

EXPRESSION OF INTEREST

MARKETING AGENCY FOR BELL METAL & WOOD CLUSTER

The **Expression of Interest** is invited for deployment as Marketing Agency for the following ongoing SFURTI cluster of Ministry Of MSME, Govt. of India:

- **Kantilo Bell Metal and Wood Cluster, Nayagarh, Odisha.**

The agency must have experience in market promotion and digital marketing of traditional products/handicraft items. Experience in marketing of Bell metal and Wood cluster is desirable. The EOI along with credentials and detailed Business Plan should be sent to us on or before 3 PM on 26th May, 2023.

Please visit our web site (www.cttc.gov.in) for detail terms and conditions .



CENTRAL TOOL ROOM & TRAINING CENTRE

(Ministry of Micro, Small & Medium Enterprises, Govt. of India)

B-36, Chandaka Industrial Area, Bhubaneswar, -751024

Phone: 0674-2654700, 2654733 Email: cttc@cttc.gov.in



To be put in the website

TECHNICAL REQUIREMENTS:

- 1) The agency must have an office in the state of Odisha.
- 2) Minimum experience of 3 years in marketing of traditional products, craft items, digital marketing etc. Experience in selling of Bell metal and Wood products is desirable.
- 3) Experience in export marketing is desirable.
- 4) Knowledge in Market research and analysis.
- 5) Liasioning and Networking with different agencies /organisations with regard to sales promotion.
- 6) The average Annual Turnover in average during last three years should not be less than Rs 25 lakhs.
- 7) Must have dedicated team for providing marketing assistance to the cluster for selling of goods produced in bell meal and wood cluster.

Duration of Engagement: Initially engagement period will be for 01 year from the date of agreement. Payment of fee will be decided as per the scope of work and agreed terms. Renewal of agency engagement shall be decided based upon the performance of sales and revenue generation.

Scope of Work:

- 1) Advertising and Publicity Content preparation
- 2) Advertisement and Publicity of Products in Print, Electronics, Social media, Sales networking etc.
- 3) Participation in Exhibition.
- 4) Branding of Bell metal and Wood Products.
- 5) Market survey and selling of existing traditional products.
- 6) Market demand study and providing inputs for product development, manufacturing and costing.
- 7) Competitive analysis in the existing market.
- 8) Sales plan for One year from the date of engagement.
- 9) Phase wise Digital marketing and execution
- 10) Revenue generation on monthly and Quarterly basis.

Payment of Fee: It will be decided based upon the milestone based activities as mutually agreed among SPV, Nodal Agency and Marketing Agency.

Selection Procedure: The eligible agencies will be called to CTTC, Bhubaneswar for giving a presentation and discussion for assessment. CTTC reserves the right to cancel the application without assigning the reason at any point of time.

Last date of Submission of Expression of interest: 10th May, 2023, Time 3.00PM. The EOI should be addressed to

The General Manager,
Central Tool Room and Training Centre,
B-36, Chandaka Industrial Area, KIIT, Bhubaneswar-751024, Odisha