



KUDUMBASHREE BROILER FARMERS
PRODUCER COMPANY LTD.

KUDUMBASHREE BROILER FARMERS PRODUCER COMPANY LTD.
DOT SPACE BUSINESS CENTRE
TC 24/3088, Usha Sandya Building
Kowdiar, Dewasom Board Road, Thiruvananthapuram 695033

+91 471 255 4715

info@kudumbashree.org, ahkudumbashree@gmail.com

kudumbashreebfpcl@gmail.com, ahkudumbashree@gmail.com

www.keralachicken.org

0001/HR/19/KBFPCL/00018

31.08.2019

Notification- Empanelling Brand Consultant

Kudumbashree Broiler Farmers Producers Company Limited intends to take up Brand consultant to empanel for one year. The Chief Executive Officer, Kudumbashree Broiler Farmers Producer Company Ltd, Kudumbashree State Mission, 2nd Floor, TRIDA Rehabilitation Building, Medical College P.O., Thiruvananthapuram - 695011 invites sealed EOI from professional Brand Consultants.

Eligibility:

1. Companies/Partnership/Proprietorship Firms in Branding sector having a minimum of 10 years' experience in the field.
2. Should have experience in designing and executing brand collaterals for international clients.
3. Should have experience in designing packages, logos and other collaterals.
4. The agency must be registered in India and must have registered office in Trivandrum

Scope of Work:

KBFPCL intends to empanel capable Brand Consultation Firms/Companies who shall be responsible for branding and designing. The scope of activities would include the following:

- Carrying out market research in order to keep up to date with customer trends, as well as trying to predict future trends
- Developing strategies and managing marketing campaigns across print, broadcast and online platforms to ensure that products and services meet customers' expectations and to build the credibility of brands
- Analysing the success of marketing campaigns and creating reports
- Supervising advertising, product design and other forms of marketing to maintain consistency in branding

Selection Procedure

Appropriate service provider shall be selected on the basis of interview and panel Discussion by the designated team for the purpose. Final rates and payment terms and conditions shall be finalized on the basis of the same. Separate call letter will not be issued for the same. Applicants should attend the interview panel discussion on 17th September 2019, 10.30 AM at EZ Suites NAD Rd, Kalamassery, ChaithanyaNagar, NorthKalamassery, Kalamassery Kochi,Kerala 683104 India.

'Janova' is the brand name of the eggs marketed under Kudumbashree. The applicants should submit a design collateral along with the application. The profile should be presented in front of the committee and the right candidates shall be selected on the basis of score awarded.

Address:

KUDUMBASHREE BROILER FARMERS' PRODUCER COMPANY LIMITED
Kudumbashree State Mission,
2nd Floor, TRIDA Rehabilitation Building,
Medical College P.O.,
Thiruvananthapuram - 695011, Kerala.
Phone: 91-471-2554714, 2554715, 2554716

Closing date of application submission: 07.09.2019 before 5.00 pm. Both hard copy and softcopy of the application are accepted. The application shall be sent to the email:
kudumbashreebfpcl@gmail.com.

Chairman & Managing Director

Kudumbashree Broiler Farmers Producer company Limited
2nd floor above munnar catering college. Trida building, road, Chalakkuzhi, Thiruvananthapuram, Kerala
695011
Kudumbashree State Mission Office., Address

9. Brief professional experience:

Office/Instt. Firm	Post held	Part time/ Contract Basis/ Ad-hoc/ regular/ Temp./pmt.	Exact dates to be given (indicate day, month & year)		Total Period (in years)			Salary	Nature of duties
			From	To	Years	Months	Days		

10. Any other relevant information:

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12. Details of enclosures:

- 1)
- 2)
- 3)

I hereby declare that all the statements made in the application are true and complete to the best of my knowledge and belief. I do not have any statutory impediment to apply or work for the above cited post.

Date:

Signature of candidate

Place:

Address:

References (02 experts/persons):

- 1.
- 2.