

Konceptslab

Date: 20/11/2025

Dear Sneha Paul,

We are pleased to offer you a position as Project Coordinator, at KL Concepts Lab Media & IT Park Pvt. Ltd, following your successful completion of our selection process with effect from 26/11/2025. All terms and conditions of your employment with the company will be explained in detail, which shall be executed by you upon your acceptance of this offer letter.

You shall be required to submit photocopies of the documents detailed in Annexure 1 attached hereto along with original certificates for verification. This offer and your employment with the company are subject to satisfactory completion of verification and/or background or reference checks, which may occur at any time prior to or post effective date.

Employment Details and Responsibilities

Work Location: Infopark – Koratty, Thrissur

Employment Type: Full-Time-Contractual

Work Schedule

Working Days: Monday to Saturday

Working Hours: 9:30 a.m. to 6:30 p.m.

Holidays: All Sundays, and the second and fourth Saturdays of each month.

Key Responsibilities

- Oversee the planning, implementation, and execution of digital marketing projects.
- Assign tasks to team members and coordinate resources effectively.
- Manage project budgets and ensure cost-effectiveness.
- Lead and motivate a cross-functional team of designers, content creators, and analysts.
- Ensure smooth collaboration between team members and other departments.
- Provide guidance and mentorship to junior team members.
- Serve as the main point of contact between the client and the internal team.
- Provide regular updates to clients on campaign progress, key milestones, and deliverables.
- Prepare and present performance reports and data-driven insights on campaign effectiveness.
- Ensure that all deliverables meet quality standards and align with the brand's voice and guidelines.
- Perform final checks on creatives, content, and campaigns.
- Proactively identify potential risks and challenges to the project's success.
- Address any issues that arise during campaign execution and ensure timely resolution.
- Stay up to date with the latest digital marketing trends, tools, and best practices.
- Experiment with new techniques and tactics to keep campaigns innovative and effective.

You will be reporting to Head of Marketing

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Confidentiality

As a condition of your employment with Koncepts Lab, you are required to maintain strict confidentiality of all intellectual property rights, protected information, and other business-related data of Koncepts Lab and its clients. This includes any information that may be disclosed to you or that comes into your possession or knowledge during your work with Koncepts Lab, unless specifically authorized for disclosure in writing by Koncepts Lab. This confidentiality obligation extends beyond the termination of your employment.

Compensation and Benefit

Travel Allowances: For professional/client meetings, the company travel policy will be followed for reimbursement.

Probation Period: You will be on a 6-month probation period, which may be extended based on performance feedback.

Notice Period: You will be required to provide 90 days' notice and breach of the notice period you are entitled to pay an amount of two-month salary subject to the Company's discretion. However, in cases where the employee has successfully met client expectations and completed a thorough handover of tasks to either an existing team member or a new joiner, we may consider a reduced notice period of 60 days.

Additionally, management retains full discretion to reduce the notice period further under exceptional circumstances, based on business needs or other considerations.

Termination of Employment

During Probation: Koncepts Lab can terminate your employment anytime during probation without notice or reason, based on performance, conduct, or policy adherence.

Post Probation: After probation, Koncepts Lab may terminate employment with 30 days' notice or salary in lieu, for unsatisfactory performance, misconduct, or policy violations.

Performance Evaluation: Regular evaluations will be conducted. Failure to meet standards, despite feedback, may lead to termination as per the terms above.

Terms and Conditions

Your performance and contributions to Koncepts Lab will be crucial factors considered for promotions. These will be determined based on Koncepts Lab's promotion policy.

Withdrawal Of Offer

If you do not accept the offer before 22/11/2025, it will be construed as a lack of interest in the position, and the offer will be automatically withdrawn. Following your acceptance of the offer letter, if you fail to join on the designated date in the Koncepts Lab joining letter, the offer will be automatically terminated at Koncepts Lab's discretion. We look forward to welcoming you to our team at Koncepts Lab.

Annexure 1

Required Documentation

The following documents must be submitted as photocopies during your onboarding process

1. Copy of PAN Card, AADHAAR Card/Passport.
2. Copy of highest degree Certificate
3. Experience Letter from previous employer, if previously employed
4. Latest Salary Slip from previous employer.
5. Passport size photo of employee.

Employment of Non-Indian Citizens

If you are not a citizen of India, this offer is contingent upon obtaining a work permit and any other necessary permissions or documentation as mandated by the Government of India.

Annexure 2

Compensation and Benefits

Earnings	Monthly	Yearly
Basic	7500	90000
HRA	3000	36000
Conveyance Allowance	1500	18000
Professional Allowance	1500	18000
Dearness Allowance	1500	18000
Total Earnings	15000	180000

KL Koncepts Lab Media & IT Park Pvt. Ltd

Sharon K Shaji

HR & Operations Associate

