

How we work together at RevoGrow

Clear expectations. Respectful collaboration. Responsible growth.

EMPLOYER	RevoGrow LLC
VERSION	2026.2.0
EFFECTIVE DATE	28/08/2026
POLICY OWNER	RevoGrow

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Welcome to RevoGrow

Welcome to RevoGrow. We support client growth through digital marketing and achieve our best results when expectations are clear, communication is respectful, and everyone takes ownership of their responsibilities.

This handbook outlines the standards and daily practices for RevoGrow's full-time employees in Pakistan. Please read it carefully, ask questions if anything is unclear, and use it as a practical reference.

1. About this handbook

1.1 Employer and scope

For this handbook, "RevoGrow" or "the company" means RevoGrow LLC, the employer named in employees' written contracts. The company may act through its CEO, Head of Operations, Heads, Leads, and authorized operational personnel in Pakistan.

The handbook currently applies to all full-time employees. Separate written terms may apply to any future contractor, intern, trainee, or overseas worker.

1.2 Policy administration

- RevoGrow's management owns, approves, and may revise this handbook.
- Changes will be communicated through an appropriate official channel, such as company email or Slack, and will take effect from the stated effective date.
- Changes will not be applied retroactively. Where a change affects a contractual or statutory right, RevoGrow will follow any required notice or consent process.
- Questions about interpretation should be directed to the Head of Operations.
- Employees must acknowledge that they have received, read, and understood the handbook.

2. Employment status and probation

RevoGrow hires full-time employees on a fixed monthly salary under written employment contracts.

2.1 Three-month probation

New employees normally complete a three-month probation period. During probation, the company assesses performance, conduct, reliability, communication, and suitability for the role. Successful completion results in permanent employment confirmation.

During probation, an employee must normally provide two weeks' notice of resignation. RevoGrow may terminate probationary employment with one week's notice or pay in lieu, subject to the employment contract and applicable law.

3. Hybrid work, schedule, and availability

Working arrangement	RevoGrow standard
Work model	Hybrid; office attendance follows the arrangement agreed with the Head of Operations
Working days	Monday to Friday
Standard shift	5:00 PM to 2:00 AM Pakistan Standard Time
Break	One flexible hour during the shift
Schedule changes	Requires prior approval from the relevant Head or Lead
Attendance channel	Slack check-in and check-out

3.1 Breaks

Employees may choose when to take their one-hour break. They should tell their Team Lead their usual break time and notify anyone waiting for the completion of an urgent task. The 30-minute response expectation does not run during a properly notified break.

3.2 Schedule adjustments

Temporary changes to the normal shift require advance approval from the relevant Head or Lead. Managers who do not hold one of those roles cannot approve a change unless authority has been delegated in writing.

4. Attendance, Slack, and communication

4.1 Check-in and check-out

At check-in, employees must state the tasks they plan to work on. At check-out, they must state what was completed, what remains open, and any blockers or handover required. A check-in or check-out without the required task information is incomplete.

4.2 Response expectation

During the shift, employees must acknowledge work-related Slack messages within 30 minutes. This expectation pauses during a notified break, a scheduled meeting, an announced focused-work period, an approved absence, or a documented internet/electricity outage.

4.3 Outages, illness, and emergencies

An employee who is unable to work or respond must notify the Team Lead and Head as soon as the issue arises. If Slack is unavailable, the employee should use another available channel. In a serious emergency, the employee may stop work immediately and report the situation as soon as reasonably possible.

4.4 Missed updates or unexplained unavailability

Management will review the circumstances and allow the employee to explain. Corrective action is decided on a case-by-case basis and may include coaching, a warning, withholding discretionary compensation, a proportionate salary adjustment tied to actual unworked time, or further disciplinary action at management's discretion.

5. Urgent work and overtime

5.1 Urgent tasks

A Lead or Head may classify a task as urgent based on a client commitment, a deadline, a service risk, or a business need. Employees are expected to support genuinely urgent work using reasonable, lawful, and safe measures. Whether overtime is required depends on the task. Health, safety, and genuine emergency concerns must be considered.

5.2 Approval and recording

Overtime starts after the employee completes the normal shift. It must be authorized by the relevant Lead and Head and is recorded manually by the Head of Operations. Employees should promptly verify that the recorded time is accurate.

