

**THIRUVANANTHAPURAM REGIONAL CO.OPERATIVE MILK  
PRODUCERS' UNION LTD. KSHEERA BHAVAN, PATTOM,  
THIRUVANANTHAPURAM -695 004**

**Bid Ref. No. TRU/MKT/216/2025-26**

**TENDER FOR**

**Product Photoshoot, Catalog Designing and catalog printing  
for Milk Products and Product Package  
at TRCMPU**

**2026**

## BID FORM

1. Registered Name of Bidder :

2. Address :

3. Contact details

i. Land phone :

ii. Mobile :

iii. E-mail :

iv. Fax :

**THIRUVANANTHAPURAM REGIONAL CO.OPERATIVE MILKPRODUCERS'**  
**UNION LTD.**  
**KSHEERA BHAVAN, PATTOM, THIRUVANANTHAPURAM -695 004**  
**Phone Nos. 2558850, 2446845 Fax: 2449567, E-mail ID -**  
**trcmpumkt@gmail.com**

**NOTICE INVITING TENDER**

The Managing Director, Thiruvananthapuram Regional Co-operative Milk Producers Union Ltd (TRCMPU Ltd) invites sealed quotations from reputed agencies for Product Photoshoot, Catalog designing and printing for the Milk Products and Product Package at TRCMPU

•	Tender No. & Date	TRU/MKT/216/2025-26 Dated 14.03.2026
•	Item of Work	Product Photshoot, Catalog designing and printing for the Milk Products and Product Package
3	Specification	Annexure I
•	Estimated Amount	Rs. 4 Lakhs (Approx.)
•	Date and Time of Publication of tender.	18.03.2026, 10:00 AM
•	Date of Submission of tender	18.03.2026, 10:00 AM to 26.03.2026, 12:30 PM
7.	Date and time of opening of tender	26.03.2026, 1.00 PM
8.	Place of Opening	TRCMPU Ltd., Ksheera Bhavan, Pattom Thiruvananthapuram-695004.
9.	Bid Validity	90 Days
10.	Delivery time	Within 90 days from the date of Confirmed order.

RARARAJ R KAS  
MANAGING DIRECTOR

**2. Billing Address: -**

The Managing Director  
TRCMPU Ltd,  
Ksheera Bhavan, Pattom,  
Thiruvananthapuram - 695 004.  
GST: 32AAAAT9795J1ZX

**3. Terms of payment : Payment shall be made from TRCMPU as follows**

- 60 % of the order value shall be released as advance against submission of Bank Guarantee issued from any Nationalized Bank for an equal amount valid till completion of supply (not less than six months).
- 40% of the order value shall be released upon satisfactory supply of the items.

RARARAJ R KAS  
MANAGING DIRECTOR

## Scope of the Work

### **1. Photoshoot**

- 1.1. A professional photographer with the camera with spec mentioned in the annexure
- 1.2. The photoshoot shall cover all products under TRCMPU.

### **2. Designing of Catalog**

- 2.1. The bidder shall design a premium look catalog
- 2.2. The catalog shall include the images of products
- 2.3. The bidder shall provide multiple designs

### **3. Printing of Catalog**

- 3.1. The bidder shall submit the required quantity of copies of catalog as per the specification mentioned in the annexure

## **4. Reports & Time frame**

## **5. Time Frame**

The assignment shall be completed within a time frame of **3 months** from the date of the Award of Work.

### **6. Tender Document**

- 6.1. Earnest Money Deposit: The offer should be accompanied by an EMD of Rs. 10,000.00 (Rupees Ten Thousand only).
- 6.2. The Tender form shall, be submitted in separate Covers viz. Technical Bid & Financial Bid.
- 6.3. The Technical Bid shall contain profiles of experts,

suggested methodology, the composition of study team, time frame, terms and conditions and the cost involved.

6.4. The Financial Bid shall contain the cost of assessment for the entire Union to meet the project guidelines.

6.5. The Tender Evaluation Committee shall scrutinize the Technical Bid to find among the bidders having Technical Eligibility.

