

THE KERALA STATE HOMOEOPATHIC CO-OPERATIVE PHARMACY LTD. (HOMCO)

GMP Certified

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SCOPE OF ASSIGNMENT FOR MARKETING AND PROMOTION AGENCIES

The Kerala State Homoeopathic Co-operative Pharmacy Limited (HOMCO), Alappuzha, invites **Expression of Interest (EOI)** from experienced **Marketing & Promotion Agencies** for undertaking promotional and publicity activities in connection with the inauguration of HOMCO's Second Division at Valiyakalavoor, Alappuzha.

Scope of Work / Duties:

The agency shall be responsible for the following activities:

1. **Pre-Inauguration Promotion**
 - o Designing publicity materials (banners, posters, invitations, brochures)
2. **On-Event Branding**
 - o Event branding, media content, standees, welcome boards
 - o Product display and information panels highlighting HOMCO activities

Eligibility:

- Minimum **3 years' experience** in marketing / publicity works, preferably for government or public sector organisations
- Capability to deliver creative and compliant publicity materials

Interested agencies may submit:

- Agency profile
- Details of similar marketing works handled
- GST registration and contact information

The EOI may be submitted in sealed cover or by email as per HOMCO instructions, **on or before 29.01.2026 at 5.00pm.**

HOMCO reserves the right to accept or reject any or all EOIs without assigning any reason.

Date:24.01.2026

Website:www.homcokerala.com

Sd/-

Managing director

Email: homcotenders@gmail.com