



REQUEST FOR PROPOSAL (RFP)

FOR

SELECTION OF AGENCY for SOCIAL MEDIA/ DIGITAL MARKETING

For

KINFRA INTERNATIONAL EXHIBITION-CUM-CONVENTION CENTRE (IECC) AT KAKKANAD

BID NO.:KINFRA/IECC/RFP/2025-26

Kerala Industrial Infrastructure Development Corporation
(A Statutory Body of Govt. of Kerala)
KINFRA HOUSE, TC NO.31/2312, SASTHAMANGALAM P.O,
THIRUVANANTHAPURAM-695010
www.kinfra.org

Tel: 0484-2559790
Email: iecc@kinfra.org



Bid No : KINFRA/IECC/RFP/2025-26

Name of the Work : Selection Of Agency For Social Media/Digital Marketing for KINFRA International Exhibition-Cum-Convention Centre (IECC) At Kakkanad

Locality : International Exhibition-Cum-Convention Centre (IECC) At Kakkanad

Last date of Submission : 27/02/2026, 2.00 PM

Name of Bidder ;

Address of Bidder :
.....
.....

DISCLAIMER

All information provided as a part of this Request for Proposal (RFP) document to the prospective Applicants by the Kerala Industrial Infrastructure Development Corporation (KINFRA), is subject to the terms and conditions set out in this RFP and any addendum to the same (as and when issued in writing).

This RFP document is not an agreement by the KINFRA to the prospective Applicants or any other person. The purpose of this document is to provide interested parties with information that may be useful to them in the formulation of their Proposals.

This RFP document does not claim to contain all the information each Applicant may require. Each Applicant is advised to conduct its own due diligence and check the accuracy, reliability and completeness of the information in this RFP document and obtain independent advice from appropriate sources as deemed necessary. KINFRA makes no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this RFP document. KINFRA may at their absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFP document.

Kerala Industrial Infrastructure Development Corporation (KINFRA)

(A Statutory Body of Govt. of Kerala)

KINFRA HOUSE, TC NO.31/2312, SASTHAMANGALAM P.O,

THIRUVANANTHAPURAM, KERALA-695010

www.kinfra.org

Tel: 0484-2559790

Email: iecc@kinfra.org

Table of Contents

| | |
|---------------------------------------|----|
| Disclaimer..... | 3 |
| Notice inviting RFP | 6 |
| Important Information..... | 10 |
| Invitation for bidding | 11 |
| Scope of services to be offered | 14 |
| Selection Procedure | 15 |
| Terms and Conditions | 17 |
| | |
| Annexure A..... | 22 |
| Annexure B..... | 23 |

Press Notice



**KERALA INDUSTRIAL INFRASTRUCTURE DEVELOPMENT CORPORATION (KINFRA),
Thiruvananthapuram, Kerala**

Tender

KINFRA invites bids from competent, & financially sound agencies/firms for the following work:

Name of work: Selection Of Agency For Social Media/ Digital Marketing for KINFRA International Exhibition-Cum-Convention Centre (IECC) At Kakkanad

| Bid Fee | EMD | Last Date of Submission |
|---------------------|----------------|-------------------------|
| 5,000/- + GST (18%) | Rs 25,200.00/- | 28/02/2026, 5.00PM |

The RFP document(s), can be downloaded from the website www.kinfra.org. For more details visit the web site www.kinfra.org.

Place: Thiruvananthapuram

Sd/-

Date: 19/02/2026

Managing Director

Notice Inviting Request for Proposal

Managing Director, KINFRA invites RFP (Request for Proposal) in two cover bid system for the following work in the prescribed form, from competent and eligible agencies/firms who fulfill the eligibility criteria prescribed.

