

KARNATAKA CO-OPERATIVE MILK PRODUCERS' FEDERATION LIMITED
KMF COMPLEX: Dr. M.H. MARIGOWDA ROAD: BANGALORE-560029
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No.KMF/ MKT/ADVT/CHEESE /MARKETING/2019-20
30.08.2019

Date:

Expression Of Interest (EOI) for appointment of Marketing agency to work as Super Stockist and provide services for Sales and Distribution network, Manpower services and Advertising activities for Nandini products at Mumbai and Pune.

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, 75 plus different milk and milk products in more than 280 SKUs (Stock Keeping Units) are being marketed.

KMF is having art of manufacturing of Cheddar cheese, Cheese slices, Cheese spread variants namely plain, chilli garlic, capsicum, pepper, processed cheese cubes, processed cheese blocks, mozzarella cheese (shredded and block) at a total capacity of 40 MT per day.

The organisation with the idea of expanding its market is planning to market its **Cold chain products** especially “**Nandini Cheese**” at Mumbai and Pune cities, In this regard KMF is looking for **marketing agency who work as Super Stockist** who are technically competent, financial sound and experienced to **provide services for Targeted sales, Sales and Distribution, Manpower services and brand building, Media planning/ buying**, on behalf of KMF to establish the market for Nandini cheese and other cold chain products. The agency should be able to target sale of 10 MT of Nandini cheese per day.

i) **The Agency appointed will be responsible for execution in the following areas to achieve the sale of 10 MTs of Nandini cheese per day :-**

- Mapping of Area of sales
- Appoint Dealers and Retailers
- Establish storage facility for Frozen and chilled products
- Sales and retail Execution
- Merchandising
- Marketing Solutions
- Technology adoption
- Advisory Services
- Advertising

The details for the same is briefed at A. Detail scope of work

ii) **Product Mix**

1. Cheese
2. Butter
3. Paneer
4. Milk powders and related products
5. Nandini Sweets, Biscuits and Snacks
6. Any other products specified by KMF.

iii) **ESSENTIAL ELIGIBILITY CRITERIA:**

- a) Provided / providing services to food/dairy related industries.
- b) Yearly turnover of more than Rs. 5 crores (proof in support thereof to be enclosed).
- c) Have at least five years of experience in similar field of human resource management, advertising, communication, distribution of products and marketing activities.

iv) **DURATION:**

Valid for 2 years, the contract may be extendable for one year on mutual agreement.

v) **SECURITY DEPOSIT**

Agencies who get empanelment with KMF shall submit an amount of Rs.10 Lakhs (Rupees Ten Lakhs only) as security deposit which shall not attract any interest. This amount will be kept with KMF, till the satisfactory completion of the contract or cancellation of the contract. In case of such occurrence, the amount will be settled within 30 days.

vi) **LIST OF DOCUMENTS TO BE ENCLOSED WITH APPLICATION:**

- a) Name of the agency / brief profile of its executives and their experience in the marketing activities.
- b) Date of establishment.
- c) Agency structure.
- d) Principal places of business.
- e) GST Registration certificate.
- f) Permanent Account Number (PAN):
- g) Profile of its managerial team handling the marketing related activities with their qualifications and experience.
- h) Details of experience in dealing with institutions of Govt and Govt. undertakings, service organisations/departments / autonomous bodies.,
- i) List of operational clients, client reports.
- j) List of clients/companies empanelled and dropped out of last Three (03) years.
- k) Details of annual business for the past three years with the major type of clients.
- l) Annual turnover of the agency along with the gross billing in preceding three financial years along with balance sheet for the past three years.
- m) Details of experience in Marketing, Sales force management and Advertising.
- n) A short write-up with visuals on the best campaign handled in FMCG / Any other Product (or) Services.
- o) Any other information that the agency may like to provide along with proof.
- p) Any related documents as and when requested by KMF.
- q) An EMD amount of Rs.25,000/- in the form of DD favouring Managing Director, KMF

A. DETAILED SCOPE OF WORK FOR THE AGENCY:-

a) MAPPING OF AREA OF SALES

Agency is expected to ascertain the product categories potential, demand v/s consumption, the major competitors of those product categories in the market. Based on which the agency should be able to recommend the no of sales points required and creation of sales point. Also resources required and it's Budgeting to provide for Funds allocation in advance.

b) APPOINT DEALERS AND RETAILERS

Agency will be responsible to identify reputed and economically sound dealers/retailers for Nandini brand and to enrol them directly as **dealers** in consultation with KMF in the market. Also agency will ensure that such dealers / retailers have proper storage facilities to ensure product quality.

