

APSA ENTERPRISES PRIVATE LIMITED

S4, A60, 2nd Floor,
Sector 2, Noida,
Uttar Pradesh 201301

24th March, 2024

Ms. Amresh Poddar

Welcome to APSA ENTERPRISES ! Congratulations on your decision to partner with us in our endeavor to change the face of **PR Distribution and News Tech**. We are pleased to offer you the position of **Client Acquisition and Business Development Executive** on following terms and conditions:

Offer Details:

Designation	Client Acquisition and Business Development Executive
Department	Business Development
Sub Department	Sales
Role Location / Work Location	Noida
Employment Type	Permanent
Fixed Compensation	CTC Rs - 4,20,000/- p.a (Bifurcation as per below)
Date of Reporting	26th March 2024
Days Working	Mon-Fri* (5.5 Days)
Reporting Location	S4, A60, 2nd Floor, Sector 2, Noida, Uttar Pradesh 201301 Google Map link: https://maps.app.goo.gl/tZfQ5c9hw1RRTyck7
Leaves (Paid)	2 per month
Leaves (Unpaid)	4 per month

1. You will be governed by and agree to abide by the General Terms & Conditions of Service of the Company, as enclosed in Annexure A.
2. You will be governed by and agree to abide by the provisions of the company's Code of Conduct, copy of which is enclosed with this letter.
3. You are requested to carry necessary documents on your joining date, as enclosed in Annexure B. You are requested to join the services of the Company no later than **Tuesday, Mar 26th, 2024** , failing which you may please consider the offer to be withdrawn, unless an extension to the date of joining has been mutually agreed in writing.

We take this opportunity to thank you for the interest you have shown in our organization and look forward to welcoming you on-board for a fruitful career with us.

Please submit the signed copy of this offer letter on your date of joining.

Yours sincerely,

For and Behalf of,
APSA ENTERPRISES PVT. LTD.

Accept Job Offer by signing below

Director

Signature:

Compensation Bifurcation

	Components	Component Details	Monthly	Annual
	Gross Salary (indicative)		33,200	398400
1	Basic Salary	35% of Base Salary	11,620	139440
2	Special Allowance		7,110	85,320
3	House Rent Allowance	equal to Basic	11,620	139440
4	Transport Allowance		1,600	19,200
5	Medical Allowance		1,250	15,000
	Gross Salary = (1+2+3+4+5 (wherever applicable)		33,200	398400
6	Variable Pay (Expected Average)	Based on Performance	0	0
	Total Cash = (Base Salary + Variable Pay)			
7	Provident Fund (Employer Contribution)	12% of (Base - HRA)	1,800	21,600
8	ESI		0	0
9	Gratuity		0	0
10	LWF		0	0
	Total CTC		35,000	420000
11	Pf - Employee Contribution		1,800	21,600
12	Esi - Employee Contribution		0	0
	Total Employee Contribution		1,800	21,600
	In-Hand (Savings A/C)		31,400	376800
	Future Savings (Pf A/C, Gratuity)		3,600	43,200
	Insurance, Other Charges Etc.		0	0
	Variable Pay (Performance based)		0	0

Annexure A

- All Confidential information, Marketing Material, Developed Material and Documentation of the Company including any information concerning the organization, business or finances of the Company or of any third party, any trade secret, software program, functional methodologies, business plans, strategies, clients list, records, reports, memoranda which is confidential to the Company or which the Company is under an obligation to keep confidential or is of such type and nature that a reasonable person would regard as confidential.
- The Employee acknowledges that the unauthorized use or disclosure of the Confidential Information will be prejudicial to the interest of the Company or the entities with which the Company has business relationship and may amount to invasion of privacy or a misappropriation or improper disclosure of trade secrets.
- The Employee acknowledges that he/she can't be engaged in any type of business (as owner or director or partner), freelancing work (in the same industry or other) while his/her employment in the Company.
- In case the mutually agreed monthly targets are not completed provided by Team lead, Manager or Director; the Employer has the right to put employee under PMP (Performance Monitoring Period) which is usually of 15-30 days; and can terminate the employee with a notice period of 15-30 days after the PMP period.
- In case the Employee is using any resources, trade secrets, business processes outside the organization/company, the employer can terminate the employee immediately.
- In case the employee wants to terminate the employment, then he/she has to serve notice period of 30 days and incase of immediate termination he/she can do a buy back with its one month compensation.