When work occurs	Cash rate	Time-off option
After a normal weekday shift	1.5× the standard hourly rate	1 hour off for each overtime hour
Weekend or officially observed public holiday	2× the standard hourly rate	1.5 hours off for each hour worked

The Head of Operations decides whether approved overtime is compensated in cash or paid time off.

5.3 Hourly-rate calculation

The standard hourly rate is calculated as monthly salary ÷ 176 hours.

Example

For a monthly salary of Rs. 60,000: hourly rate = Rs. 340.91; weekday overtime rate = Rs. 511.36; ten weekday overtime hours = approximately Rs. 5,113.60, subject to the company's payroll rounding method.

6. Leave and public holidays

Leave type	Company policy
Annual leave	15 paid days per year; approval required
Medical leave	Up to 15 paid days with medical documentation from the first day
Maternity leave	40 days after childbirth, or any greater entitlement required by applicable law
Paternity leave	5 days, or any greater entitlement required by applicable law
Unpaid/emergency leave	May be approved case by case by the Head of Operations
Public holidays	Officially notified holidays, confirmed through a company communication

6.1 Requests and decisions

- Planned leave may be taken only when the request is submitted on time and approved by the relevant Head.
- A **short leave request** means a request for **one or two working days** of leave. It must be submitted at least two working days before the leave begins.
- A **longer leave request** means a request for **more than two working days** of leave. It must be submitted at least seven working days before the leave begins.
- Submitting a request or informing management in advance does not constitute approval. Requests may be rejected due to operational requirements.
- Employees must complete any assigned tasks due during their absence unless the relevant Head approves an alternative arrangement.
- When advance notice is not possible, the employee must inform the Team Lead and Head as soon as possible. The Head of Operations will decide how the absence is treated.
- Medical leave is available only when acceptable medical documentation is provided from the first day.

Example

For leave on 6 August, the employee must submit the request by 4 August.

For leave lasting more than two working days, such as 17 to 20 August, the request must be submitted no later than 5 August.

In both cases, the employee must receive approval before taking leave and complete any tasks due during the absence unless the relevant Head approves an alternative arrangement.

6.2 Unused annual leave

Annual leave does not carry forward and is not ordinarily encashed. An employee who finishes the leave year with at least 12 of 15 annual-leave days unused may be considered for a one-time discretionary bonus. The amount, if any, depends on salary, performance, business circumstances, and management approval.

6.3 Sandwich leave

When approved leave falls immediately before and after a weekend or public holiday, management may decide whether the intervening days are charged against annual leave or treated as unpaid. The decision will consider the circumstances, operational impact, consistency, the employee's available balance, and applicable law.

7. Salary, increments, bonuses, and benefits

7.1 Payroll

Monthly salary is normally paid within the first five working days of the following month. Salaries are agreed as net amounts, and RevoGrow currently absorbs applicable remittance-related tax deductions. Payroll and tax treatment may be adjusted to meet applicable reporting or withholding requirements.

7.2 Increments and bonuses

Salary increments are performance-based and are not guaranteed. Management may award discretionary performance bonuses at any time. A prior increment does not create an automatic right to another increase on an employment anniversary.

8. Monthly performance management

Performance is reviewed monthly by the employee's Lead, Head, and Head of Operations. The CEO makes the final decision if reviewers disagree.

Core KPI	What it considers
Availability	Reliability during scheduled hours, timely communication, attendance reporting, and participation
Deliverability	Quality, completeness, accuracy, timeliness, and ownership of assigned work
Creativity & Learning	Development of relevant skills, useful ideas, adaptability, and application of learning

Management may adjust KPI weights, scoring, or role-specific criteria. Employees must be told the criteria that will apply before the review period begins; criteria should not be changed retroactively.

8.1 Low performance

When performance is below expectations, the employee will receive a written warning that identifies the issue, the expected improvement, the review period, the support available, and the possible consequences. The improvement period is determined on a case-by-case basis. Failure to improve may affect bonuses, increments, promotion, salary, and continued employment.

8.2 Review discussion and appeal

Employees may discuss and request correction of an inaccurate review. An appeal may be submitted to the Head of Operations or CEO. An appeal should explain the disputed point and provide any relevant evidence.

