



OneBizStore

Content Writer Agreement

Date: **1st July 2024**

To: RUTVI RAO

Content Writer for OneBizStore Technologies Pvt Ltd, the “Company”

Dear RUTVI RAO,

I am writing on behalf of OneBizStore Technologies Pvt Ltd ("the Company") with registered office address 401, Arihant Pride, 5th Floor, Door No. 5-2-370/371 On Plot No C-81, Telangana 500003 to confirm your appointment as Content Writer in relation to carry out the content writing related daily execution for the company. Your engagement will commence on **3rd July 2024** and shall continue until either party decides to terminate this agreement.

This letter sets out the terms on which you have been engaged by the Company in relation to the Project and the following conditions will apply during your engagement by the Company.

1. **Description of services:** During the period of your engagement under this Agreement you agree to perform the below services
 - Researching and proposing content marketing ideas
 - Undertaking content marketing initiatives to improve digital campaigns
 - Delivering engaging content on a regular basis for different audiences
 - Optimizing web-based content for SEO
 - Editing, proofreading, and improving the content
 - Tracking content effectiveness and performance, and improving thereafter
 - Generating ideas with the digital marketing team to increase customer engagement
 - Creating a content calendar for the clients by identifying key messaging, and creating content plans to achieve marketing goals.
 - Developing engaging and compelling content for various marketing channels such as websites, blogs, social media, emails, and advertisements.
 - Delivering writing articles, product descriptions, social media posts, ad copy, video scripts and text and other promotional materials.



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2. **Key Result Area (KRA):** Produce high-quality and engaging content, adhere to brand guidelines and meet deadlines, develop content strategies aligned with goals, optimize content for user experience and conversion, collaborate effectively with cross-functional teams and stakeholders, and build and maintain client relationships while staying updated on industry trends.
3. **Hours of work:** Your working hours would be 10:00 AM to 7 PM from Monday to Friday. Your remuneration takes into account the expectation that you may occasionally be required to work outside the specified hours in order to devote such time and attention to your duties as may be reasonably required.
4. **Remuneration:** In consideration for rendering your services to the Company in relation to the Project the Company agrees to pay to you the sum of INR **25,0000** monthly.
5. **Duties:** You will efficiently and diligently perform such duties from time to time as may be reasonably assigned to you and to the best of your ability and ensure that the goodwill of the Company is maintained.
6. **Reporting:** Your direct report will be Farida Maria Abbas. You will follow all the reporting channels online/offline which shall be briefed to you over joining
7. **Place of work:** The work mentioned in section 1 needs to be carried out from home. At any given time the 'company' shall require you to relocate and the details of any such relocation will be based on mutually agreed terms
8. **Termination:** The Company shall have the right but not the obligation to terminate this Agreement by summary notice in writing to you if you are incapacitated from rendering the services hereunder on the days the Company requires the services hereunder or if you commit a material breach of any obligation set out in this Agreement or commit any act or omission which prejudices the production or exploitation of the Project or at any time by providing you with one month's prior written notice. If this Agreement is terminated under paragraph 6, the Company's liability to you shall be limited to the payment of fees and expenses payable under this Agreement in respect of services provided by you up to the date of termination. You agree to serve a 1 month notice period which is non-negotiable under any circumstances and can't be governed by the buyout.

Additionally, on the date of joining the Company, you would be required to sign and agree to the terms and conditions of a Service Agreement. As per the terms of the Service Agreement, in the event you choose to leave the Company, before the completion of 6 months from the date of joining the Company, the Service Agreement amount of INR 70,000/- will be construed as a debt due and payable by you to the Company. The clauses of this Service Agreement will not be applicable in cases where the Company may, in its sole discretion, elect to terminate your employment.

9. **Expenses:** The work carried out under this agreement might require you to travel, thus any personal travel expenses incurred during the term of this agreement is reimbursable upon submission of valid expense proofs.



