

Key Result Area (KRA)

Employee Code	S-136	Employee Name	Mr. Kunal Mamtura	Band	VII
Designation	Head - Marketing and Communication	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	27-06-2022	KRA Approved On	27-06-2022		

REVIEWEE

Name Mr. Kunal Mamtura

Date 27-06-2022 01:42:02 PM

REVIEWER

Name

Date

FINAL REVIEWER

Name

Date

Key Result Area (KRA)

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Sr.No	Goal Title	Weightage	Measurement Details	Unit	Quantity
1	Improving Highbar Brand Visibility	50.00	1. Improving Highbar Brand Visibility from the current Brand Survey from 45 % in current client base to 65% and approx 5% in prospect client base to 10%	Adherence to Completion	As agreed
			Social media post increment from current avg 60 per month to avg 100 Month	No's	100
			Press Release (3 per Quater) starting from July	No's	12
			Floor: 70% and Target 90%	Adherence to Completion	As agreed
2	Strengthening Internl Communication	15.00	Creating a charter of Internal communication and execute as per plan increase Highbuzz frequence from 1 per quarter to 2 per quarter starting July  Floor: 70% and Target 90%	No's	7
3	Strengthening External / Client Communication	15.00	Improve and increase the client communication from current approx 8 year to 20 per year  Floor: 70% Target Target 90%	No's	20
4	Website	20.00	Redesign and improve website performance and traffic currently 5000 per month to 7500 per month at the end of the year  Floor: 70% Target Target 90%	% to Completion	70
	Total	100.00			

REVIEWEE	REVIEWER	FINAL REVIEWER
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