



INTERNATIONAL LITERATURE FESTIVAL OF KERALA (ILFK) 2025 Quotation Form for Social Media Promotion

Date: 20.05.2025

Ref. No.: ILFK/SM/2025/219/A1

Vendor Details

Company/Agency Name	
Contact Person	
Address	
Email	
Phone	
Years of experience (May attach detailed profile separately)	
Notable works/ clients	

Scope of Work

Social media promotion and content management for ILFK 2025 across the following platforms:

- Facebook
- Instagram
- WhatsApp Channel

Deliverables:

Item	Quantity / Duration	Description
Social Media Strategy & Planning	1	Overall content calendar and engagement plan
Static Creatives	6 weeks	Festival announcements, speaker highlights, countdowns, individual programme poster designs
Video Content (Short Reels/Promos)	10	Event teasers, highlights
Paid Promotions / Ad Management		Targeted ad campaigns for reach & engagement
Reporting & Analytics	Weekly & Final	Platform-wise performance reports with insights

Quotation Summary

Description	Cost (INR)
Content Creation (Design + Copy)	₹
Video Production & Editing	₹
Social Media Management	₹
Paid Ads Management	₹
Total	₹
Taxes (GST @ 18%)	₹
Grand Total	₹

Institution Profile

Description	Cost (INR)
Content Creation (Design + Copy)	₹
Video Production & Editing	₹

Terms & Conditions

1. 25% advance payment upon confirmation. The remaining amount will be paid in a mutually agreed phased manner aligned with project milestones.
2. All content will be subject to approval by Kerala Sahitya Akademi
3. Any additional work beyond scope will be billed separately with prior approval.

Authorized Signature (Agency):

Name: _____

Designation: _____

Signature: _____

Date: _____