- APSA Enterprises may require you to vary the pattern of your working hours if required on a temporary or permanent basis.
- We, APSA Enterprises, reserve the right to terminate Your position at any time, if the Employee is not working according to our expectations, by giving the employee a written notice of termination by 30 days.
- You will be subject to the terms and conditions as agreed and amended from time to time by APSA Enterprises as outlined in any of its policies, procedures, handbooks and other relevant documents.
- You are required to report any sickness absence as soon as possible to our admin email and provide a doctor's explanation of sickness where sickness lasts three days or more.
- Communication should be made with any of the Teammates via Email and Discord only. And keep info@zexprwire.com in CC to all other emails. Otherwise your mail is considered invalid and a legal offense.
- Leave can be availed for a maximum of 4 days in a month. More than 4 days need a medical certificate or Genuine letter for consideration. The application for the leave will be sent at least 48 hours earlier.
- You have to attend all the sessions and the meetings. Absence in more than two meetings will lead to termination.
- In case of any other Issue not mentioned in the agreement will be taken by the Board of Director or the Chairman. The Chairman decision is considered as the final decision.

Code of Conduct: APSA ENTERPRISES PVT. LTD., endeavors to follow the best possible standards in its governance and has high levels of transparency and integrity. As an employee or consultant, or as a business partner, we would like to inform you of our Ethical Standards Practice applicable to our employees relating to their dealings with you in various business transactions.

We ask you to read, understand, and adhere to this practice and also ensure that others represent you do the same (applicable for vendors or consultants). All correspondence in this regard shall be kept confidential. In case of any clarification, please do not hesitate to contact us.

Business Conduct: Our basic premise in conduct of business: employees should do nothing that might discredit or embarrass the Company, its clients, or themselves as employees of the Company. All APSA ENTERPRISES PVT. LTD., employees are expected to act in accordance with the highest levels of personal and professional integrity, and ethical conduct. Honest conduct is that which is free from fraud or deception.

Appraisal Policy: The appraisal is always subject to the performance of the employee in terms of behavior as well as goals and target. Appraisals will be done annually i.e the completion of one year of the employee in the organization/company. The appraisal can be anywhere from 10% to 50% which will require an appraisal interview.

Checklist for Appraisal

- Attendance
- Monthly & Quarterly Targets
- Long Term Targets
- Behaviorally Anchored Rating Scale (BARS)

Bonus: Employees will get annual bonus occasionally [such as on Diwali or any], whereas these bonuses are subject to the discussion and approval of respective reporting manager or team lead. These bonuses are the sign of good performance, enthusiasm, behavior and discipline within the organization. So the employee maintaining all above will be eligible & granted respectively.

Annexure B (Ignore if provided already)

1. 12th Mark sheet
2. 10th Mark sheet
3. Graduation/Post Graduation Mark sheet-All semester mark sheet
4. Graduation/Post Graduation-Degree Certificate
5. Resume
6. Offer Letter
7. Pan Card
8. Aadhaar Card
9. Voter ID/Passport/Driving License
10. Canceled Cheque/Bank Statement/Bank Passbook
11. Passport Size Photograph
12. All current & previous companies relieving/experience letter(Only for experienced candidate)
13. Current/Last company's last three months' payslip(Only for experienced candidate)

Roles and Responsibilities:

1. Conduct market research to identify potential clients for online sales of website and software development services
2. Generate leads through various channels, including cold calling, email campaigns, social media, and networking events
3. Manage and nurture leads to build a robust sales pipeline throughout the sales cycle
4. Communicate with clients to understand their needs and propose solutions from our product portfolio
5. Deliver persuasive sales presentations and demonstrations showcasing the benefits of our offerings
6. Negotiate and close deals, ensuring customer satisfaction and long-term relationships
7. Collaborate with the marketing team to develop sales strategies and promotional campaigns
8. Exceed monthly and quarterly sales targets, contributing to overall revenue growth

9. Stay updated on industry trends, competitor activities, and emerging technologies
10. Provide regular reports on sales activities, lead conversion rates, and market insights

I accept the aforesaid terms & conditions (Annexure A, Code of Conduct and Business Conduct), and this offer of employment. I shall keep the contents of this document confidential.

Sincerely,

Signature	Signature
Apoorv Gupta Co-Founder & Director APSA ENTERPRISES PRIVATE LIMITED	Amresh Poddar Address: