



Ernakulam Regional Co-operative Milk Producers' Union Limited

Head Office, Edappally, Kochi 24, Kerala.

Ph: 0484 2541193, 2556863 Fax : 2558741

Web: www.ercmpu.in, www.milma.com E-mail: ercmpupur@milma.com,

TENDER REF No.EU/PUR/133/2026-27

**E-TENDER NOTICE FOR
DESIGN AND ADVERTISEMENT IN
PRINTING MEDIA**



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NOTICE INVITING TENDER (NIT)

E-TENDER NOTICE

1. The Ernakulam Regional Co-operative Milk Producers' Union Limited invites E-tenders from reputed firms for design, and advertisement in newspapers & other printing medias for the year 2026-27. Interested eligible Bidders may obtain further information from the office of the Ernakulam Regional Co-operative Milk Producers' Union Limited, Edappally.
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. Tender ID	: 2026_KCMMF_862335_1
b. Tender Reference No.	: EU/PUR/133/2026-27/3257
c. Estimated Cost	: ₹ 15.00 Lakhs
d. Tender Download	: Can be downloaded from the Website www.etenders.kerala.gov.in .
e. EMD	: ₹ 10,000.00
f. Cost of Tender Form	: ₹ 1,000.00 (Including tax)
g. Documents Publish Date	: 24.07.2026 at 03.30 PM
h. Documents Download Start Date	: 24.07.2026 at 03.30 PM
i. Pre bid meeting Date	: 27.07.2026, at 12.00 PM
j. Pre bid meeting Venue	: ERCMPU Ltd, Head Office, Edappally
k. Bid Submission Start Date	: 24.07.2026, at 03.30 PM
l. Bid Submission Closing Date	: 10.08.2026, at 11.30 AM
m. Bid Opening (Technical)	: 11.08.2026, at 11.30 AM
n. Bid Validity	: Twelve Months


MANAGING DIRECTOR
ERCMPU LTD.

Copy to: All Notice Boards
Head(FIN)

Sr. Manager, Ernakulam / Dairy Manager, Kottayam/Thrissur/ Products Dairy
Website, Mf/Oc



General Tender Terms & Conditions for e-Procurement

This tender is an e-Tender and is being published online for work / supplying of items as mentioned in the Invitation to bid. The tender is invited in two cover system from the registered and eligible firms through e-procurement portal of Government of Kerala (<https://www.etenders.kerala.gov.in>). Prospective bidders willing to participate in this tender shall necessarily register themselves with the above mentioned e-procurement portal.

The tender timeline is available in the critical date section of this tender published in www.etenders.kerala.gov.in,

A). Online Bidder registration process:

Bidders should have a Class II or above Digital Signature Certificate (DSC) to be procured from any Registration Authorities (RA) under the Certifying Agency of India. Details of RAs will be available on www.cca.gov.in. Once the DSC is obtained, bidders have to register on www.etenders.kerala.gov.in, website for participating in this tender. Website registration is a one-time process without any registration fees. However, bidders have to procure DSC at their own cost.

Bidders may contact e-Procurement support desk of Kerala State IT Mission over telephone at 0471-2577088/188/388 or 0484-2336006, 2332262 or 0497-2764788, 2764188 or 0483-273294 or through email: etendershelp@kerala.gov.in, or helpetender@gmail.com, for assistance in this regard.

B). Online Tender Process:

The tender process shall consist of the following stages:

- i. Downloading of Tender Document: Tender document will be available for free download on www.etenders.kerala.gov.in. However, tender document fees shall be payable at the time of bid submission as stipulated in this tender document.
- ii. Pre-bid Meeting:
- iii. Publishing of Corrigendum: All corrigenda shall be published on www.etenders.kerala.gov.in, and shall not be available elsewhere.
- iv. Bid Submission: Bidders have to submit their bids along with supporting documents to support their eligibility, as required in this tender document on www.etenders.kerala.gov.in. No manual submission of bid is allowed and manual bids shall not be accepted under any circumstances.
- v. In case bidder encounters any technical issues pertaining to e-Procurement system while acting on the tender, computer screen shot of the error message with date & time stamp on the web-browser along with the query shall be e-mailed by the bidder to the help desk (helpetender@gmail.com/ etendershelp@kerala.gov.in), for resolution of the problem. At the same time, problem must be intimated to the concerned Tender Inviting Authority via email.
- vi. The time taken to ascertain, evaluate and suggest a solution for the problem reported by bidder may vary from case to case. Hence bidders are advised to submit the bid at least 2 working days before the due date and time of bid submission to avoid any last-minute issues that may come up.
- vii. Opening of Technical Bid and Bidder short-listing: The technical bids will be opened, evaluated and shortlisted as per the eligibility and technical qualifications. All documents in support of technical qualifications shall be submitted (online). Failure to submit the documents online will attract disqualification. Bids shortlisted by this process will be taken up for opening the financial bid.
- viii. Opening of Financial Bids: Bids of the qualified bidder's shall only be considered for opening and evaluation of the financial bid on the date and time mentioned in critical date's section.

