

Key Result Area (KRA)

Employee Code	00631290	Employee Name	Ms. Tanusha Pushparaj Kotkar	Band	II
Designation	SENIOR EXECUTIVE MARKETING	Department	Marketing	Project/Location	Head Office - Navi Mumbai (HO)
Period	2023-2024	From Date	01-04-2023	To Date	31-03-2024
KRA Submittd On	28-06-2023	KRA Approved On	28-06-2023		

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 2.3 (source: AHREF)	Adherence to Completion	As agreed
4	Online Reputation Management (ORM)	10.00	To achieve the following rating: Glassdoor from 4.2 to 4.5, Ambition Box from 3.8 to 4.2 & Google from 3.8 to 4.2	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. Tanusha Pushparaj Kotkar
Date 28-06-2023 12:29:45 PM

REVIEWER

Name Mr. Mangesh Dattatray Wadaje
Date 28-06-2023 01:22:19 PM

FINAL REVIEWER

Name Mr. Mangesh Dattatray Wadaje
Date 28-06-2023 01:22:19 PM