







TOP 5 – KRA & KPI – Inward & Storage

1. End-to-End Material Flow Management

- Verify inbound materials against invoices/ASNs (Advanced Shipping Notices)
- Conduct weight/quantity checks during receiving
- Execute GRN creation and update WMS in real-time

2. Inventory Accuracy & Optimization

- Implement FIFO/FEFO storage with proper rack labeling
- Maintain $\leq 0.5\%$ variance between physical stock and system records
- Conduct weekly cycle counts and monthly full inventories

3. Process Efficiency

- Process 100% inbound within 24 hours (including RTOs)
- Fulfill retrieval requests within 2 hours of request
- Eliminate backlog through daily reconciliation

4. Compliance & Safety

- Maintain 100% audit-ready storage conditions
- Ensure proper documentation (stamped invoices, signed checklists)
- Enforce PPE compliance and hazard reporting

5. Cross-Functional Coordination

- Handover materials to production within agreed SLAs
- Resolve quality disputes within 4 working hours
- Share daily stock position reports with finance

Metric	Target	Measurement Method
End-to-End Inward TAT	<24 hours	Time from truck arrival to GRN completion
Storage Accuracy	100%	Physical vs system stock variance
Damage Prevention	<0.5% total value	(Damaged units/Total units)*100
Retrieval Efficiency	<2 hours	Time from request to material handover
Documentation Compliance	100%	Signed checklists & properly filed GRNs
Space Utilization	>85%	Cubic feet used/Total available space
Safety Compliance	0 major findings	Monthly audit results
RTO Processing	<48 hours	Time from RTO receipt to disposition

TOP 5 – KRA & KPI – Production

Senior Production Executive -- Currently Nikhil; fitness 60%

KRAs (5)

OEE & Efficiency: Monitor and improve production line OEE.

Production Planning & Reporting: Align daily output with monthly demand.

Manpower & Resource Management: Forecast labor needs and coordinate with HR.

Quality Assurance & Wastage Control: Lead sampling and reduce wastage.

Maintenance & Continuous Improvement: Develop schedules and minimize downtime.

KPIs (5)

OEE: Achieve $\geq 85\%$ OEE on main lines.

Plan vs. Actual: 100% adherence with $\leq 5\%$ variance.

Wastage Rate: $\leq 2\%$ per batch.

Maintenance Compliance: 100% scheduled maintenance done.

Manpower Forecast Accuracy: $\leq 5\%$ variance in planned vs. actual usage.

Production Executive -- Currently Parmind; fitness 80%

KRAs (5)

Daily Production Operations: Create job orders and issue materials.

Machine & Process Management: Operate printing machine if needed.

On-Floor Inventory Control: Track live production stock accurately.

Labor Allocation & Coordination: Assign tasks to contract labor effectively.

Quality & Printing Checks: Participate in three-step printing verification.

KPIs (5)

Job Order Accuracy: 100% correct issuance of materials.

Production Throughput: Meet 100% daily production targets.

In-Process Variance: $\leq 0.5\%$ difference in system vs. physical stock.

Labor Utilization: $\leq 5\%$ variance in forecasted vs. actual labor hours.

Printing Validation: $\leq 0.5\%$ errors in verified printing runs.

TOP 5 – KRA & KPI – Production

Printing Executive

KRAs (5)

Printing Machine Operations: Run machines with minimal downtime.

Batch Code & Date Accuracy: Ensure correct prints on all sachets.

Preventive Maintenance: Follow maintenance schedule to avoid breakdowns.

Consumables Management: Keep ink, labels, and parts in sufficient stock.

Collaboration & SOP Adherence: Work with Quality & Production to pass QA checks.

KPIs (5)

Printing Error Rate: $\leq 0.5\%$ misprints.

Machine Downtime: $\leq 3\%$ of total operational hours.

Maintenance Compliance: 100% planned maintenance done on time.

Consumables Stock-Outs: Zero production delays from consumable shortages.

SOP Compliance: 100% adherence to printing SOPs.

Machine Operator 1 & 2

TOP 5 – KRA & KPI – FG & Dispatch

FG Room Captain -- Currently Aditya Thakur; fitness 60%

KRAs (5)

FG Inventory Management: Accurately receive and store finished goods.

Real-Time System Updates: Keep FG counts correct in WMS.

Issuance for Dispatch: Fulfill dispatch requests promptly.

Clean & Organized Store: Maintain systematic labeling and layout.

Cycle Counting & Audits: Conduct regular checks to ensure accuracy.

KPIs (5)

FG Inventory Accuracy: 100% match of physical vs. system stock.

Order Fulfillment TAT: 100% dispatch requests within 4 hours.

Cycle Count Compliance: 100% scheduled counts with $\leq 0.5\%$ discrepancies.

Damage/Shrinkage: $\leq 0.5\%$ FG losses.

Store Housekeeping Score: $\geq 95\%$ in monthly audits.

Dispatch Captain -- currently Mukim; fitness 75%

KRAs (5)

On-Time Dispatch: Ship FG orders within required timeframe.