C). Documents Comprising Bid:

- (i). The First Stage (Pre-Qualification or Technical Cover based on 1 cover or 2 cover tender system):
Pre-Qualification or Technical proposal shall contain the scanned copies of the following documents which every bidder has to upload:
 - i) Copies of Purchase Orders
 - ii) Letter from Customers to prove eligibility criteria
 - iii) Details of experience and past performance of the bidder on supply of similar item within the past three years and details of current contracts in hand and other commitments; (Contract reference, Name and detailed postal address of client, value of Supply Order, are to be furnished).
 - iv) Reports on financial standing of the Bidder such as Profit and Loss statements, Balance Sheets and Auditor's Report of the past three years etc.
 - v) Copy of latest Income tax clearance certificate and PAN card & GST Registration Certificate.



The department doesn't take any responsibility for any technical snag or failure that has taken place during document upload.

(ii). The Second Stage (Financial Cover or as per tender cover system):

The Bidder shall complete the Price bid as per format given for download along with this tender.

Note: The blank price bid should be downloaded and saved on bidder's computer without changing file-name otherwise price bid will not get uploaded. The bidder should fill in the details in the same file and upload the same back to the website.

Fixed price: Prices quoted by the Bidder shall be fixed during the bidder's performance of the contract and not subject to variation on any account. A bid submitted with an adjustable/ variable price quotation will be treated as non - responsive and rejected.

D). Tender Document Fees and Earnest Money Deposit (EMD)

The Bidder shall pay a tender document fee and Earnest Money Deposit or Bid Security. The Bid security is required to protect the purchaser against risk of Bidder's conduct, which would warrant the forfeiture of security.

Online Payment modes: The tender document fees and EMD can be paid in the following manner through e-Payment facility provided by the e-Procurement system

State Bank of India Multi Option Payment System (SBI MOPS Gateway): Bidders are required to avail Internet Banking Facility in any of below banks for making tender remittances in e Procurement System.

A) Internet Banking Options (Retail)			
1	Allahabad Bank	32	Kotak Mahindra Bank
2	Axis Bank	33	Lakshmi Vilas Bank
3	Andhra Bank	34	Mehsana Urban Co-op Bank
4	Bandan Bank	35	NKGSB Co-operative Bank
5	Bank of Bahrain and Kuwait	36	Oriental Bank of Commerce
6	Bank of Baroda	37	Punjab and Maharashtra Cooperative Bank
7	Bank of India	38	Punjab National Bank
8	Bank of Maharashtra	39	Punjab and Sind Bank
9	Bassein Catholic Co-operative Bank	40	RBL Bank
10	BNP Paribas	41	Saraswat Cooperative Bank
11	Canara Bank	42	ShamraoVithal Cooperative Bank
12	Catholic Syrian Bank	43	South Indian Bank
13	Central Bank of India	44	Standard Chartered Bank
14	City Union Bank	45	State Bank of India
15	Corporation Bank	46	Syndicate Bank
16	Cosmos Bank	47	Tamilnad Mercantile Bank
17	DCB Bank	48	Tamilnadu Cooperative Bank
18	Dena Bank	49	The Kalyan Janata Sahakari Bank
19	Deutsche Bank	50	TJSB Bank (Erstwhile Thane Janata Sahakari Bank)
20	Dhanalaxmi Bank	51	UCO Bank
21	Federal Bank	52	Union Bank of India
22	HDFC Bank	53	United Bank of India
23	ICICI Bank	54	Vijaya Bank
24	IDBI Bank	55	YES Bank
25	Indian Bank		
26	Indian Overseas Bank		
27	IndusInd Bank		



