



Kerala Co-operative Milk Marketing Federation Limited

Milma Bhavan, Pattom Palace P.O, Thiruvananthapuram – 695004

Phone: 0471-2786436, Website: www.milma.com, E mail: qc@milma.com

KCMMF: HO: MMG: 10:2026(C)

02.03.2026

Notice Inviting Expression of Interest from Agencies for empanelling the Agencies for carrying out Artwork & Packaging Design activities of Milma

Kerala Cooperative Milk Marketing Federation (KCMMF), operating under the brand name MILMA, is India's fifth largest milk cooperative with over one million farmer-members. With an annual turnover of more than Rs. 5,000 crores and milk processing capacity of 17 Lakh litres per day, MILMA has been serving the people of Kerala for over four decades. As a leading dairy brand in the state, MILMA is guided by its core philosophy of farmer prosperity through consumer satisfaction, committed to ensuring fair prices for farmers while delivering quality dairy products to consumers.

MILMA wish to engage the services of Agencies to support in developing Artwork and Packaging Design creative activities along with involvement in 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 below in the 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 strong partners 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 are detailed below. 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	No. of Agencies to be Selected/ Empanelled	Remarks
1.	Artwork & Packaging Design	Design and development of packaging artwork, creatives, and related design requirements for dairy and FMCG products.	Three (3)- Empanelment	Agencies will be empanelled and work will be assigned based on requirements, timelines, expertise, and performance, at MILMA's discretion.

Submission of EOI

Interested service providers who meet the qualification criteria may submit their EOIs through Kerala E Tender website www.etenders.kerala.gov.in with all necessary documents. Help Desk No – 0471-2577088, 0471-25577188

Sl. No	Particulars	Details
1.	Bid Reference	KCMMF:HO:10:2026 dated: 02.03.2026
2.	EOI download	www.etenders.kerala.gov.in
3.	Bid submission starting date	02.03.2026
4.	Last date and time of submission	16.03.2026 (3:00 PM)
5.	Date and time of opening	17.03.2026 (3: 00 PM)
6.	Venue of Opening of EOI	KCMMF HQ
7.	EMD	Rs. 25,000/-
8.	EOI Document Fee	Nil
9.	Bid Validity	90 days

Note: Details of EMD remittance shall be uploaded in PDF format for our information in the online submission. Exemption of EMD is not permitted for any reasons.

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

GENERAL TERMS & CONDITIONS FOR E-PROCUREMENT

This EOI is being published online for Expression of Interest for developing Artwork and Packaging Design. The EOI is invited from eligible registered firms through e-procurement portal of Government of Kerala (<https://www.etenders.kerala.gov.in>). Prospective firms willing to participate in this EOI shall necessarily register themselves with above mentioned e-procurement portal.

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

A). Online Firm registration process:

Firms 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, firms have to register on www.etenders.kerala.gov.in website for participating in this EOI. Website registration is a one-time process without any registration fees. However, firms have to procure DSC at their own cost.

Firms 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.

i. Online Firms registration process:

*Firms should have a **Class III Digital Signature Certificate** (DSC) to be procured from any Registration Authorities (RA)*

B). Online EOI Process:

The EOI process shall consist of the following stages:

- i. Downloading of EOI document:** EOI document will be available for free download on www.etenders.kerala.gov.in. However, EMD shall be payable at the time of submission as stipulated in this EOI document.
- ii. Publishing of Corrigendum:** All corrigenda shall be published on www.etenders.kerala.gov.in and shall not be available elsewhere.
- iii. Submission:** Firms have to submit their details in Prescribed Proforma along with supporting documents to support their eligibility on www.etenders.kerala.gov.in. No manual submission of bid is allowed and manual bids shall not be accepted under any circumstances.
- iv. Opening of Technical details and Firm short-listing:** The technical details will be opened, evaluated and shortlisted as per the eligibility and technical qualifications. All documents in support of technical qualifications shall be

submitted (online). Failure to submit the documents online may attract Disqualification subject to the discretion of KCMMF.

C). EOI Document Fees and Earnest Money Deposit (EMD)

The Firms shall pay, Earnest Money Deposit (EMD) as detailed in submission of EOI table shown above.