## **7. Evaluation & Selection Process**

The consultancy service will be awarded to the firm who has achieved the highest score in the QCBS evaluation.

Proposal with the lowest amount may be given a financial score out of 100 (Hundred) and other proposals given financial scores that are inversely proportional to their prices with respect to the lowest offer.

Similarly, proposal with the highest Technical Marks (as allotted by the evaluation committee) shall be given a score out of 100 (Hundred) and other proposals be given technical score that are proportional to their marks with respect to the highest Technical Marks. The total score, both Technical and Financial, shall be obtained by weighing the quality and cost scores and adding them up. On the basis of the combined weighted score for quality and cost, the consultant shall be ranked in terms of the total score obtained.

The proposal obtaining the highest total combined score in evaluation of quality and cost will be ranked as H-1 followed by the proposals securing lesser marks as H-2, H-3 etc. The proposal securing the highest combined marks and ranked H-1 will be invited for negotiations, if required and shall be recommended for award of contract. In the event two or more bids have the same score in final ranking, the bid with highest technical score will be H-1. In such a case, an Evaluated Bid Score (B) will be calculated for each responsive Bid using the following formula, which permits a comprehensive assessment of the Bid price and the Technical merits of each Bid:

where,

C = Evaluated Bid Price

$C_{low}$  = the lowest of all Evaluated Bid Prices among responsive Bids

$T$  = the total Technical Score awarded to the Bid

$T_{high}$  = the Technical Score achieved by the Bid that was scored best among all

responsive Bids

$X$  = Weightage for the Price - 0.3

## 8. Technical Evaluation

Sl. No	Criteria & Sub Criteria	Scoring Methodology	Marks Obtained	Description of the Documents to be produced
1	Years of existence of the firm <b>(Minimum requirement: 10 years)</b>	5-15 years : 15 marks		Certificate of Incorporation/Registration
		More than 15 years : 20 marks		
2	Annual Turn Over <b>(Minimum Requirement - 2 Cr for the last FY)</b>	25 L to 50 L : 15 marks		P& L and Balance sheet or audited statement for the last
		More than 50 Lakhs : 20 marks		
3	Experience 3.Experience in Govt. Organizations/PSUs/Co-operatives <b>(Minimum requirement: 5 years)</b>	1 year : 6 marks		Proof of satisfactory completion works for Government PSU, or Co-operative clients (with order & satisfactory completion certificate within a period of 5 years).
		2-3 years: 7 marks		
		More than 5 years : 10 marks		

Sl.	Criteria & Sub Crite	Scoring Me	Marks Obtain	Description of t he Documents t
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No	Criteria	Methodology	Marks	Documents to be produced
4	4.(a) Designing Infrastructure	Tied up facility : 4 marks		Memorandum of Understanding ( MoU)
		Rented facility: 6 marks		Self-certificate of the agency
		Owned facility: 10 marks		
	4.(b) Manpower availability  <b>(Minimum requirement: 25 Personnel including employees/ Consultants / Outsourced personnel)</b>	Below 10 employees: 6 marks		Self-declaration of the Agency regarding the number of personnel in its letter head
		10-15 employees: 8 marks		
		More than 15 employees : 10 marks		

Sl. No	Criteria & Sub Criteria	Scoring Methodology	Marks Obtained	Description of the Documents to be produced
5	Past Performance/ Client references  <b>(Minimum requirement : 2 feedback )</b>	2 feedbacks: 8 marks		Feedback letters or client testimonials of previous recruitment work.
		3-4 feedbacks: 10 marks		
		5 or more: 15 marks		
		2-5		

6	Ex pe rtis e	7.(a) No of Key pe rsonnel with more than 5 years of ex perience.	Personnel: 10 marks		Self-declaration o f the agency stati ng the details of the key personne l with their profile
			More than 5 Personnel: 15 marks		
<b>Total Score</b>					

