ODISHA STATE CO-OPERATIVE MILK PRODUCERS' FEDERATION LTD. (OMFED)

CORPORATE OFFICE, BHUBANESWAR

SHORT TENDER / CALL FOR QUOTATION NOTICE

Tender Reference No.: 4873 **Date: 12.11.2026**

Sub: Invitation of quotations for installation and execution of OMFED Display-cum-Sale Stalls and Branding & Marketing Communication (Marcom) Activities during Historic Balijatra Utsav – 2026 at, Kataka from 24.11.2026 to 01.12.2026.

Sealed quotations are hereby invited from reputed, experienced and eligible agencies/vendors for the installation, branding and execution of three (03) OMFED Display-cum-Sale Stalls and associated Marketing Communication (Marcom) activities during the Historic Balijatra Utsav – 2026 at, **Kataka**, scheduled to be held from **24th November to 1st December 2026**.

Part A – Construction and Branding of OMFED Sale cum Display Counters at Baliyatra-2026 Kataka

from 24.11.2026 to 01.12.2026

Total: 3 Nos. Sale cum Display Counters of different dimensions

Sl. No.	Description of Items / Detailed Technical Specifications	Unit	Qty.	Rate Inclusive All
1.1	Construction of OMFED Sale Counter – 30 ft × 30 ft, 25 ft × 20 ft & 15 ft × 10 ft: Complete design, construction and installation of one promotional sale counter measuring 30 ft × 30 ft, using new commercial-grade waterproof plywood and suitable supporting grid structure. The work shall include structural framework, roofing arrangement, display racks, painting, colouring, ground platform with carpeting, complete branding, flex printing, frame mounting, top and bottom branding boards, internal and external lighting, electrical fittings and all necessary accessories. The stall shall be designed to facilitate product display, sales, customer movement and promotional activities.	Job	3	
1.2	Roofing and Waterproofing: Providing and installing waterproof tarpaulin canvas over the rooftop of all three stalls, including cotton masking, stitching, overlapping, fastening, eyelets, ropes, clamps and supporting accessories. The roofing shall provide adequate protection against rainfall, sunlight and other weather conditions.	Job	For Item 1.1	
1.3	Display Racks and Colouring: Fabrication and installation of suitable product display racks, shelves and supporting arrangements, including painting, colouring, polishing and finishing of the stall interiors and exteriors as per the approved OMFED branding theme.	Job	For Item 1.1	
1.4	Ground Platform with Carpeting: Providing and constructing properly levelled and stable platforms for all three stalls, including suitable supporting materials, surface finishing and commercial-grade carpeting.	Job	For Item 1.1	
1.5	Complete Stall Branding: Designing, printing, supplying and installing OMFED-branded flex panels with suitable frame mounting, including front, side, top and bottom branding boards. The scope shall include artwork preparation, printing, fabrication of supporting frames, mounting and installation.	Job	For Item 1.1	

1.6	Internal and External Lighting: Providing, installing and commissioning suitable LED lighting arrangements inside and outside all three stalls, including electrical wiring, switches, connectors, fixtures and accessories to ensure adequate illumination of the stalls, product display areas and branding panels.	Job	For Item 1.1	
1.7	3D Letter Boards: Design, fabrication, supply and installation of three-dimensional OMFED letter boards at the designated stalls, including suitable materials, lettering, finishing, supporting structures, mounting accessories and installation.		5 Nos	
1.8	LED Look Walker / Illuminated Promotional Walker: Design, fabrication, supply and deployment of LED-illuminated promotional walking structures/branding displays for movement across the Baliyatra venue. The scope shall include illuminated branding, suitable structural arrangements, electrical fittings, necessary accessories, operational manpower and deployment during the approved event schedule.	Job	1	

Part B – Venue-Wide Visual Branding and Promotional Activities

Sl. No.	Description of Items / Detailed Technical Specifications	Unit	Qty.	
2.1	Venue-Wide Visual Branding: Conceptualisation, design, fabrication, supply and installation of OMFED promotional and visual branding elements at strategic locations across the Baliyatra venue, Cuttack. The work shall include identification of suitable display locations, preparation of creative artwork, production and installation of branding materials, and maintenance during the event period. The objective shall be to maximise OMFED brand visibility and visitor engagement throughout the venue.	Job	1	
2.2	Modular LED Glow Sign Boards with Base – Cube Design: Design, fabrication, supply and installation of modular LED-illuminated glow sign boards with suitable supporting bases in attractive cube-shaped designs and other approved formats. The boards shall carry OMFED branding, logos and promotional messages. The work shall include LED modules, electrical connections, supporting structures, surface finishing, transportation, installation and operational maintenance during the event. These displays shall be positioned at selected strategic locations within the Baliyatra venue, subject to venue permissions.	Job	As per Approved Layout	
2.3	Walk-Around Magician – Product Promotion and Customer Engagement: Deployment of a professional walk-around magician to conduct interactive promotional activities across the Baliyatra venue. The magician shall engage visitors through entertaining magic performances and product-related interactions, showcase and promote OMFED products, and distribute approved OMFED product samples/promotional items to onlookers. The agency shall arrange the performer, costumes, props, necessary materials and coordination throughout the approved event schedule.	Job	1	
2.4	OMFED Mascot Deployment: Providing and deploying a professionally designed OMFED-branded mascot for promotional activities across the Baliyatra venue. The mascot shall interact with visitors, participate in promotional activities	Job	1	

