



KERALA AUTOMOBILES LIMITED

(Government of Kerala Undertaking)

An ISO 9001 : 2015 Certified Company

GSTIN : 32AABCK0142M1ZW

Invitation for Expression of Interest (EOI) for Appointment of Business Development Agencies (BDAs)

Kerala Automobiles Limited (KAL), a leading manufacturer of eco-friendly electric vehicles invites **Expression of Interest (EOI)** from qualified and experienced **Business Development Agencies (BDAs)/Individuals** to support the expansion of KAL's electric vehicle market across India.

Scope of Work

The selected Business Development Agency will be responsible for:

- Identifying potential markets and business opportunities for KAL electric vehicles.
- Developing partnership channels including distributors, dealers, institutional buyers and fleet operators.
- Supporting KAL in government/sectoral engagements, tenders and EV adoption initiatives.
- Facilitating promotional activities, lead generation and customer outreach.
- Assisting in territory expansion, budgeting and business planning.

Eligibility Criteria

Interested agencies should meet the following minimum requirements:

1. Minimum **3 years' experience** in business development, marketing or channel development (preferably in the automobile/EV sector).
2. Proven track record in large-scale market development or institutional sales.
3. Adequate professional manpower and infrastructure.
4. Valid registration and statutory compliance documents.

Documents to be Submitted

Applicants shall submit the following details with supporting documents:

1. Company/Agency Profile

- Name, Address, Contact Details
- Year of Establishment
- Ownership and Management Details



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2. Experience Summary

- Details of relevant projects / clients
- Market development achievements

3. Manpower & Infrastructure Details

4. Proposed Strategy for Business Development for KAL EVs

5. Financial Details

- Annual Turnover of the last 3 years
- PAN, GST registration

6. Any other information supporting the capability of the agency.

The selected agency/individual will be appointed as KAL's authorised Business Development Agent. Attractive compensation based on revenue generation by/through the BDA will be provided.

Submission of EOI

Interested and eligible agencies may submit their Expression of Interest along with all required documents by email to:

The Managing Director
Kerala Automobiles Limited (KAL)
Aralumoodu P.O., Neyyattinkara,
Thiruvananthapuram – 695123
Email: catomd.kal@kerala.gov.in

Last Date for Submission: 05/12/2025

General Conditions

- KAL reserves the right to accept or reject any or all EOI submissions without assigning any reason.
- This EOI does not constitute a commitment by KAL to award any contract or engage any agency.

Sd/-

Managing Director