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Newtown, Rajarhat, Kolkata  
West Bengal, 700156

[www.kyptronix.us](http://www.kyptronix.us)

## APPOINTMENT LETTER

Dear Aashish Nanavati,

We are pleased to officially offer you the position of Chief Marketing Officer (CMO) at Kyptronix LLP, effective immediately, with the additional 50% Revenue Share Partner role for our new venture, Growth Optimizers, which will officially launch on Diwali 2024.

Your extensive experience in digital strategy, marketing automation, and growth marketing, combined with your leadership abilities, make you an ideal candidate for this pivotal role as we prepare for the launch of Growth Optimizers.

**Position:** Chief Marketing Officer (CMO) at Kyptronix LLP and 50% Revenue Share Partner for Growth Optimizers

### Job Description and Responsibilities:

As the Chief Marketing Officer and Partner for Growth Optimizers, your core responsibilities include:

#### 1. Strategic Marketing Leadership:

- Formulate and implement marketing strategies that align with the vision and objectives of Growth Optimizers.
- Guide and lead the marketing operations to drive client growth, brand positioning, and business expansion.

#### 2. Revenue Growth and Client Acquisition:

- Lead business development initiatives to secure clients, drive revenue, and establish market presence for Growth Optimizers.
- Focus on achieving short-term wins while setting a foundation for long-term, sustainable growth.

#### 3. Brand Development and Market Differentiation:

- Develop and execute innovative strategies that position Growth Optimizers as a leader in

the market.

- Ensure a consistent and compelling brand message across all marketing channels.

#### **4. AI-Driven Marketing Solutions and Automation:**

- Spearheaded AI-based solutions and marketing automation to enhance campaign performance, client satisfaction, and ROI.
- Optimize digital marketing efforts through data-driven insights.

#### **5. Collaboration with Founding Team:**

- Collaborate with the CEO and other key stakeholders to align marketing strategies with business objectives and ensure overall organizational success.

#### **Commercial Terms:**

- You will receive 50% of the net revenue Growth Optimizers generates once it is operational.
- The details of the revenue share, distribution, and associated partnership terms will be outlined in a separate Partnership Agreement to be signed upon the firm's registration.

#### **Partnership Terms:**

- You will play a vital role in decision-making regarding the direction of marketing strategies, business operations, and client engagement for Growth Optimizers.
- Confidentiality of proprietary information related to Kyptronix LLP and Growth Optimizers will be required throughout your tenure.

We are excited to have you join Kyptronix LLP as CMO and become an integral part of the Growth Optimizers journey. Your expertise and leadership will play a critical role in driving the success of this new venture.

Please sign below to indicate your acceptance of this offer.

#### **Acceptance:**

I, Aashish Nanavati, accept the position of Chief Marketing Officer at Kyptronix LLP and the partnership terms for Growth Optimizers under the conditions stated in this letter.

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

Sincerely,  
Souvik Karmakar  
CEO, Kyptronix LLP  
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