	and facilitate photo opportunities with visitors and families. The scope shall include mascot costume, trained performer, handler/assistant, transportation, maintenance and deployment during the event schedule.			
2.5	Influencer Marketing and Promotional Reels (4Nos.): Conceptualisation, production and publication of 3–4 promotional reels through suitable social media influencers to enhance the digital visibility and outreach of OMFED during Baliyatra. The reels shall highlight OMFED products, promotional offers, combo packs, spin-the-wheel activities, lucky draws and other customer engagement initiatives. The scope shall include influencer identification, with minimum1,00,000 fallowers coordination, scripting, video shooting, editing, branding integration, social media publication and submission of live post links and performance reports.	Nos	3-4	

2. Eligibility Criteria

The participating agency/vendor must fulfil the following eligibility requirements:

1. The agency/vendor should have prior experience in fabrication of exhibition stalls, event management, branding, advertising or execution of similar promotional activities.
2. The agency/vendor should possess a valid GST Registration Certificate and PAN.
3. The agency/vendor should submit details of relevant work experience along with copies of previous work orders/completion certificates, wherever available.
4. The agency/vendor should have adequate manpower, technical expertise and infrastructure to execute the assigned work within the stipulated timeline.
5. Preference may be given to agencies/vendors having prior experience in executing promotional and branding activities for OMFED or other reputed organisations.

3. Submission of Quotations

Interested agencies/vendors are required to submit their quotations in a sealed envelope super-scribed:

"QUOTATION FOR OMFED DISPLAY-CUM-SALE STALLS AND MARCOM ACTIVITIES DURING BALIJATRA UTSAV – 2026, Karaka **"**

The quotation should contain:

- Detailed item-wise technical specifications and rates.
- Separate item-wise cost for fabrication, branding and Marcom activities.
- Applicable GST and other statutory charges, indicated separately.
- PAN and GST Registration Certificates.
- Details of previous experience and supporting documents.
- Contact details of the authorised representative.

The rates quoted should be inclusive of all applicable costs relating to materials, transportation, manpower, fabrication, installation, maintenance, dismantling and other incidental expenses. GST should be shown separately.

4. Important Dates

Particulars	Details
Date of publication of quotation notice	12.11.2026
Last date and time for submission of quotation	18.11.2026 up to 2.00 pm
Date and time of opening of quotations	18.11.2026 at 3.00pm
Place of submission	Marketing Division, Corporate Office, OMFED, Bhubaneswar.
Contact Person	Dy. Manager, PR, Corporate Office, OMFED.

5. General Terms and Conditions

1. The selected agency/vendor shall be responsible for the complete fabrication, installation, branding and execution of the assigned activities within the stipulated timeline and before commencement of the festival.
2. The agency shall ensure that all materials used for fabrication, roofing, electrical installation and branding are of good quality and suitable for outdoor use.
3. All designs, layouts, branding materials and promotional creatives shall be submitted to OMFED for prior approval before execution.
4. The agency shall ensure proper maintenance, cleanliness and upkeep of the stalls throughout the festival period.
5. The agency shall deploy adequate manpower and ensure proper coordination with OMFED officials and the District Administration, Cuttack.
6. The agency shall ensure electrical safety, structural stability and compliance with all applicable safety requirements.
7. The agency shall be responsible for obtaining necessary permissions, wherever applicable, in coordination with the concerned authorities.
8. The agency shall submit original GST tax invoices along with supporting bills, photographs and other relevant documentary evidence for verification and processing of payment.
9. Payment shall be released on satisfactory completion of the assigned work and submission of requisite bills and supporting documents, subject to verification and approval by the competent authority.
10. OMFED reserves the right to accept or reject any or all quotations, either in full or in part, without assigning any reason thereof.
11. The competent authority reserves the right to modify, cancel or alter the scope of work depending upon the requirements of the event.
12. Any damage, loss or deficiency arising out of the negligence of the agency shall be the responsibility of the agency.

13. 3D Stall Design and Approval: The selected agency shall submit a detailed 3D design/layout of the proposed OMFED stall, indicating the front, side and interior views, branding elements, product display counters, refrigeration arrangements, lighting and other infrastructure. The fabrication work shall be undertaken only after obtaining approval of the design from OMFED.
14. The agency shall submit the relevant documentary evidence, including geo-tagged photographs, along with the bill for verification and processing of payment.

6. Selection of Agency

The agency/vendor shall be selected based on technical suitability, relevant experience, quality of proposed execution and competitive item-wise rates. OMFED reserves the right to negotiate with the eligible agency, if considered necessary, in accordance with applicable rules and procedures.

Interested agencies/vendors are requested to submit their quotations within the stipulated date and time at the address mentioned below. No Quotation shall be entertained after the stipulated date and time.

By Order of the Managing Director

Dy.Manager (PR)
Corporate Office
Odisha State Co-operative Milk Producers' Federation Ltd. (OMFED)
Bhubaneswar, Odisha.

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