



# Institute of Fashion Technology Kerala

(A Government of Kerala Institution)

Established in Technical Collaboration with NIFT

Affiliated to University of Kerala, Thiruvananthapuram

Approved by AICTE, New Delhi

No: 04/B/IFTK/2024

Kollam, Dated: 17/04/2024

## Quotation Notice

Competitive quotations are invited from the reputed firms / agencies for Comprehensive Social Media Advertising and Management Services for Institute of Fashion Technology Kerala in connection with the admission process for the admission to B.Des Fashion Design course for the academic year 2024.

### Eligibility Conditions / Pre – qualification for the firms

- ❖ The firms should be well established firm and should have experience in the field of Digital Marketing, IT related services etc.
- ❖ The firm should be a registered firm with a valid GST Number
- ❖ Should have prior experience in the social media advertising and management services – Minimum 3 years of experience is mandatory

Only firms / agencies fulfilling the above criteria will be considered for the participation in the quotation process.

### Services required

Particulars	Quantity / Period
Period of Campaign	05/05/2024 to 25/05/2024
Total number of days	20 Days
Paid Advertising (@ Rs.1500/- per day - Meta Advt.)	20 Days
Google Ad Words for 10 days (@ Rs.1000/- per day)	10 Days
Social Media Text Posts	5 Nos
Posters	10 Nos.
Reels	2 Nos.

Eligible firms fulfilling the above conditions shall submit the quotation in sealed envelope with the super-scripted "Quotation for Comprehensive Social Media Advertising and Management Services" to the undersigned.

Last date for the submission of the quotation is : 24/04/2024, 05.00 PM.

Opening of the quotations : 25/04/2024, 11.00 AM

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- IFTK Website ([www.iftk.ac.in](http://www.iftk.ac.in))



*Lashahelth*  
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