



Kerala State Co-operative Consumers' Federation Ltd.

Gandhi Nagar, Ernakulam, Kochi-682 020

Tel: 2203507, 2203652, 2203256

E-mail: cfeditdivision@gmail.com, Website: www.consumerfed.net

GSTIN/UIN : 32AAAK1164C1ZE

QUOTATION NOTICE

Quotation No: and Date	CFED/ITD/SMP/2026-27 DATED 08.04.2026
Subject	Rate contract of Social Media Promotion
Due date and time for receipt of Quotation	20.04.2026 – 2 PM
Date and time for opening of Quotation	20.04.2026 – 3 PM
Superscription : QUOTATION FOR THE RATE CONTRACT OF SOCIAL MEDIA PROMOTION	

Sealed quotations are invited from experienced and reputed **Social Media Promotion Agencies** for providing **social media promotion and digital marketing services** for The Kerala State Co-Operative Consumers' Limited - 4328 (Consumerfed). The selected agency will be responsible for managing and promoting Consumerfed's presence across various social media platforms, including content creation, campaign management, advertisement planning, and engagement activities to enhance brand visibility and public outreach.

Scope of Work (Indicative):

- Social media page management (Facebook, Instagram, YouTube, X, etc.)
- Creative content development (banners / posters (16 nos. monthly) graphic / video reels (4 nos. monthly)
- Special day poster / video testimonials
- Digital campaign planning and execution
- Advertisement management and performance monitoring
- Periodic analytics and performance reports

Components to be Included

- Search engine optimization
- Content marketing
- Social media marketing
- Paid search marketing
- Content creation services

Terms and Conditions

1. The agency should have **prior experience in social media promotion / digital marketing**, preferably for Government / Public Sector / Co-operative institutions or reputed organizations.
2. The agency shall submit **company profile, portfolio, and details of previous works** along with the quotation.
3. The quotation should clearly mention the **service charges and applicable taxes**, if any.
4. The selected agency will be responsible for **content creation, campaign management, and promotional activities** as per the instructions of Consumerfed.
5. All promotional contents must be **approved by Consumerfed before publishing** on any platform.
6. The agency must ensure that all content and promotional activities **comply with applicable laws and platform policies**.
7. The **agreement period** will initially be for **6 MONTHS**, which may be extended based on performance and mutual consent.
8. Consumerfed reserves the right to **accept or reject any quotation without assigning any reason**.
9. Consumerfed also reserves the right to **terminate the service at any time** if the performance of the agency is found unsatisfactory.
10. Payment terms and deliverables will be finalized at the time of **award of work / agreement**.

Interested agencies may submit their **sealed quotations along with company profile, previous work details, proposed service charges (1 MONTH)** and **supporting documents** to the undersigned on or before **20.04.2026 02:00 P.M**

For further details, contact:

The Managing Director
Consumerfed Head Office
Gandhinagar, Cochin-682020
Phone: 0484 2203507, 2203652
Email: mdconsumerfed@gmail.com

Sd/-

Managing Director