

KARNATAKA CO-OPERATIVE MILK PRODUCERS' FEDERATION LIMITED

KMF COMPLEX, Dr. M.H. MARIGOWDA ROAD, BANGALORE-560029

Phone: 080-26096884, e-mail: advt@kmf.coop

KMF/ MKT/ADVT/ Ad. Agency/ Empanelment/2016-17

Date: 21.07.2016

INVITATION FOR EXPRESSION OF INTEREST FOR EMPANELMENT
OF ADVERTISING AGENCY

Karnataka Co-operative Milk Producers Federation, popularly known as Karnataka Milk Federation (KMF), a 2nd largest co-operative milk federation in the country, involved in manufacturing and selling of milk and milk products under the brand name **"Nandini"**, invites "Expression of Interest" from Leading INS accredited Advertising agencies who meet eligibility criteria to take up the Advertising and Publicity. The details relating to the essential qualifications, scope of work, terms and conditions and application format may be down loaded from KMF website www.kmfnandini.coop or at the above office for the purpose of submitting the offer.

Interested agencies may send their offers containing all the requisite details and EMD of Rs. 10,000/- (Rs. Ten Thousand only) in the form of Demand draft in favour of "Managing Director, KMF" in sealed covers duly super scribed to the undersigned by **10.08.2016** before 12 pm through Registered / Speed post. The federation reserves the right to accept or reject any or all the offers without assigning any reasons thereof.

For further details you may contact Mr. Raghunandan, Addl. Director (Advt.) during office hours on Mob: 9008006321/ 080-26096884/ email id : advt@kmf.coop.

For KARNATAKA CO-OP MILK FEDERATION

Sd/-

DIRECTOR (MARKETING)

1) INTRODUCTION.

Karnataka Co-operative Milk Producers Federation Limited., (popularly known as KMF), a 2nd largest co-operative milk federation in the country, involved in manufacturing and selling of milk and milk products under the brand name **“Nandini”**. KMF has introduced wide range of milk and milk products, across all categories catering to various consumer age groups and taste profiles at varied price points. Presently, under Nandini brand, 60 plus different milk and milk products in more than 250 SKUs (Stock Keeping Units) are being marketed.

Taking in to consideration of Advertisement, publicity, sales promotion and marketing of all Nandini Milk and products across PAN India, KMF intends to empanel technically competent, experience and financially sound advertising agencies to provide services for brand image and brand building.

The services of advertising agencies should be in the fields of Advertising & Branding (Brand Identity Management & Brand Enhancement), Media planning/buying, Marketing Communication & Sales Promotion, PR / Media Relations & Management, Digital Marketing / Branding & Communication, Event Management.

2) SCOPE OF WORK.

- Publication of classified ads. (Tenders, EOI, Auction call, Notices etc.) corporate ads, product display ads and any other publications of such nature as and when required by KMF by observing the dead line as well as economic in space at prevailing DIP/DAVP approved rates of GOK / GOI respectively in the identified national and local news papers.
- Designing and supply of artwork for creative corporate paper ads. Brochures, pamphlets, POP materials, designing of creative for new products packing materials, rework of existing products packing materials artwork, Annual reports, Branding and other Publicity materials at Free of cost as and when required by KMF.
- Event management: Designing and installation of corporate stalls in the exhibitions, and Organizing trade fairs, expos, exhibitions, children activity, school activities and related jobs at the negotiated prize.
- Hoarding and other outdoor advertisements.
- Ensure publication of press release/editorials of KMF articles (free of cost) in news papers as and when required.
- Organizing press conferences for KMF as and when needed.

- Production and release of TV commercials / Radio jingles spots etc. (release at DIP rates) as and when required.
- Such other related jobs.

3) ESSENTIAL ELIGIBILITY CRITERIA.

- Indian Newspapers Society (INS) accreditation (proof to be enclosed)
- Yearly turnover more than Rs. 10crores (proof in support thereof to be enclosed)
- Provided / providing services to food / dairy related industries (not mandatory).
- The firm should not be franchisee.
- Properly equipped branch office at Bengaluru with state of art infrastructure (subject to verification by KMF)
- Have at least five years of experience in similar field of activity.
- In house proficiency, translation and proof reading facilities in major Indian languages along with creative department which includes Art director, copy writer, Visualizer, DTP operator etc.,
- To provide all the necessary documents as listed in Sl no 7.
- Agency should not have been blacklisted by any Central / State government /Public sector undertaking, Govt of India.
- Agency should not be involved in any major litigation that may have an impact of affecting or compromising the delivery of services as required and in the execution of agreement.