c) ESTABLISH STORAGE FACILITY FOR FROZEN AND CHILLED PRODUCTS

Agency will arrange / ensure proper arrangement to store cold chain products and also should have proper arrangement to port products from warehouse to dealers in refrigerated vehicles.

d) ACT AS SUPER STOCKIST

The Agency will work as Clearing and Forwarding Agents for the Nandini Brand Cold chain products. To ensure timely receipt of materials, maintaining inventory levels in the ware house, and dispatch of products to WD's, Retailers or any other agencies as per demand.

e) ADVISORY SERVICES

Agency is expected to provide advisory framework that will facilitate tailored sales and marketing solutions backed by an extensive network of subject matter experts, that can be fully integrated into in-store execution excellence and the impact tracked through use of technology and analytics capability.

- Category Strategy Development

The agency will identify and understand how to leverage key category growth drivers to optimise the performance of the category in retail environments.

- Route to market

Agency should assess and provide recommendations on the set of activities required to take brand strategy to shelf through the levers of availability, visibility and promotion.

- Retail & Channel Insights

Agency should gain insight into the retail landscape and emerging retailer models and strategies to identify current and future opportunities for growth.

- Market research

Agency should conduct an in-depth study of consumer behavior and leverage key points along the path-to-purchase through insight into drivers of sales conversion.

- Retail Execution Methodology

Agency should devise a strategy that will combine operational execution, commercial insight and best practice for assessing and progressing retail execution business model.

B. SALES & RETAIL EXECUTION

The agency must have expertise in optimising the availability and creating visibility of Nandini through brand building and leveraging relationships at store level.

The agency should ensure that the fundamental sales metrics are in place. Enable the sales and merchandising teams digitally through integrated technology solutions to effectively track and measure key sales and execution metrics and provide real-time status reports on execution standards and performance. Build powerful teams that effectively build and leverage store-level relationships.

1. Field sales

Build a team of field sales teams who are trained and equipped to build relationships with key stakeholders across multiple retail environments to optimise the presence of Nandini brand across outlets.

2. E-Commerce

Build an E-commerce team that will collect direct sales indents on behalf of Nandini, and ensure the products are sold to all relevant outlets, including those in outlying areas. The team should be able to place orders through various platforms, from any location in the operational market vicinity with the flexibility to scale resourcing up and down as and when needed.

C. MERCHANDISING

Implement best-in-class merchandising principles to ensure that Nandini brand is always available, visible and positioned to deliver impact at the point-of-purchase.

1. Surge merchandising

Leverage highly-skilled workforce to merchandise shelves, install point-of-sale and audit for compliance during peak times, or for special projects and campaigns requiring additional resource and/or speed-to-market.

2. Visual merchandising & point of sale execution

Install displays that attract, engage and influence purchase in store. Deliver exceptional speed-to-market and promotional compliance.

D. MARKETING SOLUTIONS

Understand how to influence the shopper's brand choice at the point of buying through effective brand education and exceptional experiences that drive sales and repeat purchase.

1. Brand development

Agency should create and deliver insight-led brand experiences that create measurable impact for us across multiple touch points from the zero moments of truth to purchase.

2. Shopper engagement program

Devise shopper engagement team that has expertise in leveraging touchpoints across categories and channels on the shopper journey through understanding shopper profiles and missions and applying consultative selling techniques.

3. Promotional solutions

Devise and execute promotional campaigns that drive brand choice and reward shoppers

4. Point of sale management

Offer an end-to-end point of sale management solution from warehousing to distribution of point of sale.

5. Retail media solutions

Ensure a return on promotional spend for brand owners and visibility for retailers.

E. TECHNOLOGY

Provide a global 360-degree view of the path-to-purchase and enables real-time insight and intervention in retail environments.

1. Smart field force execution system

Devise a field force automation system that will effectively digitise field team operations by connecting and exchanging data and facilitating the execution process in the field.

2. Workforce optimization

Facilitate management teams to monitor and ensure that their people are in the right place, at the right time, performing the correct tasks.

3. Workforce and activities management

Define, plan, action and review sales and brand spend, directing field force teams to drive strategy to shelf across retail environments.

4. Master data management

Ensure consistency and control over dynamic data streams through implementing channels for collecting, aggregating and quality assuring our master data needs.

5. Operational analysis

Provides dashboards across a range of applications and technologies, displaying key metrics that are critical in informing, decision making and driving improved execution standards in store.