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10. **Copyright:** You hereby assign to the Company with full title guarantee by way of present assignment of present and future copyright the entire copyright and all other rights whatsoever in the product of the services rendered by you under this Agreement in relation to the Project and any additional services rendered by you pursuant to this Agreement together with the copyright and all other rights in and to any material written or contributed by you relating to the Project throughout the universe for all purposes for all media whether now known or hereafter invented and for the full period of copyright and all renewals and extensions and you acknowledge that all rights in the product of your services and any other services rendered by you in relation to the Project shall belong to the Company absolutely. You also irrevocably waive all moral rights in and to the products of your services in relation to the Project and you acknowledge that the Company shall be free to use, change, edit and otherwise deal with the same as the Company thinks fit in the Company's absolute discretion. You irrevocably give all necessary consents under the Copyright Designs and Patents Act 1988 as may be required with regard to the recording and/or use of the product of your services for the production, use, and exploitation of the Project and any related promotional activities throughout the universe.
11. **Warranties:** You warrant that you are free to enter into this Agreement and assign to the Company the rights assigned to it under this Agreement. You also warrant that the services provided by you are and shall be original to you and that you are the sole author of the products of your services under this Agreement. You further warrant that the rights assigned by you under this Agreement have not been granted, transferred, or encumbered in any way and that you are free to assign to the Company the rights so assigned.
12. **Confidentiality and good faith:**
 - a. The Company attaches great importance to confidentiality. Information acquired during the course of your duties in relation to the activities of the Company, its members, or its affiliates should at all times be treated as highly confidential. Confidential information shall include but is not limited to information relating to the business and affairs of the Company, its members, or its affiliates including but not limited to information held by way of client database, terms of business, information relating to business development, plans, and strategies, marketing plans and projects and financial and other information of both the Company, its members and their constituent members.
 - b. Confidential information must be neither discussed outside work at any time nor disclosed to others nor are you allowed to otherwise make use of any other confidential information with which you have been entrusted or have gained in the course of your engagement. This applies during your services with the Company and for two (2) years after expiry or termination of this Agreement for whatever reason. You will also use your best endeavours to prevent the publication or disclosure of any such confidential information by any third party. Unauthorized disclosure of confidential information will be regarded as sufficiently serious to justify summary dismissal.



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- c. You agree during the period of your engagement with the Company not to write for publication or comment in public about any aspect of the Company's business or the business of any of its members or their constituent members without the prior consent in writing of the Company.
13. **Governing law:** This Agreement shall be governed by, and construed in accordance with, Indian law, and the courts of India shall have exclusive jurisdiction to settle any dispute arising out of or in connection with this Agreement.
14. **Leave Entitlement:** You will be entitled to an earned leave of 20 working days of leave per financial year which cannot be carried forward to another financial year. You are also entitled to 6 sick leaves per financial year which needs to be supported by providing a medical certificate.
15. **Use of Company Assets:** You need to be mindful that all equipment that you use, or have been issued to them to perform the jobs is owned by the company. It is your responsibility to care for and safeguard this company's property and equipment, keeping it in as close to as new condition as possible. Examples of company property include motor vehicles, furniture and fittings, computer and clinical equipment, mobile phones, and air cards.
16. **Company Requirements under loss/damage/theft:** It is your responsibility to notify the company within 48 hours of loss/damage/theft to the item(s), as to the occurrence and/or explanation thereto. If the item (s) have been stolen, the company also requires you to complete an Affidavit at their nearest Police Station within 48 hours from the estimated time of the theft and forward the original docket to the company
17. **Consequences under gross negligence or employee theft:** The company may deduct from you, the cost of tools or equipment lost/stolen within a reasonable time, if you committed theft or were negligently responsible for the loss.

I should be grateful if you would sign and return the enclosed copy of this Agreement as your formal acceptance of employment.



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Yours sincerely

Agreed and Accepted by

For and on behalf of
OneBizStore Technologies Pvt Ltd, the company