

OFFER LETTER

Date: 27th July 2026

To,

Mr. Binayak Pati

3E 512, Sec 9, CDA, Cuttack

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Dear Binayak,

Greetings from Hues Network Pvt. Ltd.

We are pleased to formally offer you the position of Content Strategist cum Social Media Manager at Hues Network Pvt. Ltd., subject to the terms and conditions outlined in this letter. This offer is based on our discussions and our assessment of your skills, experience, and potential.

1. Appointment Details

- Designation: Content Strategist cum Social Media Manager
- Department: Content & Social Media
- Employment Type: Full-Time
- Work Mode: Work from Office
- Work Location: Bhubaneswar
- **Date of Joining: 28/07/2026**
- Reporting To: Founder / Business Head

2. Compensation Structure

- Base Pay: ₹23,000 per month
- Performance-Based Pay: ₹7,000 per month
- Total Monthly Compensation (on full performance): ₹30,000 per month
- Probation Period: Three (3) months from date of joining
- Continuation post-probation is subject to satisfactory performance review
- Salary will be paid into the employee's designated company salary account
- Salary will be disbursed as per company payroll cycle (1st–30th of current month, payment on 10th of next month)

Performance Pay — Terms of Release:

- In case of non-performance, missed deliverables, or work not meeting the required standard, the performance pay will be held back, and will not be paid unless and until a satisfactory explanation or corrective work is provided by the employee.
- This clause on performance-linked pay applies throughout the entire period of employment, and is not limited to the probation period.
- Decisions on release or withholding of performance pay rest solely with the Management, based on monthly work review.

3. Role & Responsibilities

Your responsibilities will include, but are not limited to:

A) Content Strategy & Creation

- Content ideation, planning, and quality control across platforms
- Copywriting for captions, scripts, branding communication, and campaigns
- Content calendar planning aligned to each client's brand voice and campaign goals
- Coordination with the design, video, and motion teams for timely content production
- Be Part/face of Video/Content if required

B) Social Media & Community Management

- Day-to-day handling and posting across client social media accounts
- Online reputation management and community engagement (comments, DMs)
- Tracking platform trends, formats, and algorithm shifts to keep content competitive

C) Client Coordination & Servicing

- Client coordination and servicing for content-related deliverables
- Supporting pitch decks and strategy documents for new client onboarding
- Representing Hues Network in client-facing calls/meetings related to content and social strategy, as needed

D) Reporting & Analytics

- Tracking performance metrics (reach, engagement, growth)
- Preparing weekly/monthly performance reports with actionable insights

E) Team & Workflow Coordination

- Coordinating with creative, content, and design teams to ensure smooth workflow
- Ensuring timely delivery and brand consistency across client accounts

4. Employment Nature

This is a full-time employment. You shall not engage in any other employment, freelance work, consultancy, or business activity during your tenure without prior written approval from the Management.

5. Working Hours

You will follow a 6-day workweek. Due to the nature of the role, extended working hours may be required during campaigns, shoots, launches, or deadlines. No additional compensation shall be payable for such extensions.

Daily Work Reporting:

- You are required to share a summary of the work completed during office hours by the end of each working day.
- These daily updates will be reviewed at the end of each month as part of the performance assessment for that month.
- Salary and performance-based pay for the month will be released on the 10th of the following month, as per the standard payroll cycle, subject to this review.

6. Leave Policy

Leave entitlement and holidays shall be governed by the Company's Leave Policy. All leaves must be pre-approved.

- Leave requests must be emailed 2–3 days in advance (except emergencies)
- Leave entitlement per quarter: 1 Casual Leave and 1 Sick Leave (as per current policy)

7. Performance Review

Your performance will be reviewed periodically based on output quality, ownership, leadership, client satisfaction, campaign performance & outcomes, and team contribution. Salary revisions and role enhancements are at the sole discretion of Management and based on performance and business needs.

8. Confidentiality & Non-Disclosure

During and after your employment, you shall maintain strict confidentiality regarding, including but not limited to:

- Client data & contracts
- Pricing, proposals, pitch decks
- Campaign strategies, reports & analytics
- Internal processes, documents, credentials

Any breach of confidentiality may lead to immediate termination and legal action.