9. Workplace conduct and integrity

Employees must act honestly, professionally, respectfully, and within their assigned authority. Instructions must be reasonable and related to the company's legitimate business.

- Treat colleagues, managers, clients, vendors, and visitors respectfully, regardless of seniority.
- Do not lie, steal, falsify records, misuse client funds or accounts, conceal serious errors, or engage in unethical conduct.
- Do not threaten, intimidate, bully, harass, discriminate against, or retaliate against another person.
- Protect client credentials, budgets, campaign data, customer information, and company records.
- Raise concerns when an instruction appears unsafe, unethical, or outside delegated authority.

10. Equal opportunity, harassment, and grievances

10.1 Equal opportunity

RevoGrow prohibits discrimination based on sex, gender, religion, disability, ethnicity, age, marital status, pregnancy, or any other status protected by applicable law. Employment decisions should be based on legitimate role and business requirements.

10.2 Harassment and retaliation

Harassment, abuse of authority, hostile conduct, and retaliation are prohibited. RevoGrow maintains a three-member inquiry committee, including at least one woman, and will apply the workplace Code of Conduct and investigation requirements applicable under Pakistani law.

Committee member	Role	Official email
Rohaam Saeed	Head of Operations	rohaan@revogrow.com
Ahsan Mehmood	Head of Marketing	ahsan@revogrow.com
Maheen Siddique	Business Developer	info@revogrow.com

10.3 Making a complaint

A complaint may be made verbally or in writing to the Head of Operations. If the complaint involves the Head of Operations or another member of management, the employee may contact the CEO directly at tanseer@revogrow.com. Information will be shared only with people who need it for investigation or resolution.

Employees may also contact the appropriate external authority without first completing the internal process. Retaliation against a complainant, witness, or participant in an investigation may result in discipline.

10.4 Other grievances and protected reports

Ordinary grievances may be raised with the relevant Head or Head of Operations. Suspected fraud, theft, unethical conduct, legal violations, or misuse of company/client data may be reported confidentially to the CEO. A good-faith report will not result in retaliation.

11. Conflicts, outside work, gifts, and public statements

11.1 Conflicts of interest

Employees must promptly disclose any actual, potential, or apparent conflict of interest to the Head of Operations or CEO. Disclosure does not automatically prohibit the situation; management will decide whether safeguards or recusal are required.

11.2 Freelancing and other work

Freelancing may be permitted only outside RevoGrow working hours and with prior written approval. It must not interfere with performance or with the use of RevoGrow/client information, accounts, equipment, relationships, or work product. Unauthorized or conflicting outside work may result in disciplinary action, including termination, following an investigation.

11.3 Gifts and private benefits

Employees may not privately accept commissions, referral payments, gifts, or benefits from clients or vendors. Any proposed payment or benefit must be routed through the relevant Lead, Head, or CEO.

11.4 Post-employment protection

For six months after employment, and only to the extent permitted by applicable law, former employees must not actively solicit RevoGrow employees or clients with whom they materially worked, or directly provide competing services to those clients using RevoGrow confidential information or relationships. Any restriction on joining a competitor applies only where lawful, reasonable, and necessary; confidentiality and intellectual-property duties continue separately.

11.5 Authorized communications

The CEO and Head of Operations may speak publicly on behalf of RevoGrow. Other employees require prior authorization and must not present personal opinions as the company's official position.

12. Equipment, personal devices, and monitoring

12.1 Issued equipment

RevoGrow may provide a laptop, mobile phone, accessories, or other equipment depending on the role. The employee must sign an equipment receipt recording the item, serial number, condition, and expected return date. Company equipment is for business use and may not be used for personal purposes, sold, transferred, or given to another person.

12.2 Loss, damage, and repair

Loss, theft, damage, or malfunction must be reported as soon as possible, and in any case, on the same day. Management will investigate and allow the employee to explain before deciding whether RevoGrow or the employee bears 0%, 50%, or 100% of the verified repair/replacement cost.

12.3 Return and handover

Equipment must be returned on the last working day. RevoGrow reimburses reasonable return shipping costs for remote employees. During the final working week, employees must hand over all files, credentials, records, and work in progress.