28	Jammu & Kashmir Bank		
29	Janata Sahakari Bank		
30	Karnataka Bank		
31	Karur Vysya Bank		
B) Internet Banking Options (Corporate)			
1	Bank of Baroda	21	Laxmi Vilas Bank
2	Bank of India	22	Oriental Bank of Commerce
3	Bank of Maharashtra	23	Punjab & Maharashtra Coop Bank
4	BNP Paribas	24	Punjab & Sind Bank
5	Canara Bank	25	Punjab National Bank
6	Catholic Syrian Bank	26	RBL Bank
7	City Union Bank	27	Shamrao Vitthal Co-operative Bank
8	Corporation Bank	28	South Indian Bank
9	Cosmos Bank	29	State Bank of India
10	Deutsche Bank	30	Syndicate Bank
11	Development Credit Bank	31	UCO Bank
12	Dhanalaxmi Bank	32	Union Bank of India
13	Federal Bank	33	UPPCL
14	HDFC Bank	34	Vijaya Bank
15	ICICI Bank	35	Axis Bank
16	Indian Overseas Bank		
17	Janta Sahakari Bank		
18	Jammu & Kashmir Bank		
19	Karur Vysya Bank		
20	Kotak Bank		

During the online bid submission process, bidder shall select SBI MOPS option and submit the page, to view the Terms and Conditions page. On further submitting the same, the e-Procurement system will re-direct the bidder to MOPS Gateway, where two options namely SBI and Other Banks* will be shown. Here, Bidder may proceed as per below:

- SBI Account Holders shall click SBI option to with its Net Banking Facility., where bidder can enter their internet banking credentials and transfer the Tender Fee and EMD amount.
- Other Bank Account Holders may click Other Banks option to view the bank selection page. Here, bidders can select from any of the 54 Banks to proceed with its Net Banking Facility, for remitting tender payments.

*Transaction Charges for Other Banks vide SBI Letter No. LHO/TVM/AC/2016-17/47 - 1% of transaction value subject to a minimum of Rs. 50/- and maximum of Rs. 150/-

Any transaction charges levied while using any of the above modes of online payment has be borne by the bidder. The supplier/contractor's bid will be evaluated only if payment status against bidder is showing "Success" during bid opening.

E). SUBMISSION PROCESS:

For submission of bids, all interested bidders have to register online as explained above in this document. After registration, bidders shall submit their Technical bid and Financial bid online on www.etenders.kerala.gov.in, along with online payment of tender document fees and EMD.

For page by page instructions on bid submission process, please visit www.etenders.kerala.gov.in, and click "Bidders Manual Kit" link on the home page.

It is necessary to click on "Freeze bid" link/ icon to complete the process of bid submission otherwise the bid will not get submitted online and the same shall not be available for viewing/ opening during bid opening process.



TERMS & CONDITIONS

1. Bid Security (Earnest Money Deposit)

- a. The Bidder shall furnish, as part of its bid, bid security for the amount as specified in the invitation for bid through **ONLINE MOPS** as indicated in the E-tender notice.
- b. The bid security is required to protect the ERCMPU against the risk of Bidder's conduct, which would warrant the security's forfeiture.
- c. The bid securities of the unsuccessful bidders shall be refunded as promptly as possible, but not later than 30 days after the expiry of the period of bid validity as prescribed in these documents through **ONLINE NEFT TRANSACTION**.
- d. No interest shall be paid by ERCMPU on the bid security furnished by the bidder.
- e. The bid security may be forfeited if a Bidder withdraws its bid during the period of bid validity specified by the Bidder on the Bid Form; or in the case of successful Bidder, if the Bidder fails:
 - I. To sign the contract
 - II. To furnish performance security

2. Eligibility Criteria

The Bidder shall furnish, as part of its bid, documents establishing the Bidder's eligibility to bid and its qualification to perform the Contract if its bid is accepted. For the purpose of this bidder shall meet the following qualification criteria as a minimum.

- a. The bidder should have experience in publishing advertisement in leading newspaper/printing media for a minimum period of last three years .
(Copy of year-wise work orders, copy of invoice or letter from customers shall be uploaded as proof)
- b. The bidder's annual financial turnover in the same name and style during the last two years shall not be less than the estimate amount of contract as specified in the Invitation to Bid.
- c. The bidder should have completed similar works under Milk Cooperative Unions/semi govt organisations /Govt Departments/public sectors during the last 2 years.
- d. The bidder should have valid GST registration certificate.
- e. The bidder should also upload this tender document after signing at the bottom of each page as a token of acceptance of the terms and conditions and specification.
- f. Proof of the above may be uploaded along with the tender, failure of which will lead to disqualification of the bidder.