| Sl. No | RFP No | Name of work & Location | EMD | Period of Contract | Last date of submission of RFP document, EMD, RFP Document Fee & Other documents as specified | Time & Date of opening of Technical Bid and financial Bid |
|--------|-------------------------|--|-----------|--------------------|---|---|
| 1 | 2 | 3 | 5 | 6 | 7 | 8 |
| 1 | KINFRA/IECC/RFP/2026-27 | Selection of Agency for Social Media/ Digital Marketing for KINFRA International Exhibition-Cum-Convention Centre (IECC) At Kakkanad | 25,200.00 | 1 year | 26/02/2026, 5.00PM | 27/02/2026, 10.00AM 10.30AM |

1. Bidders who fulfil the following requirements shall be eligible to apply:
 - i. Should have at least 5 years of experience in in providing digital marketing, branding, social media management, website management, and online campaigns.
 - ii. Should have had annual financial turnover of Rs.30.00 Lakhs from business/activities (as listed under [i] above) during the last three consecutive financial years ending 2022-23 to 2024-25 (Certificate from CA to be submitted).
 - iii. Should have GST Registration in Kerala.
3. The intending bidder must read the terms and conditions of **RFP document** carefully. He should only submit his bid if he considers himself eligible and he is in possession of all the documents required.
4. Information and Instructions for bidders posted on website shall form part of bid document.
5. The tender document(s), may be downloaded free of cost from KINFRA's website www.kinfra.org. No payment is required for downloading the tender documents from the above website, however a bid submission fee, as mentioned below in this document, is required to be remitted through demand draft and submitted along with bid documents. Only those bidders fulfilling eligibility criteria on the date of bid submission shall submit the bids.

6. RFP Processing fee of **Rs. 5,000.00+ GST (18%)** shall be remitted through a demand draft payable at Thiruvananthapuram and drawn in favour of Managing Director, KINFRA and submitted along with RFP documents to KINFRA.
7. Earnest Money Deposit (EMD) amounting to **Rs.25,200.00** (Rupees Twenty-Five Thousand Two Hundred only) to be submitted as demand draft payable at Thiruvananthapuram and drawn in favor of Managing Director, KINFRA along with RFP Submission. The EMD of all unsuccessful Bidders will be returned within a period of thirty (30) days from the date of issuing the work order with the successful Bidder. The EMD of any Bidder, whose Bid is rejected on account of being Non-Responsive or Non-Reasonable in accordance with the RFP, will be returned within a period of thirty (30) days from the date of intimating the rejection of bid by KINFRA to the Bidder.
8. All bids submitted shall consist of a Technical Bid and a Price Bid and should be submitted in two separate sealed envelopes, super scribed ***“Technical Bid for Selection Of Agency For Social Media/ Digital Marketing KINFRA International Exhibition-Cum-Convention Centre (lecc) At Kakknad*** (Ref Annexure B) and ***“Price Bid for Selection Of Agency For Social Media/ Digital Marketing KINFRA International Exhibition-Cum-Convention Centre (lecc)At Kakknad”*** (Ref Annexure C) respectively, which will then be enclosed in one single sealed envelope clearly super scribed ***“RFP For Selection Of Agency For Social Media/ Digital Marketing KINFRA International Exhibition-Cum-Convention Centre (lecc) At Kakknad”***. This sealed cover shall be addressed to
**The Zonal Head – Central Zone,
KINFRA Hi Tech Park,
Near Medical College Kalamassery-
Ernakulam- 683 503**
The tender in the prescribed format along with EMD, Processing fee and other required details, in sealed cover should reach KINFRA Hi Tech Park, Near Medical College Kalamassery- Ernakulam- 683 503, Phone – 8089253369 on or before 26/02/2026, 5.00PM.
9. The bidder is advised to submit the bids well before the stipulated date and time. In this regard, KINFRA shall not be responsible for any kind of issues faced by the bidder.
10. The bidders who submit their bids for this tender shall accept that they have clearly understood and agreed to the terms and conditions including the Form/Annexure of this tender. Mention of price details at any place other than the designated place, shall disqualify the bid and the bid shall be summarily rejected.
11. The Bids should be duly signed by the bidder. The bids shall be typed or written in indelible ink. The bidder shall initial any corrections/amendments made to the bid. Any material change to a submitted bid must be received before the bid due date. Material changes in the bid will not be permitted after the bid due date.
12. Certificate of Financial Turnover: At the time of submission of bid, bidder may enclose Affidavit/ Certificate from CA mentioning Financial Turnover of last 3 years or for the period as specified in the bid document. The documents related to account statements may be submitted along with Technical Bid.

