The Marine Products Export Development Authority, the nodal agency for promotion of Seafood exports from India, invites proposals from Bureau of Outreach and Communication (BOC) empanelled agencies for developing advertisements, creative artwork designs and promotional videos for the generic branding of Indian Seafood in the International Market.

Requirement

1) **Design (Dummies)** for generic branding of Indian Seafood
   a) Indian Crab
   b) Indian Shrimp
   c) Indian Squid
   d) Indian Cuttlefish
   e) Indian Fish

2) **Promotional Videos**: Story board for 2-3 minute promotional videos on Indian Seafood covering the following sectors
   a) Primary production and harvest which include the capture and culture fisheries sectors
   b) Pre-processing, processing and storage & loading of final products.
   c) Sales & Marketing.

3) **Backdrop designs**: MPEDA used to participate in domestic and international fairs with booths and India pavilion. To project the core theme of MPEDA’s participation, backdrops highlighting the key products in each market need to be designed.

4) **Pavilion designs**: MPEDA used to set up India pavilion in major international Seafood fairs along with participation of Seafood Exporters from India as co-exhibitors. Country pavilion projecting brand India as a whole and Indian Seafood in particular will be the core focus of design. The proposal should have dummies of attractive stall designs with the concept of a country pavilion.
**Key Information**

The last date and time for submission of proposals is 5:00 PM on 15/02/2019.

The proposals are to be submitted in sealed covers supercribing

“Proposal for Print Media creatives” or “Proposal for Multi Media creatives” whichever is applicable.

The proposal may be submitted to

Mr. Premdev K.V  
Deputy Director (Market Promotion),  
Marine Products Export Development Authority,  
MPEDA House, Panampilly Nagar,  
Kochi- 682 036.  
Phone: 0484 2311979