

Key Result Area (KRA)

Employee Code	00631590	Employee Name	Ms. Darshini Sunder Pillai	Band	I
Designation	Associate Executive - Marketing	Department	Marketing	Project/Location	Head Office - Navi Mumbai (HO) - HO-NaviMum
Period	2024-2025	From Date	01-04-2024	To Date	31-03-2025
KRA Submittd On 14-10-2024		KRA Approved On 16-10-2024			

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
4	Online Reputation Management (ORM)	30.00	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 10,500	Adherence to Completion	As agreed
	Total	100.00			

REVIEWEE

Name Ms. Darshini Sunder Pillai
Date 14-10-2024 12:18:47 PM

REVIEWER

Name Mr. Habel Issac Jacob
Date 14-10-2024 12:19:13 PM

FINAL REVIEWER

Name Mr. Mangesh Dattatray Wadaje
Date 16-10-2024 01:28:25 PM