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

NEFT payment should be done according to following guidelines:

- a) **Single transaction for remitting EOI document fee and EMD:** Firm should ensure that EMD 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. Firm should ensure that EMD are remitted only to the account number given in the Remittance form provided by e-Procurement system for that particular EOI. Firms must ensure that the banker inputs the Account Number (which is case sensitive) as displayed in the Remittance form. No additional information like firm 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. Firm 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:** Firm should ensure that the amount being remitted is neither less nor higher than the amount shown in remittance form.
- e) **UTR Number:** Firms 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 Firm and per Bid:** The remittance form provided by e-Procurement system shall be valid for that particular firm and bid and should not be re-used for any other EOI or bid or by any other firm.

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

D). SUBMISSION PROCESS:

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

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

NATURE OF ENGAGEMENT

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-ship 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 enlisted below. The shortlisted Agencies meeting the eligibility criteria will be required to make a presentation of their credentials and capabilities to MILMA. The Earnest Money Deposit (EMD) shall be specified and submitted as prescribed, and the same shall be mentioned along with the eligibility criteria for each category. The short-listed agencies will need to make a presentation highlighting brand MILMA 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 MILMA 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 **16.03.2026 (3:00 PM)** in the prescribed Pro-forma through online E-tender portal along with supporting documents.

“PROFORMA” is furnished on page 9 and the same has to be filled in manually for uploading.

Opening of EOI & Screening:

The EOI will be opened on **17.03.2026 at 03.00 PM** by the Managing Director, KCMMF Ltd at Milma Bhavan, Pattom Palace (P.O), Thiruvananthapuram.

The agencies will be shortlisted based on the eligibility criteria mentioned below. 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.

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 **23.03.2026**. The last date for submission of Request for Proposal (RFP) will be **03.04.2026**.

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 MILMA's 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.

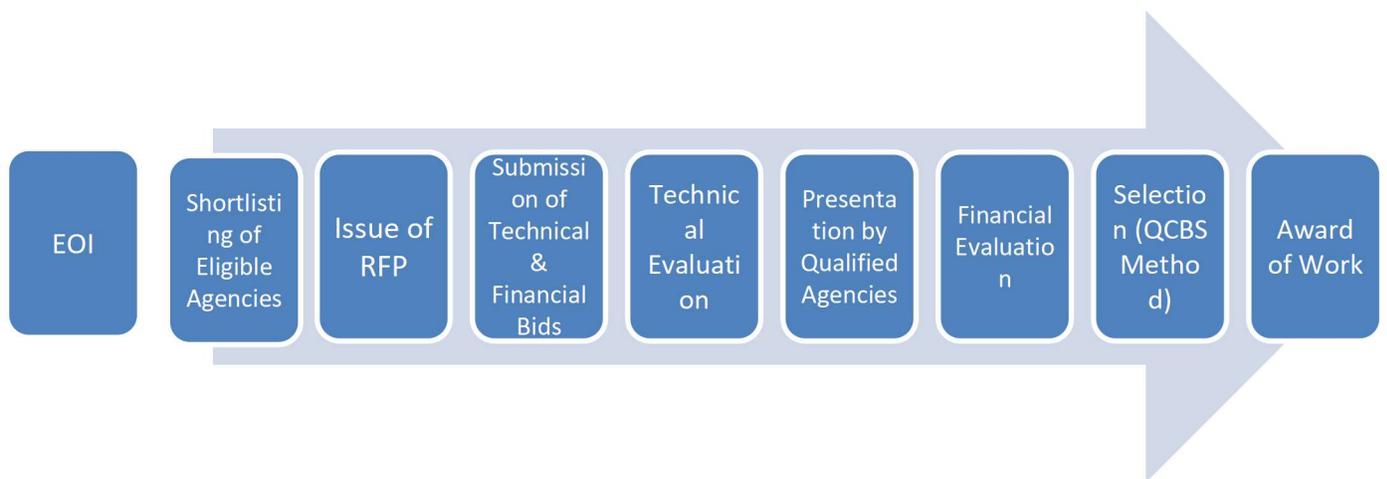
Financial bid:

Agencies will have to give the financial bid for the 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 two (2) years. However, MILMA reserves the right to review the empanelment based on performance of empanelled party as per its own requirement. MILMA 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 MILMA for a period of 02 years and forfeiture of Security Deposit and Earnest Money Deposit.