## 9. Submission of Tender

- Tender document can be downloaded free of cost from “www.milmatrcmpu.com” website and available free of cost and can be used for submission.
- The Thiruvananthapuram Regional Co-operative Milk Producers’ Union shall have the right to accept or reject the offer without assigning any reason thereof.
- The quoted rates will be applicable for the entire evaluation period and no change in the rates will be permitted.
- Eligibility Criteria for the Bidding Party: Proof has to be produced along with the tender.
- The offer should be accompanied by an EMD and Tender fee as mentioned in the tender and the offers without EMD will be summarily rejected.
- The EMD of the unsuccessful bidders will be released only upon finalization of the Consultancy/agency. The EMD of the successful bidder will be adjusted as part of the security sum of the Consultancy.
- Thiruvananthapuram Union should receive the Tenders with signature **on or before 26.03.2026 at 12:30 PM at the Head Office of Thiruvananthapuram Milk Union**
- The offer will be evaluated by the Union and the work will be awarded if the offer is found acceptable.

## 10. Other Terms & conditions

- The conveyance expense of the audit team will be met by TRCMPU Ltd.
- Boarding and lodging expense of the audit team will be met by TRCMPU Ltd.
- TRCMPU will provide access to the data/records as and when requested

### **11. Jurisdiction**

THIRUVANANTHAPURAM (KERALA) Only

RARARAJ R KAS  
MANAGING DIRECTOR

**Thiruvananthapuram Regional Co-operative Milk Producers' Union Limited, Head Office, Ksheera Bhavan, Pattom (PO), Thiruvananthapuram- 695004**

**Tender for the Photoshoot, Designing and Printing Product catalog in TRCMPU.**

Name & Address of the Agency quoting the Tender		
<b>Name &amp; Designation of the person to whom all references shall be made regarding this tender.</b>		
	<b>Job Details as Per Tender</b>	<b>Amount Quoted</b>
<b>Sl No.</b>	<b>Document</b>	
1	Photoshoot	
2	Designing	
3	Printing	
	<b>TOTAL</b>	
4	EMD Amount Rs.	

5	Cash Receipt No: and Date OR Name of Bank, DD No: and Date	
	Signature	

Name and address of the Successful Tenderer

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**ANNEXURE-I**  
**SPECIFICATION**

**Professional Photography for the  
Milk Products and Product Package**

Number of Products-100 Nos

Preferred Alpha A7 R IV Mirrorless Camera or  
Canon EOS R6 Mark II Mirrorless Camera.

Use a macro or prime lens (50 mm or 100 mm) for sharpness and  
minimal distortion.

Use good lighting.

**Deliverables:**

Excellent *colour accuracy, Colour grading, contrast, and clean files* with  
good dynamic range.

(Front view , Side view and Close-up detail shots. )

Minimum **300 DPI resolution**

Large image size (A4/A3 usable)

Shot in RAW format

**Product Catalog Designing (2 category )**

**1. Milk Products :**

Size-A4- Cover + 16 pages

**2. Ice Cream Products**

Size: A4- Cover + 12 pages

**Scope of Work:**

Conceptualize and Creative Design and Final Artwork.  
The Catalog designs who can develop creative concepts and produce visually engaging, consumer-friendly aligned with brand objectives.

Clean and modern layout structure.  
Use High-resolution product photography  
Well-organized product specifications and features for quick understanding

**Deliverables:**

Layout Presentation  
Final artwork CYMK format  
Printing files in multiple formats- AI, PDF, PSD

**Product Catalog Printing (2 category )****1. Milk Products**

Size: A4- Cover + 16 pages

**2. Ice Cream Products**

Size: A4- Cover + 12 pages

Printing : Multicolour,  
High-definition image reproduction

Paper : Cover- 300 gsm art  
Inside- 170 gsm art

Lamination: Cover matte with UV Spot.  
Binding: Pin- Professional finishing quality

Quantity: 1000 number

The final print output should feature consistent colour accuracy, smooth gradients and a premium finish.

RARARAJ R KAS  
MANAGING DIRECTOR