

KERALA STATE CO-OPERATIVE MARKETING FEDERATION LTD. (MARKETFED)

Head Office: Ernakulam, Kerala | Website: [*www.marketfed.com](http://www.marketfed.com)

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NOTICE INVITING EXPRESSION OF INTEREST (EOI)

Ref No:

Date: June 29, 2026

Empanelment of Management Consulting Firms for Strategic Planning & Business Development

Marketfed invites detailed proposals and expressions of interest from qualified, experienced, and legally established Management Consulting Firms. The selected firm will be responsible for preparing report in strategic planning, business development, market expansion, and organizational growth initiatives of the Federation.

ELIGIBILITY CRITERIA

Interested firms must strictly fulfill the following organizational and personnel benchmarks to be considered for empanelment:

1. Firm Profile & Sector Experience

Firm Longevity: The Management Consulting Firm must have an established track record with **more than 12 years** of active operation in the consulting industry as of the date of this notification.

Sectoral Domain Expertise The firm must possess a proven history of successfully delivering consultancy services to organizations across **both** of the following sectors:

- * Government Organizations (Partially or Fully Owned / Public Sector Undertakings)

- * Co-operative Institutions / Federations

2. Deployed Team & Consultant Profile

The specific consultants proposed and deployed for this strategic assignment must meet the following stringent qualifications:

Educational Background:

- * Graduation degree in Agriculture (B.Sc. { Agri} or equivalent) from a recognized university.

* Post Graduate degree/diploma in Management (MBA / PGDM) from Institutes of National Repute (candidates with a specialization in Rural Management will be given preference).

3. Time Period for Submission of Report: Submission of Report within 30 Days from the date of commencement of assignment

4. Professional Experience:

A minimum of 20+ years of overall professional work experience.

A minimum of 10+ years of strict domain experience within Sales & Marketing at a Senior Management Level.

Language Proficiency: Fluency and proficiency in *Malayalam*(spoken and written) is highly desirable and shall be considered an added advantage for seamless field-level execution and stakeholder coordination.

SUBMISSION GUIDELINES

Documents Required: Interested firms must submit their comprehensive offer document, including the firm's statutory profiles, credentials, past experience certificates, and detailed CVs of the proposed consultants.

Last Date for Submission: On or before July 6, 2026, by 5:00 PM.

Submission Mode: send via Email or by post/courier in a sealed envelope to the Head Office

Sd/-

Managing Director / Authorized Signatory

Kerala State Co-operative Marketing Federation Ltd. (Marketfed)

Disclaimer: Marketfed reserves the right to accept or reject any or all proposals without assigning any reason thereof.