



Utkalika

Odisha State Co-operative Handicrafts Corporation Ltd.

D-2/3 & 4, Industrial Estate, Rasulgarh, Bhubaneswar-751010, Ph-0674-2975390

Letter No. - 3146

Date: 10.10.23

QUOTATION CALL NOTICE

Sealed quotations are invited from registered and reputed advertising agencies having GST no. to offer their lowest price for an Influencer Marketing campaign for Utkalika focusing on our e-commerce platform, Utkalika Marketing Hub, in conjunction with our ongoing Durga Puja sale.

Key Project Details:

- Influencer Marketing Campaign:** Create and execute an influencer marketing campaign that aligns with our brand identity and objectives. This campaign should include identifying suitable influencers, negotiating contracts, and managing the entire influencer partnership process.

Total No. of Influencers: 2 Nos.

Category: Celebrity and Artist (With minimum 200k followers on Instagram)

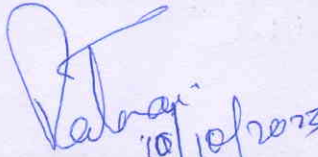
- Content Creation:** Collaborate with influencers to develop engaging and high-quality content that highlights our products, the e-commerce platform of Utkalika, hub along with the ongoing Durga puja offer in line with our brand values.

Minimum Deliverables:

- Reel: 1 Nos. (In collaboration with Utkalika on Instagram)
- Story: 1 Nos. (In collaboration with Utkalika on Instagram)
- Post: 1 Nos. (In collaboration with Utkalika on Instagram)
- Posting on both Instagram and Facebook

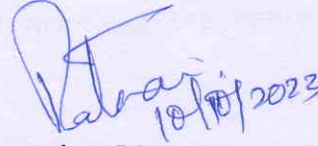
The sealed quotation should reach this office by 13.10.2023 at 3.00 PM and the same will be opened at 4.30 PM on the same day. Quotations shall not be received beyond the scheduled date and time

The authority reserves the right to accept /reject any or all quotations without assigned any reason thereof .


10/10/2023
Managing Director

Memo no 3147 Date 10.10.23

Copy to Notice Board of the Corporation for wide publicity


10/10/2023
Managing Director