



Offer Letter

To Mrs. Shelly

Team BuyHatke is pleased with your work and congratulates you on becoming so integral to the hatke cohort. We are satisfied with the work and as a testimony are revising the compensation.

Your compensation has been revised as given below and would be applicable from july month onwards.

We look forward to you kicking more ass and achieving big stuff.

Wishing you onwards and upwards

A handwritten signature in black ink, appearing to read 'Gaurav', is placed above the typed name of the Founder, CEO.

Founder, CEO – Buyhatke.com

Date :4/8/2015

Compensation details:

The net CTC would be INR 7.09 lakhs per annum. The components of the CTC would be as mentioned below:

Component	Amount
Basic Salary (In hand)	INR 360000 per annum
HRA	INR 144000 per annum
Conveyance	INR 36000 per annum
Helper allowance	INR 12000 per annum
Books and periodical allowance	INR 12000 per annum
Medical reimbursement	INR 15000 per annum
Fooding	INR 30000 per annum
Total fixed compensation	INR 609000 per annum
Additional compensation	
ESOP	INR 25000
Performance bonus	INR 75000

The ESOPs would be have a one-year cliff and a 4 year vesting period. The performance bonus would be an assured 20,000 and could scale up to 75,000 based on performance whose criteria would be clearly defined based on the work undertaken.

We would like you to reckon that the intangible benefits in a startup are much more then the tangible ones. And off course the tangible ones are also higher than other corporate structures. The learning curve is tremendous which has a stored potential value which is very high sometime down the line. And as the startup scales like a rocketship the inherent value of the stock options also scale according to that. E-commerce in India is already a multi-billion dollar industry with 10 billion dollar market now positioned to be 10 times of that by 2020 which is massive. Imagine the value of a company occupying the dominant starting point of such an industry. I would like you to still focus on the fact that it's a B2C business and anything you do changes, delights millions. So that pleasure when you are walking behind someone in a shopping store and before making a purchase the customer opens his mobile and checks the price of the product on Buyhatke is simply inexplicable – (Actually experienced that and that feeling is magical). You know then that you were he reason behind his savings and delight. There are tremendous such customer journeys that you would be the reason behind. ☺