

**THE PLANTATION CORPORATION OF KERALA LTD**  
**INVITES E-TENDER FOR THE PRODUCTION/MARKETING OF**  
**CASHEW APPLE PRODUCTS**

PCK/SAL-F/5544

04.02.2025

The Plantation Corporation of Kerala Ltd (PCKL), Kottayam invites e-tenders from prospective entrepreneurs for undertaking production and marketing or marketing alone of various types of cashew apple products such as cashew apple juice, cashew apple syrup, carbonated cashew apple drink etc., from its factory at Muliyar; Kasaragod.

PCKL own about 2200 Ha of cashew plantations in Kasaragod Estate ie, Hosdurg, Manjeswaram and Kasaragod taluks of Kasaragod district. PCKL has been manufacturing and marketing on its own, cashew apple juice, cashew apple syrup and carbonated cashew apple drink (under the brand name Occiana) in a limited scale for the last few years.

Cashew apple juice is first extracted from fresh ripened cashew apples and converted into syrup and Occiana. Realizing that these products (Cashew apple juice, syrup and Occiana) hold significant market potential, PCKL recently opened a new semi-automated factory in Kasaragod Estate for producing these cashew apple products. PCKL proposes to outsource their marketing alone or both their production and marketing together.

**Bidding Process:**

PCKL proposes to outsource either (i) marketing of the above products produced by PCKL or (ii) preferably, both the production and marketing these products to an agency for which competitive tenders are invited from competent parties. The second will be the most preferred option.

Interested parties may submit their financial bids for either or both of the above two options through e-tender for a period of three years, starting from March 2025. Rates may be quoted separately for each year.

Those parties who are bidding for option (i) above will be supplied with the various cashew apple products (Cashew apple juice, syrup and Occiana) that PCKL produces at its Kasaragod estate and the successful bidder will be responsible for marketing the entire quantity of these products at their cost and risk. The period of contract will be initially for one year (March 2025 to February 2026) and can be extended for two more years based on mutual consensus.

The bidder who is offering the highest amount (BOQ-1 for quoting rate) separately for juice/syrup/Occiana in Rs./litre in bidding option (i) will be normally, but not necessarily selected. In option (i) production cost will be borne by PCKL and the entire marketing cost will be borne by the successful bidder.

Those parties bidding for option (ii) above will be allowed to collect cashew apples fallen from the trees in PCKL's Kasaragod estate free of cost, use its technology and existing factory at Kasaragod Estate to produce various cashew apple products listed above and the successful bidder will market these products and all these activities will be entirely at the risk and cost of the successful bidder. PCKL will share with the successful bidder protocols for making cashew apple juice, syrup and Occiana. Marketing of all the products from the factory will be under the brand name of PCK. The running/maintenance cost of the existing factory will be borne by the bidder in option (ii).

In option (ii), the successful bidder, if so desires, will be free to make use of the existing infrastructure in the factory to produce other fruit products/beverages (sourcing materials from outside).

In bidding option (ii) the bidder who is offering the highest rental amount (BOQ-2 for quoting rate) for the entire period of contract (from 03/2025 to 02/2026 and the following two more years for the production and marketing of these products as stated above) will be normally, but not necessarily selected. The entire cost and risk of production and marketing will be borne by the successful bidder in option (ii).

For option (i) & (ii) - GST and other taxes applicable will be extra.

Interested parties can participate in the tender through e-tender portal (<http://etenders.kerala.gov.in>) which should be accompanied by an EMD for an amount Rs.50,000/- as Demand Draft drawn in favour of PCK Ltd, Kottayam subject to the following conditions:

The successful bidder will enter into an agreement with PCKL and the terms and conditions, including the Security Deposit will be negotiated. The period of validity of the agreement will be initially for one year (from March 2025 to February 2026), which can be reviewed and extended for another two more years based on mutual consensus for both option (i) and option (ii). Bidders are therefore requested to submit three separate offers for year 1, year 2 and year 3 for both bidding options.

**Eligibility**

Parties who have previous experience in any type of activities related to production and marketing of food/beverages aligning with the nature of work stated as options (i) and (ii) above or holding a marketing network for any merchandise, preferably food or beverages such as fruit juices/soft drinks/fruits etc., either fresh or canned, may submit their financial bids either for option (i) or for option (ii) or for both options. Separate quotes should be submitted for each option with proof of eligibility/experience.

**Conditions**

The acceptance of the tenders rests with the Managing Director who does not bind himself to accept the lowest rate or any other rate. The Corporation will have the discretion to distribute the quantity among two or more parties, if so found necessary.

If the selected party fails to comply with the contract or do not confirm to the requirement of the Corporation, withdraws from their offer before the expiry period of contract, the Corporation shall have the liberty to cancel the agreement and to forfeit the security deposit and also to arrange the work as a whole or part thereof at any rate from anywhere else and the resultant losses and expenses incurred on this account will be realized from the tenderer and Corporation has authority to blacklist the defaulting tenderer from participating in future tenders.

The party shall not assign, make over, underlet or sublet the contract to any person or firm. Repairs & maintenance of the machineries if any during the period will be at the risk & cost of the party. There will not be any auction/post tender offer.

PCK management will have the right to accept or reject any tender without assigning any reasons and decisions of the management will be final.

The successful bidder will be given a confirmation order after which an agreement should be executed with the Corporation in the prescribed format in Kerala Stamp Paper worth Rs.200/- for the due fulfillment of the contract in the aforesaid conditions.

PCKL strongly recommends interested parties to first visit the estates and inspect the factory at Kasaragod before submitting their financial bids through the e-tender portal. Those who wish to visit the estates and inspect the factory may contact Mr. U. Sajeev, Manager, Kasaragod Estate, Muliya P.O., Kasaragod. Mobile – 9447204200 who will make necessary arrangements for the same.

Demand Draft in original and signed tender documents have to be reached in office of the G.M (C ) on or before 15.02.2025, 01:00 p.m.

**Deadline for tender submission**

The last date and time of submission of the financial bid through e-tender portal: [www.etenders.kerala.gov.in](http://www.etenders.kerala.gov.in) is at **2.00 P M on 14.02.2025**. The financial bids will be opened at **2.30 P M on 15.02.2025** in the presence of the bidders participated or their authorized representatives, if present.

For any enquiries, kindly contact:

The Managing Director,  
Plantation Corporation of Kerala Ltd,  
Muttambalam (PO), Kottayam-4.

Email id - [mdpckltd@gmail.com](mailto:mdpckltd@gmail.com)

Mobile No: 9447763179, 9496076001, 0481-2578306 (Office)

**Kottayam**  
**04.02.2025**

**Sd/-**  
**MANAGING DIRECTOR**