Selection Process



IMPORTANT DATES

Event	Date/Deadline
EOI Issue Date	02.03.2026
Last Date for EOI Submission	16.03.2026 (3:00 PM)
EOI Opening Date	17.03.2026 (3:00 PM)
RFP Issuance to Shortlisted Agencies	23.03.2026
Last Date for RFP Submission	03.04.2026

Sd/-
Managing Director
KCMMF (Milma)

PROFORMA

Ref:

Date:

To

The Managing Director, KCMMF Ltd,
MILMA BHAVAN, Pattom Palace (P.O.), THIRUVANANTHAPURAM – 695 004

Dear Sir,

Sub: Submission of Expression of Interest for developing 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 (Please tick the areas of expertise under the Description of Works and Eligibility Criteria for Agency as given below)
- 4. Details of EMD Payment with UTR No:.....**
5. Assignments handled for the Clients mentioned above – Mention details and provide supporting documents / PPT's (Please attach details and supporting documents as Annexure)
6. A short write-up with visuals on the best campaign handled in FMCG / Any other product services
7. Any awards received from any Advertising Clubs or any other Institute of similar repute. Mention year and the category.
8. Any rating received from premier Media Houses / Market Research Agencies / Industry Associations in the specified areas of expertise.
9. Professional / Trade accreditation: Name of the body / bodies:
Registration:
10. 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)

DESCRIPTION OF WORKS AND ELIGIBILITY CRITERIA

Artwork & Packaging Design

I. Scope of Work

The selected agency/agencies (up to 3 will be empanelled) will provide packaging design and artwork services to KCMMF/MILMA on project-to-project basis:

1. Packaging Design & Development

- Design and development of packaging artwork for dairy and FMCG 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, dielines, 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

II. 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/beverage/dairy 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

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.

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.

Contact Information

For queries, contact: The Managing Director, KCMMF Ltd Milma Bhavan, Pattom Palace P.O., Thiruvananthapuram – 695004 Email: marketing@milma.com | Phone: 0471 2786436 & 424 Website: www.milma.com

**Sd/-
Managing Director
KCMMF Ltd (Milma)**



**Kerala
Tenders**

eTendering System Government of Kerala

Tender Details

Date : 02-Mar-2026 04:46 PM

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/MMG/ 10/2026(C)		
Tender ID	2026_KCMMF_842715_1	Withdrawal Allowed	Yes
Tender Type	Open Tender	Form of contract	EOI
Tender Category	Services	No. of Covers	1
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

Online Bankers	S.No	Bank Name
	1	SBI MOPS

Cover Details, No. Of Covers - 1

Cover No	Cover	Document Type	Description
1	Fee/PreQual/Technical/Finance	.pdf	NIT

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	Registration Certificate	Registration Certificate	
3	Certificate Details	Bidders Address Format	Bidders Address Format	
4	Certificate Details	Income Tax Certificate	Income Tax Certificate	
5	Certificate Details	Partnership Deed	Partnership Deed	
6	Certificate Details	Power of Attorney	Power of Attorney	
7	Certificate Details	Affidavit regarding correctness of bid	Required in tender document in bidder file 1	
8	Certificate Details	Service tax registration No	Service tax registration No	
9	Certificate Details	GST Certificate	GST Certificate	
10	Financial Details	Annual Turn over certificates from CA	Annual Turn over certificates from CA	
11	Financial Details	B22. P/L and Balance Sheet 2021-2022	P/L and Balance Sheet 2021-2022	
12	Financial Details	B23. P/L and Balance Sheet 2022-2023	P/L and Balance Sheet 2022-2023	
13	Financial Details	B24 P/L and Balance Sheet 2023-2024	P/L and Balance Sheet 2023-2024	
14	Financial Details	B25. P/L and Balance Sheet 2024-2025	P/L and Balance Sheet 2024-2025	
15	Litigation Details	Litigation Details	Litigation Details	
16	Man Power Details	Details of Technical Manpower Details	Details of Technical Manpower Details	
17	Man Power Details	Affidavit Details	Affidavit Details	
18	Miscellaneous	Miscellaneous Docs	Miscellaneous Docs	
19	Miscellaneous	Work Completed Certificate Copies	Work Completed Certificate Copies	
20	Miscellaneous	Company profile	Company profile	
21	Miscellaneous	Tender documents	Tender documents	
22	Work Details	Works Completed Details	Works Completed Details	
23	Work Details	Existing Commitments Details	Existing Commitments Details	
24	Work Details	Works for which Bids submitted Details	Works for which Bids submitted Details	
25	Work Details	Quantity of Work Done Details	Quantity of Work Done Details	
26	Work Details	Principle place of Business	Proposed SubContractors Details	
27	Work Details	Existing Work Order Commitment	Ongoing Work Order Details with percentage of work completed	