13. The Technical bid shall be opened first on due date and time as mentioned above. The time and date of opening of financial bid of bidders qualifying the technical bid shall be communicated to them at a later date.
14. The competent authority on behalf of Managing Director, KINFRA does not bind itself to accept the highest or any other bid and reserves to itself the authority to reject any or all the bids received without the assignment of any reason. All bids in which any of the prescribed condition is not fulfilled or any condition including that of conditional rebate is put forth by the bidders shall be summarily rejected.
15. Canvassing whether directly or indirectly, in connection with bidders is strictly prohibited and the bids submitted by the bidders who resort to canvassing will be liable for rejection.
16. The competent authority on behalf of Managing Director, KINFRA reserves to himself the right of accepting the whole or any part of the bid and the bidders shall be bound to perform the same at the rate quoted.
17. The bid submitted shall become invalid and fee shall not be refunded if:
 - The bidder is found ineligible.
 - The bidder does not submit all the documents as stipulated in the bid document.
 - The Bids not accompanied by EMD and tender cost will be summarily rejected.
18. ***The bid for the works shall remain open for acceptance for a period of One hundred twenty (120) days from the date of opening of technical bid.*** If any bidder withdraws his bid before the said period or issue of work order, whichever is earlier, or makes any modifications in the terms and conditions of the bid which are not acceptable to KINFRA, then KINFRA shall, without prejudice to any other right or remedy, be at liberty to forfeit 100% of the said earnest money as aforesaid. Further the bidders shall not be allowed to participate in the rebidding process of the work.
19. This notice inviting Bid shall form a part of the contract document. The successful bidder/contractor, on acceptance of his bid by the Accepting Authority shall within 15 days from the stipulated date of start of the work, sign the contract consisting of:-
20. The Notice Inviting Bid, all the documents including additional conditions, specifications and drawings, if any, forming part of the bid as submitted at the time of invitation of bid and the rates quoted at the time of submission of bid and acceptance thereof together with any correspondence leading thereto.

IMPORTANT INFORMATION

| S. No | Information | Details |
|-------|-------------------------------------|-------------------------|
| 1 | Date of Issue of RFP Document | 19/02/2026 |
| 3 | Last date of submission of Bid | 26/02/2026, 5.00PM |
| 4 | Earnest Money Deposit (EMD) | Rs. 25,200.00 |
| 5 | Bid Submission Fee (Non-refundable) | Rs 5900/- Including GST |
| 6 | Technical Bid Opening | 27/02/2026, 10.00AM |

INVITATION FOR BIDDING

INTRODUCTION

- 1.1. Kerala Industrial Infrastructure Development Corporation (KINFRA), a Statutory Body established by Govt. of Kerala has been the leader in providing industrial infrastructure for the State of Kerala. It has established a chain of Industrial Parks across the length and breadth of the State which include industry specific theme-based parks/special economic zones.
- 1.3 KINFRA is the nodal agency of GOK for setting up of the International Exhibition cum Convention Centre (IECC) at Kochi in Kerala for the promotion of International Trade and Export. KINFRA envisions to be world class in architecture, layout, interior design, acoustics, visual effects, general ambience etc. with state-of-the-art facilities, making the IECC an attractive destination for public gatherings/congregations, meetings, incentives, conventions and exhibitions (MICE), Industrial promotions, art and craft, trade fairs, etc. IECC Kochi is visualized to be the best (SMART) in its class with all modern facilities.
- 1.4 IECC Kochi has now set up at 10 acres of land earmarked by KINFRA at Kakkanad, Kochi, Kerala close to the Info Park, Smart City and the KINFRA Export Promotion Industrial Park. The proposed site is located about 20 KM from the Cochin International Airport (Nedumbassery), about 12KM from the Railway station and about 15 KM from Kochi Port. This Project is proposed to be executed directly by KINFRA.
- 1.5 The facilities at the IECC is of world class (SMART) and at the same time suiting to the Kerala climate and weather conditions. Care has been taken to ensure that the entire lay out and construction merges with the Kerala ambience. The main components of the Centre are the Exhibition Halls and the Convention Centre. The other components are the supporting facilities for the events taking place in the Centre and for the Management of the centre.

BIDDING

- 2.1. KINFRA wishes to select **Agency for Social Media/ Digital Marketing-KINFRA International Exhibition-Cum-Convention Centre (IECC) At Kakkanad** through a transparent, competitive two-bid process and invites Technical Bids including business development plans & Price Bids from interested parties in accordance with this "Request For Proposal (RFP)". This RFP has been prepared to assist prospective Bidders in taking suitable decision regarding the bid.
- 2.2 In this RFP, the term "Bidder" refers to the interested party **For Social Media/ Digital Marketing KINFRA International Exhibition-Cum-Convention Centre (IECC) At Kakkanad**, and who submits Technical Bids including business development plans & Price Bids for **Social Media/ Digital Marketing** as per this RFP. Bidders should provide information sought herein the prescribed formats in order to accurately establish their qualification for the above work.

2.3 Correspondence in response to this RFP as well as related queries must be addressed to iecc@kinfra.org

3.0. SCOPE OF SERVICES TO BE OFFERED BY OPERATING AGENCIES Social Media/ Digital Marketing for KINFRA International Exhibition-Cum-Convention Centre (IECC)

The scope of the work shall cover the following particulars at the quoted rate:

The work of social media marketing shall be undertaken on various platforms such as Facebook, Instagram, Google Ads, YouTube with monthly posts

- Graphic designs
- Graphical Videos
- Reel Videos

The Scopes not limited to the above the bidder shall carry out

- Lead Generation Campaigns,
- Content Strategy
- Campaign Strategy
- Digital Execution
- Engagement Campaign
- Influencers Marketing And Management,
- Monthly Content Calendar & Online Brand Positioning & Building
- Shoot Videos And Reels 2d, 3d, Google Ads,
- YouTube Video Ads, YouTube Page Management And Marketing.

The Minimum Monthly Requirement will include:

- Graphic designs post - 5 nos.
- Reel videos - 4 nos.
- Motion graphic videos - 1 no.
- Search Engine Optimization

SELECTION PROCEDURE

4.0 Selection of the Agency for **Social Media/ Digital Marketing KINFRA International Exhibition-Cum-Convention Centre (IECC) At Kakkanad**, will be through a transparent, competitive two-bid process consisting of Technical Bids and Financial Bids.

Pre-Qualification Criteria :

4.1 The Technical Bid would be evaluated on the basis of the following eligibility criteria and valid documents furnished by the bidder. The financial proposal of only pre-qualified bidders would be opened.

4.2 The bidders must be Companies incorporated in India or registered partnerships in India or proprietary concerns.

4.3 Eligibility Requirement:

- 4.3.1 The Agency should have at least 5 years of experience in the work of **Social Media/ Digital Marketing for reputed firms**
- 4.3.2 The Agency should have had average annual financial turnover of Rs 30.00 Lakhs from business/activities (as listed under [i] above) during the last three consecutive financial years ending 2022-23 to 2024-25 (Certificate from CA to be submitted)
- 4.3.3 Should not have incurred any loss in more than three years during the last three years ending 31st March 2025.
- 4.3.4 Should have valid GST Registration in Kerala