9. Intellectual Property Rights

All work created, designed, strategized, written, executed, or conceptualized by you during your employment including but not limited to content, designs, ad copies, campaign strategies, reports and frameworks shall be the exclusive intellectual property of Hues Network Pvt. Ltd., with no ownership claims by the employee.

10. Code of Conduct

You are expected to maintain professional conduct and uphold the company's reputation at all times. Any misconduct, unprofessional behavior, or unethical practices may lead to disciplinary action.

11. Notice Period & Termination

During probation, employment may be discontinued based on performance or role fit. After confirmation, either party may terminate employment by providing 50 days' written notice or salary in lieu thereof, as applicable.

The Company reserves the right to terminate employment immediately in cases of serious misconduct, breach of confidentiality, fraud, conflict of interest, or violation of company policies.

12. Assets & Data Responsibility

All company assets including laptops, access credentials, databases, client files, or documents must be returned in good condition upon resignation or termination. Failure to do so may result in recovery or legal action.

13. Governing Law

This appointment shall be governed by and construed in accordance with the laws of India, and courts of Odisha shall have exclusive jurisdiction.

14. Zero Tolerance Policy

Hues Network Pvt. Ltd. maintains a zero-tolerance policy toward the following, any instance of which may result in immediate termination without notice and, where applicable, legal action:

- Harassment, discrimination, or abusive behavior toward colleagues, clients, or vendors
- Theft, fraud, or misappropriation of company or client funds, assets, or data
- Sharing, leaking, or misusing confidential client or company information
- Substance abuse or reporting to work under the influence of alcohol/drugs
- Falsification of records, reports, credentials, or work output
- Sabotage of company work, client relationships, or team morale
- Any breach of the Moonlighting Policy outlined below

COMPANY POLICIES & WORKPLACE RULES

To maintain a high-performance creative environment, the following policies apply:

- No groupism or internal politics: forming groups, creating divisions, or influencing team members against management/colleagues will be treated as misconduct
- Repeated late coming: habitual late reporting without valid reason may lead to warnings, salary deductions, or disciplinary action
- Random/unplanned leave: frequent unplanned leaves affecting delivery may lead to performance review and action
- Missed deadlines: repeated failure to meet deadlines without valid reasons will be treated as performance negligence
- No improvement in performance: lack of improvement after feedback/warnings may lead to PIP or termination
- Unprofessional behavior: disrespect, insubordination, abusive language, or negative attitude affecting team morale will not be tolerated
- Client and company data confidentiality: sharing data or files externally is strictly prohibited
- Conflict of interest: working with competitor agencies or handling external clients without approval is prohibited

Moonlighting Policy – Strict Enforcement

Moonlighting is treated as a serious breach of trust and a direct conflict of interest with Hues Network Pvt. Ltd. The following applies without exception:

- Freelancing, consulting, or engaging — directly or indirectly — with any brand, client, or competing agency within Bhubaneswar, Cuttack, or Puri is strictly prohibited at all times, whether paid or unpaid.
- Any external freelance work outside this region requires prior written intimation and approval from Management before commencement, with full disclosure of the client/brand and scope of work.
- Soliciting, servicing, or diverting any current or prospective Hues Network client for personal or third-party benefit is strictly prohibited.
- Undisclosed moonlighting discovered at any stage — during or after employment — will be treated as a fundamental breach of this offer and the employee's duty of trust, resulting in immediate termination without notice, forfeiture of dues where legally permissible, and potential legal action for damages.
- This policy applies for the full duration of employment, irrespective of probation status.

Policy Amendments

The Company reserves the right to amend, modify, or update policies, terms, and conditions of employment at any time based on business requirements.

15. Final Settlement

Full and final settlement of dues will be processed only after:

- All company belongings, assets, access credentials, files, and documents have been returned in good condition; and
- An approved performance report for the last month of serving has been submitted and reviewed by Management.

Final settlement shall not be released until both conditions above are satisfied.

16. Acceptance of Offer

Please sign and return this offer letter as a token of acceptance. Further onboarding formalities will be shared upon acceptance.

For Hues Network Pvt. Ltd.

Jagadish Sahu
Founder & Director

Employee Acceptance

I, Mr. Binayak Pati, have read, understood, and accepted the terms and conditions mentioned above.

Employee Signature: _____

Date: _____