3. Documents:

The documentary evidence of the Bidder's qualifications to perform the Contract if the bid is accepted shall be established to the ERCMPU's satisfaction. To this end, all bids submitted shall include the following information.

- a. Documents, Copies of Purchase Orders, Copy of GST invoices, Letter from Customers to prove eligibility criteria mentioned above.
- b. Details of experience and past performance of the bidder on supply of similar item within the past five years and details of current contracts in hand and other commitments; (Contract reference, Name and detailed postal address of client, value of Supply Order, are to be furnished).
- c. Reports on financial standing of the Bidder such as Profit and Loss statements, Balance Sheets and Auditor's Report of the past three years, banker's solvency certificates etc;
- d. Copy of latest Income tax clearance certificate and PAN card & Bank account details& GST Registration Certificate.
- e. Address Proof in case of Individual - Aadhar Card/Election Identity Card/Driving License/ Indian Passport Address Proof in Case of Proprietorship/Partnership firm or any institution/ company registered under Companies act – Copy of registration certificate issued by any competitive authorities of Kerala/Central Government.



4. Price Basis:

The bidder shall quote the rates only in the prescribed Bill of Quantities (BOQ) format, clearly indicating the detailed breakup of the quoted amount for each item, wherever applicable. The quoted rates shall be firm and inclusive of all applicable taxes, duties, levies, statutory charges, design charges, publication charges, and all other incidental expenses required for the complete execution of the work. No additional payment on any account whatsoever shall be admissible beyond the quoted rates. The financial evaluation shall be carried out on an item-wise basis, and each item shall be evaluated independently.

5. Period of Contract:

- a. The period of contract will be for One year from the date of issue of purchase order. The Managing Director, ERCMPU Ltd reserves the right to extend the contract for a further period not exceeding three months and the bidder has to continue the contract for such extended period if any, at the same rates, terms and conditions of the original contract.
- b. The rate will remain the same throughout the contract period. The contractor has to continue as per terms and condition of the contract throughout the contract period at the agreed rate.

6. Pre bid meeting:

A pre-bid meeting is arranged for clearing doubts, if any and for clarifying specification and other allied technical details of in the tender document. The date, time and place of pre-bid meeting is indicated in the Page No.2 of this NIT document.

7. Payment:

100 % of the total contract price shall be paid from the concerned units within 15 days on completion of works.

8. Liquidated Damage Clause:

If the supplier fails to perform the contract within the time period specified in the contract, ERCMPU Ltd shall without prejudice to its other remedies under the contract, deduct , as liquidated damages.

Any incidental taxes and levies on account of delay in performance of the contract by the supplier shall be at his account.

9. Agreement

The successful bidder should execute an agreement on a non-judicial stamp paper of Kerala state worth ₹ 200/- incorporating the terms and conditions of the contract within 7 days from date of placement of order for the satisfactory fulfilment of the contract. The successful Bidder shall obtain membership with ERCMPU by paying a nominal membership fee of Rs. 90.00.

10. Security Deposit

- a. The EMD of successful bidders will be considered as Security deposit.
- b. The security deposit will be released only three months after satisfactory completion of contract period as per our order and necessary recommendation from our units.
- c. The security deposit will be forfeited in favour of ERCMPU Ltd., in case of any violation of the terms and conditions or abandoning of the contract by the contractor without due notice.



- d. If the performance of the contractor is not satisfactory or if the contractor tends to withdraw from the contract before maturity period, the ERCMPU Ltd shall have the right to terminate the contract and make an alternative arrangement and the additional loss there by incurred by the Dairy for the completion of the contract period shall be recovered from the contractor. In such cases the Security deposit remitted by the contractor will be forfeited in favour of ERCMPU Ltd.
- e. The bidder shall meet all the eligibility criteria specified above. In case, if it is found out that the bid Information/documents uploaded to this effect are false/incorrect/forged, after awarding contract, the tender inviting authority has the right to summarily reject their bid and the security deposit remitted by the party will be forfeited and will not be refunded.

11. Award of Contract:

ERCMPU has the right to award or not to award entire quantity or partial quantity of the work to bidders based on merit. ERCMPU prefers multiple contractors at a time to ensure uninterrupted service as the requirement is comparatively at higher side. In such case, quoted rates of all the bidders will be considered. Weightage will be given to the lowest quoted bidder.

