

Key Result Area (KRA)

Employee Code	00631290	Employee Name	Ms. Tanusha Pushparaj Kotkar	Band	I
Designation	Marketing Executive	Department	Marketing	Project/Location	Head Office - Navi Mumbai (HO)
Period	2022-2023	From Date	01-04-2022	To Date	31-03-2023
KRA Submittd On	21-09-2022	KRA Approved On	23-09-2022		

Sr.No	Goal Title	Weightage	Measurement Details	Unit	Quantity
1	Social Media	30.00	Responsible for planning, developing, maintaining and executing Social Media Content Calendar and getting it done by copywriter R&D about latest social media trendsTracking our progress on monthly basis Competitor Analysis understand their progress Planning Campaign for increasing followers in each platform	Adherence to Completion	As agreed
			Creatives for all the platform as per calendar (monthly)	No's	120
			Identifying blog /Quora Topics and getting it done by copy writer (monthly)	No's	10
2	Internal/ External Communication	30.00	Design Support to HR/Admin Engagement Campaigns Highbar Wins / Kick offs on timely basis OneHR Banner Creatives Highbuzz - Content Generation in collaboration with HR & Sales Team (yearly) Content Generation in collaboration with HR, Admin & Sales Team Conceptualising and getting design done from the team Proof Checking and content finalisation for Highbuzz Posters & TV creatives to display in Headoffice Highbar's official Brochures Collating updated information from the Sales/MC team on timely basis Coordinating with designer & copywriter to finalize updated borchure Proof Checking and content finalisation of Brochure	Adherence to Completion	As agreed
3	Product Marketing	10.00	Developing product logo Generating content & design collateral Coordinating Trademark of the logo post approval SM Promotion/Content Distribution for promoting new product	Adherence to Completion	As agreed
4	Website	15.00	Website Development Content generation Reviewing website Analyzing and making chnages	Adherence to Completion	As agreed

REVIEWEE		REVIEWER		FINAL REVIEWER	
Name	Ms. Tanusha Pushparaj Kotkar	Name	Mr. Kunal Mamtura	Name	Mr. Mangesh Dattatray Wadaje
Date	21-09-2022 10:33:32 AM	Date	22-09-2022 09:36:03 AM	Date	23-09-2022 12:01:32 PM

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Sr.No	Goal Title	Weightage	Measurement Details	Unit	Quantity
5	KMS	15.00	Creating New Project folders in KMS Providing documents to employees for which service request has been raised Generating KMS reports Assigning Yammer queries to SMEs Coordinating with SMEs to make sure queries raised are resolved	Adherence to Completion	As agreed
	Total	100.00			

REVIEWEE

Name Ms. Tanusha Pushparaj Kotkar
Date 21-09-2022 10:33:32 AM

REVIEWER

Name Mr. Kunal Mamtura
Date 22-09-2022 09:36:03 AM

FINAL REVIEWER

Name Mr. Mangesh Dattatray Wadaje
Date 23-09-2022 12:01:32 PM