

## Key Result Area (KRA)

Employee Code	00631554	Employee Name	Ms. Shriya Sinha	Band	II
Designation	SENIOR EXECUTIVE 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	02-08-2024	KRA Approved On	02-08-2024		

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 35 from an existing score of 11 (source: AHREF) Moz Domain - 25 - 35	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 3.8 to 4.0 & Google from 4.2 to 4.4	Adherence to Completion	As agreed
5	Social Media Followers	20.00	LinkedIn followers from 8000 to 10,000	Adherence to Completion	As agreed
	Total	100.00			

### REVIEWEE

**Name** Ms. Shriya Sinha  
**Date** 02-08-2024 07:30:17 AM

### REVIEWER

**Name** Mr. Habel Issac Jacob  
**Date** 02-08-2024 07:30:17 AM

### FINAL REVIEWER

**Name** Mr. Mangesh Dattatray Wadaje  
**Date** 02-08-2024 07:30:17 AM