

Key Result Area (KRA)

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|-----------------|---------------------|-----------------|-----------------------|------------------|--------------------------------|
| Employee Code | 00631443 | Employee Name | Mr. Habel Issac Jacob | Band | IV |
| Designation | Manager - Marketing | Department | Marketing | Project/Location | Head Office - Navi Mumbai (HO) |
| Period | 2024-2025 | From Date | 01-04-2024 | To Date | 31-03-2025 |
| KRA Submittd On | 15-10-2024 | KRA Approved On | 16-10-2024 | | |

| Sr.No | Goal Title | Weightage | Measurement Details | Unit | Quantity |
|-------|------------------------------------|-----------|--|-------------------------|-----------|
| 1 | Lead Generation | 30.00 | 36 qualified leads in a year | No's | 36 |
| 2 | Brand Visibility | 20.00 | Highbar's website should be appearing on the first two pages of Google on keywords including construction, real estate, infrastructure etc | Adherence to Completion | As agreed |
| 3 | Website Quality | 20.00 | To achieve a domain authority score of 11 from an existing score of 2.6 (source: ARHEF) To achieve a domain authority score of 15 from an existing score of 9 (source: Moz) | Adherence to Completion | As agreed |
| 4 | Online Reputation Management (ORM) | 10.00 | To achieve the following rating: Glassdoor from 4.4 to 4.6, Ambition Box from 3.9 to 4.2 & Google from 3.8 to 4.3 | Adherence to Completion | As agreed |
| 5 | Social Media Followers | 20.00 | LinkedIn followers from 8000 to 10,500 | Adherence to Completion | As agreed |
| | Total | 100.00 | | | |

REVIEWEE

Name Mr. Habel Issac Jacob
Date 15-10-2024 03:43:32 PM

REVIEWER

Name Mr. Mangesh Dattatray Wadaje
Date 16-10-2024 01:28:37 PM

FINAL REVIEWER

Name Mr. Mangesh Dattatray Wadaje
Date 16-10-2024 01:28:37 PM