



Request for quotation: Marketing & brand support services

Dated: 15th Nov, 2025

Issued by: Bahula Foods Pvt Ltd

1. Brief project overview

Bahula is a good food company based out of Bajju in western Rajasthan. This region's agricultural and pastoral systems produce some of the cleanest, most nutrient-dense foods naturally adapted to stress, drought, and extreme climates. We are in the process of expanding our presence in the camel milk dairy and specialty food space. As we roll out new interventions and products, we are looking to partner with an experienced marketing consultant or agency who can help us design and execute a cohesive marketing strategy across both digital and offline channels.

This RFQ is intended to gather proposals from qualified marketing partners who can support us end-to-end from strategy and brand positioning to campaign planning and on-ground activation.

2. Scope of work

The proposed work will include, but not be limited to, the following:

A. Brand & marketing strategy

- Brand positioning, messaging and storytelling
- Audience segmentation (urban, rural, institutional buyers, retailers, etc.)
- Competitor mapping and market benchmarking
- Recommended marketing roadmap (3–6 months)

B. Digital marketing

- Social media strategy (Instagram, Facebook, LinkedIn, etc.)
- Content calendar creation
- Photography, videography & creative support (as needed)
- Performance marketing
- Website updates / landing pages (if required)
- Tracking KPIs such as reach, engagement, leads, conversions

C. Offline marketing

- Point-of-sale material (flyers, standees, brochures)
- On-ground activations, sampling events, farmer meetings, distributor outreach
- Local partnerships & channel marketing



- Branding guidelines for packaging, banners, or promotional assets

D. Campaign execution

- Planning and executing 1–2 integrated campaigns linked to our interventions
- Coordinating with internal teams for approvals, product understanding, etc.
- Monthly reporting and performance review

E. Advisory & support

- Regular check-ins or review meetings
- Recommendations on improving customer acquisition and brand visibility
- Support in planning events or launches where relevant

3. Deliverables expected

- Brand & marketing strategy document
- 3–6 month integrated marketing plan
- Monthly content calendar
- 1–2 campaign concepts with execution plans
- Monthly performance reports with metrics and insights
- Designs/templates for offline materials (as needed)

4. Preconditions

- a. No subcontracting is permissible
- b. The supplier may choose to propose for the full services or individual components.

5. Vendors are requested to include:

Interested consultants/agencies are requested to share:

1. Company profile or individual background
2. Relevant past work, especially in food, FMCG, D2C or agri-value chains
3. Team structure and key people who will work with us
4. Suggested approach & methodology for the assignment
5. Timeline and availability
6. References from similar work (if available)

6. RFQ timeline

- Last date for submission: 7th Jan, 2026
- Email for submission: dundun@bahulanaturals.com



Bahula Foods Private Limited

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