12.4 Personal devices and security

- Personal devices may be used for work only when they can be kept reasonably secure.
- Company accounts must use two-factor authentication, strong unique passwords, automatic locking, and current security updates.
- Each employee receives a company Google Business account. Work passwords and credentials must be stored only in the approved company account/password system—not in personal accounts or ordinary messages.
- Upon separation, all RevoGrow and client data must be removed from personal devices, and deletion must be confirmed in writing.

12.5 Monitoring

RevoGrow may inspect company devices, company accounts, Slack messages, and work files for legitimate security, compliance, client, and business purposes. Access is limited to authorized personnel. Employees should not expect personal privacy in company systems, but monitoring will be limited to legitimate purposes.

13. Intellectual property and confidentiality

13.1 Company ownership

To the fullest extent, RevoGrow owns all work created within an employee's duties or for RevoGrow or its clients. Employees have no personal reuse, sale, distribution, attribution, or portfolio rights in that work.

An employee's independently created work remains theirs when it is unrelated to RevoGrow's business or clients, created outside working duties, and does not use company/client information, accounts, equipment, or work product.

13.2 No portfolio exceptions

Employees and former employees may not display, upload, publish, distribute, or include RevoGrow or client work in a personal or professional portfolio. There are no portfolio exceptions. Even when RevoGrow publishes work, an employee may not claim it as their own.

13.3 Third-party and AI materials

Use of open-source software, stock assets, AI-generated material, or other third-party content requires prior approval from the Head of Operations. Employees must comply with licensing, attribution requirements, client instructions, and platform rules.

13.4 Confidential information

Confidential information includes non-public client and company information, passwords, account access, customer lists, campaign strategy, budgets, performance data, pricing, proposals, internal communications, processes, and work product. Confidentiality continues after employment for as long as the information remains confidential.

Officially public information is not treated as secret solely because it originated at RevoGrow; however, restrictions on company ownership, attribution, reuse, distribution, and portfolio remain in effect. Disclosures required by law and good-faith reports to an appropriate authority are permitted.

14. Discipline and investigations

14.1 Fair process

The Head of Operations normally investigates alleged misconduct. The employee will receive the substance of the allegation and a reasonable opportunity to explain and provide relevant evidence. The CEO makes the final termination decision, and an employee may appeal that decision to the CEO.

14.2 Corrective action

Depending on seriousness, history, evidence, and applicable law, action may include coaching, a written warning, a final warning, a performance-improvement period, reassignment of access or duties, suspension where permitted, or termination.

14.3 Serious misconduct

Serious misconduct may include theft, fraud, material dishonesty, deliberate misuse of data or credentials, serious harassment or discrimination, violence or threats, significant unethical conduct, deliberate client harm, or serious/repeated insubordination. Repeated failure to act on documented warnings may also lead to termination. A finding will follow the investigation; earned statutory dues are not forfeited merely because employment ends due to misconduct.

15. Resignation, notice, and termination

15.1 Employee resignation notice

Role	Required notice after probation
Employee	30 calendar days
Team Lead	45 calendar days
Head	60 calendar days

Resignations should be submitted in writing to the Head of Operations or CEO. RevoGrow will acknowledge the resignation and confirm the last working day, handover requirements, equipment return, and final settlement process.

15.2 Company notice

After permanent confirmation, RevoGrow normally provides 30 days' notice or salary in lieu of notice when terminating employment for reasons other than serious misconduct, subject to the contract and applicable law. Different procedures may apply to redundancy, role elimination, or a legally established case of serious misconduct.

15.3 Unserved notice

If an employee leaves without completing the required notice period, RevoGrow may seek payment for the unserved portion, but only to the extent permitted by the employment contract. Any adjustment to final dues must be documented and calculated objectively. If RevoGrow waives notice in writing, the employee owes nothing for the waived portion.

15.4 Unexplained absence

After three consecutive working days of unexplained absence, RevoGrow may begin an abandonment-of-employment review. The company will make reasonable attempts to contact the employee and allow the employee to explain before deciding whether the absence constitutes misconduct, resignation, or another outcome. Emergencies will be considered.

15.5 Final dues

RevoGrow's standard administrative target is to process earned salary and other final payable dues within 10 days after the end of the month of separation.