F. ADVERTISING

The activities required to be carried out by agencies would include production of creative content (detailed below in Part A) suitable for the following media (detailed below in Part B):

PART A

- Creatives :-
 - Development of logo & tagline
 - TVCs
 - Creatives for print media along with adaptation for websites/ social media
 - Radio creatives
 - Creatives for digital and social media
 - Theme Song- Video & Audio

The main tasks of the selected agency would be as follows:

1. Develop theme slogan, logo, multi-media messages recommended to be incorporated in mass media creatives
2. Scripts/story board/ draft design of the creatives.
3. Creative will be in Hindi/English with their language rendition in Tamil, Telugu, Kannada, Malayalam, Marathi, Punjabi, Urdu, Odiya, Assamese, Gujarati, Bengali. The proof reading & final vetting of the language renditions would be the sole responsibility of the Agency.
4. Deliver the creatives at short notice and delivery schedule fixed by KMF would be final.

PART B

- Media

- Electronic & Print Media
- Budget allocation, marketwise GRP targets
- Plan approach
- TV GRP objective benchmarking
- Media costing by channel
- Plan with evaluation
- Monitoring report
- Scheduling approach
- Detailed scheduled
- Post Evaluation

The main tasks of the selected agency would be as follows:

- 1) Appropriately allocate the budget based on the target audience and brief received.
- 2) Submit detailed media plan basis the brief received with budget break up.
- 3) Submit the best cost for the media plan proposed.
- 4) Submit all the necessary documentation required to rationalise the media plan.

G. Terms and Conditions:

- 1) The short listed agency will make a detailed presentation on how to achieve a target of 10 Metric tonnes per day in the said market using the details at sl no (i) and as per the detailed scope of work. Based on the presentation details further activities will be informed.
- 2) An EMD amount of Rs.25,000/- in the form of DD favouring Managing Director, KMF to be submitted along with filled application Agency should give a fixed deposit/bank guarantee/ security despot of Rs. 10 Lakhs shall be tendered to be made in the favour of MD, KMF within 15 days from the date of issuance of letter of intent of appointment issued to the agency.
- 3) Territorial jurisdiction will be fixed up at the time of appointment (initially to begin with Mumbai and Pune) Tenure of the agency will be of Two years and may be renewed further subject to satisfactory performance.
- 4) KMF shall reserve the rights to accept or reject the application without assigning any cause or reason there of at its discretion.
- 5) Agency should have minimum 5 years of experience in dairy industry. Agency should submit details of companies handled, area covered, products promoted etc. Certificate of association with companies in this field should be obtained from the said companies and submit.
- 6) List of companies for who market service/Advt/survey was tendered in the past.
- 7) Details regarding offices, manpower, warehouses in Mumbai region also furnish details of infrastructure in major cities.
- 8) The agency will be responsible for sales, distribution, and advertisement. All Agencies should prepare presentation with regards to retail marketing solutions they will be offering. All eligible Agencies will be asked to give the presentation in this regard.
- 9) Agency should take responsibility of advertisement inclusive of creative content and media aspects.
- 10) KMF can terminate the agreement by giving one month written show cause notice. In case of any legal issue the jurisdiction will be Bangalore.

Place:

Signature

Date:

Name & designation of the
Authorised signatory with official

stamp.

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APPENDIX –I

:- PROFORMA FOR TECHNICAL EVALUATION :-

Particulars	Details
Name of the agency :	
Full Address of Head Office :	

Branch / Branches: Full Address with Telephone nos. and Fax:	
Date of establishment:	(Attach Details)
Tele phone no. : Email ID:	Fax no:
GST Registration certificate :	Please enclose the copy
Permanent Account Number (PAN):	Please enclose the copy
Brief profile of executives and their experience in the marketing activities	Please enclose the details
Agency structure	Please enclose the details
Principal places of business	Please enclose the details
Profile of its managerial team handling the marketing related activities with their qualifications and experience	Please enclose the details
Details of experience in dealing with institutions of Govt and Govt. undertakings, service organisations/departments / autonomous bodies	Please enclose the details
List of operational clients, client reports	Please enclose the details
List of clients/companies empanelled and dropped out of last Three (03) years	Please enclose the details
Details of annual business for the past three years with the major type of clients	Please enclose the details
Annual turnover of the agency along with the gross billing in preceding three financial years along with balance sheet for the past three years	Please enclose the details
Details of experience in Marketing, Sales force management and Advertising	Please enclose the details
A short write-up with visuals on the best campaign handled in FMCG / Any	Please enclose the details

other Product (or) Services	
Any other information that the agency may like to provide along with proof	Please enclose the details
Any related documents as and when requested by KMF	Please enclose the details
EMD amount of Rs.25,000/- in the form of DD favouring Managing Director, KMF	Enclose

I/ We do hereby certify that, the information as provided above and the enclosed details are correct and 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:
(With official stamp)

Enclosures: List of attachments – mentioned.

(Note: Please attach separate sheet to furnish any other subsequent information if required)