

NOTICE INVITING TENDER (NIT) E-
TENDER NOTICE

1. The Malabar Regional Co-operative Milk Producers' Union Limited invites e-tenders from eligible competitive bidders for **Social media / Digital Marketing through Facebook, Instagram and Whatsapp Channel** along with Ads management, Strategic content planning, Creative Poster Designing, Professional Videography, Concept based ad videos, Professional product photography, Response Management, Spam Removal, Campaign Optimization, Reputation Managements, Content Suggestions, Geo-Targeting, Reel Video Production. (Using professional anchor/actors/models) for the period of two years (2026-28). Lead generation campaign if required. All Integrated content marketing subject to the terms and conditions stipulated in this tender document.
2. The bid shall be submitted in two cover system consisting of technical bid and price bid. The price bid of those who qualify in the technical bid only will be opened.
3. Detailed terms and conditions as well as technical specifications are contained in the bidding document of the above work which is uploaded in the Kerala Government e-portal www.etenders.kerala.gov.in,

a. E-Tender I D	: 2026_KCMMF_876109_1
b. Tender Reference No.	: MRU/M/SOCIALMEDIA/2026-27
c. Estimated Cost	: ₹ 20.00 Lakhs
d. Tender Download	: Can be downloaded from the Website www.etenders.kerala.gov.in
e. Cost of Tender Form	: ₹ 2,500.00 (Including tax)
f. EMD	: ₹ 50,000.00
g. Documents Publish Date	: 06.10.2026 16.00 hrs.
h. Documents Download Start Date	: 06.10.2026 16.30 hrs
i. Bid Submission Start Date	: 06.10.2026 17.00 hrs
j. Pre-bid meeting	: 10.10.2026 11.00 hrs
k. Pre-bid meeting venue	: MRCMPU Ltd, Head Office, Kozhikode
l. Bid Submission Closing Date	: 27.10.2026 16.30 hrs.
m. Bid Opening	: 28.10.2026 17.00 hrs.
n. Date of presentation	: 02.11.2026 12.30 hrs.
o. Venue of Presentation	: MRCMPU Ltd, Head Office, Kozhikode
p. Bid Validity	: 90 days

Sd/-
MANAGING DIRECTOR (I/c)

Kozhikode
03.10.2026