16. Health, safety, and emergencies

- Report a work-related accident, injury, illness, threat, or safety incident to the relevant Head or Head of Operations the same day.
- Remote employees are responsible for maintaining a reasonably safe workspace and suitable internet/electricity arrangements.
- RevoGrow will consider reasonable work adjustments for disability, pregnancy, injury, or a serious medical condition.
- Smoking where prohibited, alcohol or illegal drugs at work, weapons, violence, and threats are prohibited at company workplaces and events.
- Employees must provide and keep an emergency contact current.
- An employee may stop work immediately when they reasonably believe there is an immediate safety risk and must notify management as soon as possible.

17. Social media and professional profiles

Employees may list RevoGrow as their employer and state their job title on LinkedIn or other professional profiles. They may not publish or describe clients, campaign results, confidential information, internal workplace matters, screenshots, work product, or project details.

Employees must not imply that personal opinions are RevoGrow's official position. Questions about a proposed public post or disclosure should be directed to the Head of Operations.

18. Frequently asked questions

Q1. How will policy changes be communicated?

Through an appropriate official channel such as company email or Slack. Changes apply from their stated effective date, not retroactively, and legal or contractual notice requirements still apply.

Q2. What is the probation period?

Three months. Successful completion results in permanent confirmation. During probation, employee notice is two weeks and company notice is one week, subject to contract.

Q3. What are the standard working hours?

Monday to Friday, 5:00 PM to 2:00 AM Pakistan Standard Time, including a flexible one-hour break.

Q4. What does the 30-minute response expectation mean?

During scheduled hours, employees must respond within 30 minutes unless covered by a notified break, meeting, focused-work period, approved absence, or documented outage.

Failure to respond within 30 minutes without prior notice or a valid exception may result in a warning, salary deduction, or further disciplinary action at management's discretion.

Q5. Is the one-hour break flexible?

Yes. Tell your Team Lead your usual time and notify anyone awaiting an urgent deliverable.

Q6. Who approves and tracks overtime?

The relevant Lead and Head authorize it. The Head of Operations records it manually and decides whether compensation is cash or paid time off.

Q7. How does a salary change affect overtime?

The updated monthly salary changes the hourly rate because the calculation uses monthly salary ÷ 176.

Q8. How does sandwich leave work?

Management decides, on a case-by-case basis, whether intervening weekend/public-holiday days are charged to annual leave or treated as unpaid, subject to consistency.

Q9. Can employees request unpaid leave?

Yes. The Head of Operations decides based on the circumstances and operational requirements.

Q10. Are the three KPIs always equally weighted?

Not necessarily. Management may adjust weights or scoring, but employees must be told the applicable criteria before the review period begins.

Q11. How does the unused-leave bonus work?

An employee with at least 12 of their 15 annual leave days unused may be considered for a discretionary one-time bonus. Eligibility does not guarantee payment or a fixed amount.

Q12. Who is responsible for equipment downtime or damage?

Report problems immediately. In cases of equipment malfunction, loss, or damage, management investigates before assigning any share of the cost.

Q13. Can company work ever be placed in a portfolio?

No. The restriction continues after employment, including when RevoGrow has publicly released the work.

Q14. What happens after an emergency absence?

Explain the situation as soon as possible and provide available evidence. The Head of Operations will decide how the absence is treated after considering the circumstances.

Q15. What happens in a redundancy or termination without serious misconduct?

Permanent employees normally receive 30 days' company notice or salary in lieu, subject to contract and any required statutory benefit.

Q16. How are public holidays confirmed?

RevoGrow observes officially notified public holidays and communicates the applicable schedule through an official channel.

Q17. Can an employee freelance?

Only outside RevoGrow hours and with prior written approval. The work must not compete, create a conflict, affect performance, or use RevoGrow/client resources or information.

Q18. Where should a harassment complaint go?

Normally to the Head of Operations. If management is involved, contact the CEO directly. Employees may also approach the appropriate external authority.

Q19. Can employees appeal a performance or termination decision?

Performance issues may be raised with the Head of Operations or CEO. A termination decision may be appealed to the CEO.

Q20. What happens if an employee cannot complete their notice?

RevoGrow may waive part of the notice or may seek an objectively calculated payment for the unserved portion where the contract permits it.

19. Key contacts

Purpose	Contact	Official email
Policy questions / operations / complaints	Rohaam Saeed	rohaan@revogrow.com
General company contact	RevoGrow	info@revogrow.com