

**EOI called upon from professional  
agencies/startups with unique branding  
ideas to invest & collaborate  
with Muziris on 'The Muziris Merchandise  
& Local Souvenirs Program'  
MPL- 458/25 Dt:29-08-2025**



EOI ID: MPL/458/25/EOI - Date: 29-08-2025  
Last Date of Application: 17<sup>th</sup> October 2025 - 3.00 PM

## Muziris Projects Limited

### Expression of Interest (EOI)

EOI called upon from professional agencies/ startups with unique branding ideas to invest & collaborate with Muziris on 'The Muziris Merchandise & Local Souvenirs Program' MPL- 458/25 Dt: 29-08-2025

Muziris Projects Limited (MPL), a Government of Kerala undertaking, invites Expressions of Interest (EOI) from professional agencies and start-ups with innovative branding concepts to collaborate on "The Muziris Merchandise & Local Souvenirs Program."

### Objective

The program aims to create and promote **unique souvenirs, merchandise, and local products** that capture the spirit of Muziris heritage, culture, and traditions. MPL seeks to build a strong branding and marketing ecosystem around these products while ensuring that the **major share of income directly benefits local producers, artisans, and traditional units.**

### Scope of Collaboration

Selected agencies/start-ups will work in partnership with MPL to:

- Conceptualize, design, and develop **unique souvenirs, merchandise, and heritage-inspired products.**
- Collaborate with **local artisans, craftspeople, and production units** to create authentic and high-quality items.
- Develop **branding, packaging, and storytelling strategies** to enhance the cultural identity of the products.
- Market the merchandise through multiple channels, including **physical outlets, online platforms, heritage sites, and tourism touch points.**
- Generate revenue through sales, with a **major share of income going to the local producer/artist/unit**, thereby ensuring inclusive growth.
- Position Muziris merchandise as a **cultural brand** with a sustainable revenue model that supports heritage tourism.

### Eligibility

- Professional agencies or start-ups with proven experience in **branding, product development, or cultural merchandise creation.**
- Strong portfolio showcasing creativity, marketing expertise, and innovative product strategies.
- Willingness to collaborate closely with MPL and local communities for product ideation and execution.

## Intellectual Property (IP) Condition

- All products, designs, concepts, and branding developed under this program will be the intellectual property of Muziris Projects Limited (MPL).
- Agencies/start-ups will act as collaborators/service providers, and no independent commercial use of the products/brand is permitted without prior approval from MPL.

## Submission Guidelines

Interested agencies/start-ups are requested to submit:

1. **Letter of Interest**
  2. **EOI/ Tender Application form** (downloadable from the website)  
Application Fee: Rs.1000/- + 18% GST
  3. **Refundable EMD** Rs. 50,000/-  
EMD Details: Managing Director, Muziris Projects Limited, Kodungallur.  
(EMD taken in the above address should be attached along with the Technical Bid submission)
  4. **Company/Agency Profile** – including background, expertise, and years of experience.
  5. **Portfolio/Case Studies** – showcasing relevant work in branding, product development, or souvenir programs.
  6. **Concept Note/Proposal** – outlining the proposed approach for creating Muziris merchandise and souvenirs.
  7. **Business Model** – indicating plans for marketing, distribution, and revenue-sharing strategies.
- All the documents submitted by the bidder should be self attested with name and signature.

## Terms & Conditions

- The collaboration will be formalized through an agreement with MPL, with clear terms on revenue sharing, roles, and responsibilities.
- MPL reserves the right to shortlist and select agencies/start-ups based on evaluation of proposals.
- The program will be rolled out in phases, subject to approval of the MPL Board.

## Submission Deadline

EOI documents must be submitted by 17<sup>th</sup> October 2025, 3.00 PM to:

The Managing Director  
Muziris Projects Ltd.

Pullut Po, Kodungallur, Thrissur - 680663 Email: marketing.muziris@keralatourism.org,  
Contact: 9037252480

Subject Line: EOI called upon from professional agencies/ startups with unique branding ideas to invest & collaborate with Muziris on 'The Muziris Merchandise & Local Souvenirs Program' MPL- 458/25 Dt: 29-08-2025

\*Above subject line should be written in full and clear on top of the bid submission cover