 (3:00 PM)
RFP Issuance to Shortlisted Agencies	01.04.2026
<b>Last Date for RFP Submission</b>	<b>08.04.2026</b>

Sd/-  
Managing Director  
KERAFED

# PROFORMA

Ref:

Date:

To

The Managing Director, KERAFED, KERATOWER,VELLAYAMBALAM  
TRIVANDRUM-695010

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 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 KERAFED 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
- Advertisement through railways and bus stations
- 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 (cooking oil, 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:** cooking oil 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. Government/PSU Experience

- At least one Government/PSU/Cooperative client during FY 2025-26 (01.04.2024 to 31.03.2025)
- **Proof:** Work order for branding/marketing services, completion/ongoing certificate

## 7. Earnest Money Deposit

- Rs. 1,00,000/-

## 8. 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 KERAFED 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 KERAFED'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 **3 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 10 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 will provide packaging design and artwork services to KERAFED on project-to-project basis:

#### 1. Packaging Design & Development

- Design and development of packaging artwork for Kerafed 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, dye lines, 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 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**

KERAFED 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 KERAFED for empanelment or award of work. The information provided in this document is indicative and KERAFED reserves the right to revise, modify or withdraw any part of this document at any stage.

All decisions taken by KERAFED 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.KERAFED.com](http://www.KERAFED.com)

### **Contact Information**

For queries, contact: The Managing Director,  
KERAFED, KERATOWER, VELLAYAMBALAM, 695010 Email: [marketing@kerafed.com](mailto:marketing@kerafed.com) |  
Phone: 6282900669 and 424 Website: [www.kerafed.com](http://www.kerafed.com)

Sd/-

Managing Director