

KERALA IRRIGATION INFRASTRUCTURE DEVELOPMENT

CORPORATION LTD

(A Government of Kerala Undertaking)

HILLY AQUA CORPORATE OFFICE,

T.C. 24/2013 (4), Devaswom Board Jn, YMR Road, Kowdian P.O. Thiruvananthapuram

Pin: 695 003

Email Id: marketing.hillyaqua@gmail.com

No: KIIDC/44/2025-AA

Date :15.07.2025

EXPRESSION OF INTEREST

Hilly Aqua is seeking a professional digital media management company to enhance our online presence, effectively engage with our customers, and strengthen our brand identity through various targeted social media campaigns. As we expand our market and introduce innovative eco-friendly bottled water packaging, we aim to position ourselves as a leader in the industry. With the upcoming launch of our Soda Soft Drinks and bio-preform bottled water—the first of its kind in the country—we are keen to communicate our achievements and product features to a global audience through social media marketing.

Quotations are invited for the managing and enhancing the social media presence of Hilly Aqua across platforms including Facebook, Instagram, YouTube, and WhatsApp Status. For a period of 2 years. The agency will be required to:

1. Content Development & Management:

- Develop creative, high-quality content (images, infographics, videos, etc.) aligned with our brand messaging.
- Curate engaging content that highlights health benefits, hydration tips, sustainability efforts, and product features.
- Implement a structured content calendar to ensure consistent posting and audience engagement.

2. Community Engagement:

- Monitor and respond to customer inquiries, comments, and feedback promptly and professionally.
- Encourage user-generated content and build an interactive online community.

3. Strategic Social Media Marketing:

- Develop and execute a social media strategy to enhance brand awareness, engagement, and reach.
- Run and manage paid social media campaigns focused on lead generation, brand visibility, and sales.

4. Performance Tracking & Optimization:

- Provide detailed monthly reports on social media performance, including growth metrics and engagement rates.
- Continuously optimize campaigns based on insights and feedback for maximum effectiveness.

Eligibility Criteria:

- Proven experience in managing social media for FMCG brands.
- Expertise in content creation, digital marketing strategies, and paid advertising.
- Ability to demonstrate past successful campaigns with measurable results.
- A team of skilled professionals in graphic design, content writing, and analytics.

Submission Requirements: Interested agencies are requested to submit their detailed quotations, including:

1. Company profile and relevant experience.
2. Portfolio of previous social media management work.
3. Proposed strategy and approach for Hilly Aqua.
4. Cost breakdown for services offered.
5. Expected timeline for implementation and key deliverables.

6. The rate quoted should be inclusive of GST
7. Vendor shall submit their quotation in their own letter head along with a brief idea. The quotations should reach this office before 3.00 PM on 30.07.2025
8. Date and time of Opening Quotation is 3:30 PM on 30.07.2025
9. All rules related to Government Quotations will be applicable in this case also.
10. The rate quoted must be of monthly basis for a period of 2 years.
11. If poor performance is demonstrated after the quotation is accepted, then the agreement will be cancelled.
12. The detailed plan for the social media promotion must be enclosed in an envelope clearly superscribed with “EOI for Social Media Promotion” and addressed to the Senior General Manager, Hilly Aqua Corporate Office, T.C. 24/2013 (4), Devaswom Board Junction, YMR Road, Thiruvananthapuram – 695003.

Sd/-

Senior General Manager