

SPICES BOARD
(Ministry of Commerce & Industry, Govt. of India)
Palarivattom.P.O. N H By Pass
Kochi –682025

Phone: 0484-2333603
Email: spicesboard@vsnl.com

No:PUB/SCH/01/10-11

4th June, 2010

Dear Sir,

Sub: Offers for developing & designing a Corporate Brochure
On Indian Spices – Reg:

The Spices Board desires to bring out a Corporate Brochure of International Quality, on Indian Spices to promote the role of Spices Board in promoting exports, besides showcasing the range of Spices and Spice Products exported from India. It has been felt necessary to develop a new Corporate Brochure for the Board, which will serve as a literature for the promotion of the Indian industry. This should detail on all vital aspects to promote the role of Spices Board in updating the Indian Spice industry, promoting exports in different markets, besides showcasing the range of Spices and Spice Products exported from India.

The important Geographical indicators of various spices, and traditional importance of spices grown and processed in various locations may also be highlighted.

In order to develop and design the brochure with all the above details offers are invited from prospective and promising publicity consultants. The focus of the brochure should be on strength of India in exports, processing, value addition, Marketing, Research covering the aspects mentioned below:

- a. Wide range of Spices and Spice Products – Growing areas, Principal markets, Geographical Indicators
- b. Quality of Indian Spices - Logos, guarantees and assurances
- c. Chain of Spice Laboratories
- d. Processing – Exporters' capabilities, Spice Parks
- e. Value Addition

- f. Marketing
- g. Packaging
- h. Export Promotion – Initiatives, Back-up for Exporters, Market Surveys, International Fairs, Food Festivals, etc.
- i. New Products
- j. Capability of Indian Spices
- k. Credibility of Indian Spices
- l. Capability of Indian Spices Exporting Community
- m. World Spice Congress – Mention of Exporters' Organisations
- n. About Spices Board and Linkages with other International Bodies

You are requested to send us your concept, text outline, pictures, and any special features, with quotes for developing and designing the Corporate Brochure on Indian Spices and Spice Products, as per our Specifications. Your quotes should contain all the relevant information and costings for design and layout, besides printing, and the expected time to complete the proposed work. Your offers should reach the undersigned on or before 21st June, 2010.

Sd/-

[DR.P.S.S.THAMPI]
DY.DIRECTOR[PUBLICITY]