



THE INDCOSERVE

Tamil Nadu Small Tea Growers' Industrial Cooperative Tea Factories' Federation Limited,
IND.No.697 (INDCOSERVE)

Expression of Interest (EOI)

For

**Digital Marketing Agency for providing Digital Marketing
Consultancy and Services for Indcoserve**

1. INTRODUCTION:

INDCOSERVE is the largest tea cooperative federation in India and it's working under control of Department of Industries and commerce, Government of Tamil Nadu. It was established in 1965. The Indcoserve is an apex body of 16 Industrial cooperative tea factories located in Nilgiris under its fold.

INDCOSERVE offers its range of branded teas in the name of Blue Mont, Mountain Rose, Indco's Cardamom, Indco's Masala, Indco's Kahwa and Mountain Rose Hotel Blend. Indco branded teas are offered through general and modern trade apart from e-commerce and q-commerce platforms. Indco's teas are also offered through CSD and Tamil Nadu Police welfare canteens.

For detailed information of Indcoserve, please visit our website: www.indcoserve.com

2. INVITATION OF EXPRESSION OF INTEREST (EOI):

Interested Digital Marketing Agencies / freelancers are requested to submit their EOI to offer Digital Marketing Consultancy and Services for Indcoserve as per the below scope of work.

A. Scope of Work by digital marketing agency/ freelancers

- **Content Creation and Curation:** This includes creating a social media content calendar, creating campaigns and concepts, keeping a pulse on industry news and current affairs. Basic Translation into Tamil for Facebook (where necessary).
- **Creative Strategy and Production:** Preparation of creatives with branding consistency – posts, ad copies, social media banners, ad creatives, stories, gifs, short videos with available data etc.
- **Social Media Strategy:** Creation of strategy and __ (No of Months) -month SM plan.
- **Research:** Analyzing current data, insights, and trends to improve brand presence.
- **Posting Schedule:** Monitoring and posting across platforms. Frequency of posting as per calendar, strategy, or on-demand/need basis.
- **Brand Keyword or Hashtag Monitoring:** Research and review keyword(s) or hashtag(s) we will be tracking and using to improve reach.
- **Analytics and Reporting:** Monthly reports on analytics to review metrics and performance
- **Social Media Management:** Available to engage on social media consistently (for a fixed set of hours) and moderate responses.

B. Project Metrics

In order to gain more brand exposure from social media, our strategy should seek to increase followers, identify impressions, comments, and reposts/shares to be part of the metrics.

With the current numbers and growth rate in mind, we propose to achieve the following

I. _____ % Follower increase every month until the completion of this contract

II. Boost in Instagram Engagement -To ensure we are reaching and interacting with more customers per month. (Quantify the no. of customers).

III. Web Traffic Increase - POS (Amazon / Indcoserve.com / Other e- commerce sites)

IV. Increase Reach by _____% month on month

V. Improve engagement – comments, likes, participation

C. Posting Frequency

Posting will be done across the Social Platforms of Indcoserve

➤ _____ No of Posts / engagements per week basis the content strategy and calendar

(across all platforms) include:

- *Posts*
- *Reels*
- *Stories*
- *Cross-postings*
- *PR mentions*
- *Announcements*
- *Beneficiary videos*
- *Product promos etc.*

Max. shares of engaged users using stories – based on strategy/participation (where necessary).

D. Payment schedule: Detailed payment schedule.

E. Team involved: Composition of the team involved and their expertise details.

F. Terms and Conditions: Include T&C's if any.

3. SUBMISSION OF EOI:

Interested applicants are required to submit the information as detailed above scope of work in their EOI. ***Applicants can add any other information/ parameter as required to the above-mentioned scope of work.***

4. SIGNATURE & SUBMISSION:

The proposal should be sent in letter head, duly signed in and forwarded to below mentioned address on or before 05.12.2025

The Chief Executive
Officer, THE INDCOSERVE
No. 35, Church Road,
Coonoor – 643 101, The
Nilgiris,
Tamil Nadu.

5. OPENING:

The proposal submitted against the EOI will be opened as stated below:

S.No.	Particulars	Date & Time
1.	Last date for submission of filled in form	05.12.2025 up to 4.00 PM
2.	Opening of EOI	08.12.2025 - 4.30 PM

6. PERIOD OF AGREEMENT:

The shortlisted agency/ freelancer may be empaneled for a period of 3 months and the contact may be extended for further period of nine months subject to satisfactory performance in the first 3 months.