5. Bid Submission Instructions

- 5.1. The **Technical Bid** should be submitted with a covering letter as per **Annexure A** and should include all the required details in the format as given in **Annexure B**.
- 5.2. The **Financial Bid** shall be submitted in the format given as **ANNEXURE C**.
- 5.3. The technical qualification documents will be evaluated to assess if the applicant satisfies the minimum eligibility criteria required to qualify for the work of **Social Media/ Digital Marketing KINFRA International Exhibition-Cum-Convention Centre (IECC) At Kakkanad**.
- 5.4. The financial bids of the proposals received would be opened and evaluated of only those bidders who satisfy the eligibility criteria.
- 5.5. The bid will be selected on the basis of the lowest monthly quoted bidder.
- 5.6. Work Order will be issued to the successful bidder. Within 7 (seven) days of issue of the work order acceptance of the same by the Successful Bidder submitted, the Successful Bidder shall enter into an agreement with KINFRA within 10 (ten) days of receipt of work order and carry out the work as mentioned in the scope.

TERMS & CONDITIONS:

- 1. All work completed under this contract will be the exclusive intellectual property of the IECC
- 2. The company shall maintain strict confidentiality of all data and system designs during and after the development.
- 3. KINFRA will not be vicariously liable for any act of the Operating Agency and Operating Agency shall alone be liable for violation of any law and the Operating Agency agrees to indemnify KINFRA from all claims.
- 4. In case of any dispute between the parties only the Court in Thiruvananthapuram have jurisdiction to entertain any such dispute.

ANEXURE A
Format of Letter by Applicant

To,

The Managing Director,
Kerala Industrial Infrastructure Development Corporation,
KINFRA House, TC 31/2312, Sasthamangalam,
Thiruvananthapuram- 695010

Sub: Request for Proposal for work of Social Media/ Digital Marketing for KINFRA International Exhibition-Cum-Convention Centre (IECC) At Kakkanad

Dear Sir,

We, the undersigned Applicant have read and examined in detail the RFP Bid document for work of Social Media/ Digital Marketing for KINFRA International Exhibition-Cum-Convention Centre (IECC) At Kakkanad

We confirm having submitted all the details in support of qualifying criteria as required by you along with this Application and all other necessary documents. In case you require any further information in this regard, we agree to furnish the same.

We hereby declare that the Statements made in this proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

We hereby declare that we were never blacklisted by any Central/ State Government/PSU/Public Authority or Organization.

We understand that you are not bound to accept all or any RFP bid you receive.

Yours sincerely,

Name and Address of the Bidder

Signature of the Bidder

Technical Bid
PROPOSAL FOR THE WORK OF SOCIAL MEDIA/ DIGITAL MARKETING FOR
KINFRA INTERNATIONAL EXHIBITION-CUM-CONVENTION CENTRE (IECC) AT KAKKANAD

ANNEXURE B

| | |
|--|--|
| Name of the Applicant | |
| Address | |
| Constitution (Company/Firm/Proprietorship) <i>(if applicable)</i> | |
| <i>[To enclose relevant document]</i> | |
| Details of EMD submitted | |
| Details of annual financial turnover during any two financial years during the 5-year period from 2020-21 to 2024-25(Certificate from CA to be submitted) <i>[To enclose Account Statement and Chartered Accountant certificate]</i> | |
| Details of audited financial results during any two financial years during the 5-year period from 2020-21 to 2024-25(Certificate from CA to be submitted) <i>[To enclose Account Statement and Chartered Accountant certificate]</i> | |
| Manpower Details <i>[To enclose manpower details along with supporting documents]</i> | |
| Contact Person (Name & Designation) | |
| Telephone | |
| Email | |
| Address | |

Note: Additional data may be provided if required, in separate sheets.

Financial Bid
PROPOSAL FOR THE WORK OF SOCIAL MEDIA/ DIGITAL MARKETING FOR
KINFRA INTERNATIONAL EXHIBITION-CUM-CONVENTION CENTRE (IECC) AT KAKKANAD

ANNEXURE B

| | |
|--|--|
| Name of the Applicant | |
| Address | |
| Monthly rate (Exclusive of GST) | |
| Total Amount for 12 Months(Exclusive of GST) | |

I / We hereby declare that all the terms & conditions stipulated by KINFRA with regard to this Work have been gone through carefully and are acceptable to me /us.

Place:

Signature

Date:

Name & Address of Authorized Signatory