Tender Fee Details, [Total Fee in ₹ * - 767]				EMD Fee Details			
Tender Fee in ₹	0.00			EMD Amount in ₹	0.00	EMD Exemption Allowed	No
Processing Fee in ₹ (18.00% GST Incl.)	767			EMD Fee Type	fixed	EMD Percentage	NA
Fee Payable To	Nil	Fee Payable At	Nil	EMD Payable To	Nil	EMD Payable At	Nil
Tender Fee Exemption Allowed	No						

[Click to view modification history](#)

Work /Item(s)					
Title	EOI for carrying out Artwork and Packaging Design for Milma				
Work Description	EOI for carrying out Artwork and Packaging Design for Milma				
Pre Qualification Details	Please refer Tender documents.				
Independent External Monitor/Remarks	NA				
Show Tender Value in Public Domain	No				
Tender Value in ₹	15,00,000	Product Category	Advertisement Services	Sub category	NA
Contract Type	Empanelment	Bid Validity(Days)	90	Period Of Work(Days)	NA
Location	KCMMF HO, Trivandrum	Pincode	695004	Pre Bid Meeting Place	NA
Pre Bid Meeting Address	NA	Pre Bid Meeting Date	NA	Bid Opening Place	Trivandrum
Should Allow NDA Tender	No	Allow Preferential Bidder	No		

Critical Dates			
Publish Date	02-Mar-2026 06:00 PM	Bid Opening Date	17-Mar-2026 03:00 PM
Document Download / Sale Start Date	02-Mar-2026 06:00 PM	Document Download / Sale End Date	16-Mar-2026 03:00 PM
Clarification Start Date	02-Mar-2026 06:00 PM	Clarification End Date	16-Mar-2026 03:00 PM
Bid Submission Start Date	02-Mar-2026 06:00 PM	Bid Submission End Date	16-Mar-2026 03:00 PM

Tender Documents				
NIT Document	S.No	Document Name	Description	Document Size (in KB)
	1	Tendernotice_1.pdf	NIT	1012.64
Work Item Documents	S.No	Document Type	Document Name	Document Size (in KB)
	1	Other Document	Artwork.pdf	997.17

Bid Openers List			
S.No	Bid Opener Login Id	Bid Opener Name	Certificate Name
1.	bilssy@milma.com	Bilssy Devi O.B.	Bilssy Devi O B
2.	muruganvs@milma.com	Murukan VS	Murukan V S
3.	sreekumar@milma.com	Sreekumar T	Sreekumar T

Tender Properties			
Auto Tendering Process allowed	No	Show Technical bid status	Yes
Show Finance bid status	Yes	Stage to disclose Bid Details in Public Domain	Technical Bid Opening
BoQ Comparative Chart model	NIL	BoQ Comparative chart decimal places	2

BoQ Comparative Chart Rank Type	NIL	Form Based BoQ	No
Tender Inviting Authority			
Name	Managing Director, KCMMF		
Address	KCMMF HO, Milma Bhavan, Pattom Palace PO, Trivandrum -695004		
Tender Creator Details			
Created By	Murukan VS		
Designation	Manager		
Created Date	02-Mar-2026 04:41 PM		