4) DURATION OF EMPANELMENT.

Valid for 2 years which will further Extendable further one (01) more year on mutual agreement.

5) SECURITY DEPOSIT

Agencies who get empanelment with KMF shall submit an amount of Rs. 50,000/- (Rupees Fifty Thousand on) as Bank guarantee which shall not attract any interest. This amount will be kept with KMF, till the cancellation from KMF or self withdrawn by agency. In case of such occurrence, the amount will be settled within 30 days.

6) PROCEDURE FOR EMPANELMENT.

Step I: Initial screening on the basis of agencies compliance to eligibility criteria.

Step II: Final selection by Committee of KMF. If required the committee will visit to the establishments of the agencies.

7) LIST OF DOCUMENTS TO BE ENCLOSED WITH APPLICATION.

- i. Name of the advertising agency / brief profile of its executives and their experience in the advertising filed.
- ii. Date of establishment.
- iii. Agency structure.
- iv. Principal places of business.
- v. Profile of its managerial team handling publicity work, their qualifications and experience.
- vi. Details of their accreditation with India news papers society (INS).
- vii. Details of membership with other professional organisations / associations and international alignments, if any.
- viii. Details of experience in dealing with institutions of higher learning, govt. of India undertaking, service organisations, central / state govt. departments / autonomous bodies.,
- ix. List of operational clients, client reports.
- x. List of clients/companies empanelled and dropped out of last Three (03) years.
- xi. Details of annual business for the past three years with the major type of media.
- xii. Annual turnover of the agency along with the gross billing in preceding three financial years duly certified by a chartered accountant along with balance sheet for the past three years.
- xiii. Permanent account number (PAN):
- xiv. Details of experience.
- xv. Experience in advertising.
- xvi. A short write-up with visuals on the best campaign handled in FMCG / Any other Product (or) Services.
- xvii. Any other information that the agency may like to provide along with proof and any other documents as and when need by KMF.
- xviii. Demand draft towards EMD.

I/ We do hereby certify that, the information as provided above is correct and are true in all respects. In case of furnishing of any false information or suppression of any material fact or information, the application shall be liable for rejection besides initiation of penal proceedings by KMF, if deemed necessary.

Place,

Signature

Date:

Name & designation of the

Authorised signatory with official stamp.

APPENDIX –I

PERFORMA FOR TECHNICAL BID

- 1) Name of the Advertising Agency :
 - a) Whether proprietorship / Pvt. Ltd / Ltd.co :
 - b) Constitution :
 - c) Name of the Director / In-charge :
 - d) Name of the Contact person (s) :

- 2) Year of Establishment (attach Evidence) :

- 3) INS Accreditation :
 - a) Accreditation no. :
 - b) Year :
 - c) Is your INS accreditation valid on date? :
(Please furnish evidence)
 - d) Details of membership with other professional.
Organisations / Associations

- 4) Full Address of Head Office :

Tele phone no. Fax no:
Email ID:

- 5) Branch / Branches :
Full Address with Telephone nos. and Fax.

- 6) List of Key functionaries with their CV :
 1. Brief profile of executives and their experience in the advertising field
(please five details of specialized staff in various departments at the head
office and branch office, may enclose separate sheet).

7) Experience profile : Details of experience (Please tick the areas of expertise)

<i>Area of Expertise</i>	<i>(Please tick the area of expertise)</i>	<i>Names of major Clients Handled in the last five years in the respective area of expertise</i>	<i>Period of experience in the respective area of expertise</i>
Adverting & Branding			
Media Planning / Buying			
Marketing Communication & Sales Promotion			
PR / Media Relations & Management			
Digital Marketing / Branding & Communication			
Event Management			
Film Making			
Photography			
Celebrity Management			
Market Research			
Strategy & Planning			

8) Assignments handled for the Clients mentioned above – Mention details and provide supporting documents/ppts (Please attach details and supporting documents).

Place:

Signature.....

Date

Name:

Designation.

(with official stamp)

Enclosures: List of attachments – mentioned

(Note: Please attach separate sheet if required)