12. Arbitration & Jurisdiction:

- a. In case of disputes arising out of this tender, an arbitrator as mutually acceptable to the supplier and union will be appointed by the Managing Director, ERCMPU Ltd. The arbitrator's decision shall be final, conclusive and binding on both the parties.
- b. In case if either supplier to the tender is aggrieved by the award of the arbitrator so appointed as per clause above or otherwise, the jurisdiction for the same will be Ernakulam District and as per the provisions of Kerala Co-operative Societies Act and Rules 1969.

- 13. Managing Director, ERCMPU reserves the right to cancel or reject or accept or withdraw or extend the tender in full or part, as the case may be, without assigning any reason thereof. Any offer containing incorrect and incomplete information shall be liable for rejection. The Ernakulam Regional Cooperative Milk Producers Union Ltd. will not be responsible for any kind of online delay.

14. Scope of Works

- a. The successful bidder has to design and publish advertisement matter given from the various units of ERCMPU on all demanded days including Sundays & whenever required.
- b. The rate shall be quoted in the BOQ for all units of ERCMPU including Head office Edappally and other units in Thrissur, Ernakulam, Kottayam and Idukki Districts.
- c. The Proof of artwork shall be submitted and approved by the concerned unit/dept before publishing.
- d. The copy of published advertisement shall be sent to concerned unit/dept via mail/whatsapp before 10.30am on the date of publishing.



SL.No	Media	Display	
1.	Malayalamanorama-daily-Thrissur Edition	General	
		Classified	
2.	Malayalamanorama-daily-Ernakulam Edition	General	
		Classified	
3.	Malayalamanorama-daily-kottayam&Idukki Edition	General	
		Classified	
4.	Malayalamanorama-daily Thrissur,Ernakulam,Kottayam& Idukki districts Editions	General	
		Classified	
5.	Malayalamanorama-daily-all kerala edition	General	
		Classified	
6.	Mathrubhumi-daily-Thrissur Edition	General	
		Classified	
7.	Mathrubhumi-daily- Ernakulam Edition	General	
		Classified	
8.	Mathrubhumi-daily-Kottayam&Idukki Districts Editions	General	
		Classified	
9.	Mathrubhumi-daily Thrissur,Ernakulam,Kottayam&Idukki Districts Editions	General	
		Classified	
10.	Mathrubhumi-daily-all kerala edition	General	
		Classified	
11.	Kerala Kaumudi -Thrissur Edition	General	
		Classified	
12.	Kerala Kaumudi - Ernakulam Edition	General	
		Classified	
13.	Kerala Kaumudi - Kottayam&Idukki Districts Editions	General	
		Classified	
14.	Kerala Kaumudi - Thrissur,Ernakulam,Kottayam&Idukki Districts Editions	General	
		Classified	
15.	Kerala Kaumudi - all kerala edition	General	
		Classified	
16.	Deepika-Thrissur Edition	General	
		Classified	
17.	Deepika- Ernakulam Edition	General	
		Classified	
18.	Deepika- Kottayam& Idukki Edition	General	
		Classified	
19.	Deepika- Thrissur,Ernakulam,Kottayam&Idukki Districts Editions	General	
		Classified	
20.	Deepika- All kerala editions	General	
		Classified	

21.	Mangalam-Thrissur Edition	General	
		Classified	
22.	Mangalam-Ernakulam- Edition	General	
		Classified	
23.	Mangalam-Kottayam&Idukki- Edition	General	
		Classified	
24.	Mangalam- Thrissur,Ernakulam,Kottayam&Idukki Districts Editions	General	
		Classified	
25.	Mangalam-All kerala Editions	General	
		Classified	
26.	Hindu Business -All India Edition	General	
		Classified	
27.	Hindu Business-South India- Edition	General	
		Classified	
28.	Hindu Business-All Kerala	General	
		Classified	
29.	Thozhil Veedhi – All Kerala	Vacancy Notification	
30.	Thozil Vartha – All Kerala	Vacancy Notification	
31.	Malayalamanorama-daily Thrissur,Ernakulam,Kottayam& Idukki districts Editions -	Vacancy Notification(Wednesday)	
32.	Mathrubhumi-daily Thrissur,Ernakulam,Kottayam& Idukki districts Editions	Vacancy Notification(Wednesday)	

