

Key Result Area (KRA)

Employee Code	00630589	Employee Name	Mr. Kishan Thakur	Band	II
Designation	Executive - Research	Department	Marketing	Project/Location	Head Office
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		

Sr.No	Goal Title	Weightage	Measurement Details	Unit	Quantity
1	Improving Highbar Brand Visibility	15.00	1. Monthly Content Creation for Poll on LinkedIn, Twitter and for Quora	Adherence to Completion	As agreed
			2. Content distribution on different portals from 8 daily to 15 daily	No's	15
			3. Post resharing on LinkedIn groups, Facebook groups, google my business, Instagram hyperlink with Linkbio	Adherence to Completion	As agreed
2	Strengthening Internal Communication	10.00	1. Content Collection from all departments & from individual employee for newsletter	Adherence to Completion	As agreed
			2. Highbar & Industry update newsletter distriution	Adherence to Completion	As agreed
3	Strengthening External / Client Communication	10.00	1. Improve & Increase external mailer to potential customer database from 4 to 6 on monthly basis	No's	6
4	Vendor Management and Payments	20.00	1. Vendor Onboarding & PO Development	Adherence to Completion	As agreed
			2. Approval on PO & invoice	Adherence to Completion	As agreed

REVIEWEE	REVIEWER	FINAL REVIEWER
Name Mr. Kishan Thakur	Name Mr. Kunal Mamtura	Name Mr. Kunal Mamtura
Date 27-06-2022 01:42:02 PM	Date 27-06-2022 01:54:39 PM	Date 27-06-2022 01:54:39 PM

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4	Vendor Management and Payments	20.00	2. Approval on PO & invoice	Adherence to Completion	As agreed
			4. Gifts dispatch coordination & delivery tracking	Adherence to Completion	As agreed
5	Business Support	20.00	DRS upload on SAP portal	Adherence to Completion	As agreed
			SAP and oracle partner certificate download from SAP Partneredge	Adherence to Completion	As agreed
			S-User ID generate	Adherence to Completion	As agreed
			SAP & Oracle partnership renewal formality	Adherence to Completion	As agreed
			MDF Claim Submission & CCP Payment	Adherence to Completion	As agreed
			All other marketing and business support	Adherence to Completion	As agreed

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6	Database management	25.00	1. Prospect & existing customer data collection from sales team	Adherence to Completion	As agreed
			2. New database generation from Linkedin from current 900 to 2200	% to Completion	120
	Total	100.00			

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