Order Accuracy: Validate correct SKUs, quantities, labels.

Dispatch Area Organization: Keep dispatch zone clean and efficient.

Documentation & Handover: Complete accurate paperwork for logistics.

Collaboration with Logistics: Arrange pick-ups and resolve issues quickly.

KPIs (5)

Dispatch TAT: 100% orders shipped within 24 hours of request.

Order Accuracy: $\leq 0.5\%$ wrong dispatches.

Fill Rate: 100% fill rate (no partial shipments).

Documentation Accuracy: 100% correct dispatch documents.

Dispatch Area Housekeeping: $\geq 95\%$ in monthly audits.

Develop maintenance schedules, coordinate downtime for cleaning, and manage parts inventory.

TOP 5 – KRA & KPI – Quality

Quality Captain -- Currently Abhay; fitness 80%

KRAs (5)

Inbound QC: Check raw material (weight, sensory) before storage.

Production QA & SOP Development: Define and oversee SOPs for in-house SKUs.

Printing QA: Verify batch/date prints on packaging.

Housekeeping & Maintenance Oversight: Manage 3x housekeeping staff and areas.

Material Disposition & Documentation: Grade RTO materials, discard rejects per SOP.

KPIs (5)

QC Inspection Turnaround: 100% inspected within 24 hours of arrival.

Batch Rejection Rate: $\leq 1\%$ final batches rejected for quality.

Printing Accuracy: $\leq 0.5\%$ packaging print errors.

Housekeeping Compliance: 100% compliance in monthly audits.

SOP & Documentation Accuracy: 100% adherence verified in internal audits.

Warehouse Manager

Key Responsibility Areas (KRAs):

- **Manage and Resolve Escalations:** Promptly address and resolve any escalations related to warehouse operations to ensure smooth functioning.
- **Oversee Attendance and Payroll:** Manage attendance records and process payroll for both contractual and permanent employees accurately and on time.
- **Efficient Manpower Allocation:** Allocate manpower effectively across departments based on projected workload and planning for the upcoming days.
- **Advance Planning for Dispatch and Production:** Ensure that comprehensive planning for dispatch and production activities is in place at least three days in advance.
- **Execute HO Plans:** Implement and ensure execution of plans and directives as specified by the Head Office.
- **Maintain Compliance and Safety Standards:** Monitor warehouse operations to ensure compliance with company policies, procedures, and safety regulations; conduct regular safety audits.
- **Cross-Department Coordination:** Liaise with Procurement, Sales, and other departments to facilitate smooth warehouse operations.
- **Continuous Improvement Initiatives:** Identify opportunities for process improvements and implement strategies to enhance warehouse efficiency and productivity.
- **Reporting:** Prepare and submit regular reports on warehouse performance metrics to senior management.
- **Inventory Management:** Oversee accurate inventory levels, ensuring minimal discrepancies through regular audits.

Quality Captain

Key Responsibility Areas (KRAs):

- **Inbound Quality Checks:** Perform thorough quality inspections on all incoming materials to ensure they meet established standards and specifications.
- **Finished Goods Sampling:** Conduct random sampling and quality inspections of finished inventory to verify compliance with quality standards.
- **Documentation and Reporting:** Document all quality inspections and promptly report any issues or discrepancies found during the checks.
- **Collaboration with Production:** Work closely with the production team to address and resolve quality issues in a timely manner.
- **Compliance with QA Policies:** Ensure adherence to all quality assurance policies, procedures, and industry standards.
- **Record Maintenance:** Maintain accurate and detailed records of quality inspections, test results, and corrective actions taken.
- **Training and Development:** Provide training and guidance to warehouse staff on quality standards, procedures, and best practices.
- **Quality Control Plans:** Assist in the development and implementation of quality control plans and continuous improvement initiatives.
- **Audit Participation:** Participate in internal and external quality audits and implement recommendations as necessary.

Inward Captain

Key Responsibility Areas (KRAs):

- **Coordination with Procurement and Logistics:** Collaborate with procurement and logistics teams to schedule and manage incoming shipments effectively.
- **Accurate Inventory Entries:** Create precise and timely entries in the inventory management system immediately upon receipt and counting of materials.
- **Quality Verification:** Perform required quality checks on incoming items and report any defects or discrepancies.
- **Efficient Racking:** Organize and rack items properly upon receipt for optimal utilization and accessibility.
- **Manage RTO/RTV Processes:** Handle Return to Origin (RTO) and Return to Vendor (RTV) processes in accordance with established protocols.
- **Documentation Management:** Ensure all inbound materials are accompanied by proper documentation, which is correctly filed and stored.
- **Communication:** Maintain effective communication with suppliers and internal departments regarding inbound material issues.
- **Receiving Area Maintenance:** Keep the receiving areas organized, clean, and safe.
- **Inventory Accuracy:** Monitor and maintain high levels of inventory accuracy through diligent record-keeping and audits.

Production Captain

Key Responsibility Areas (KRAs):

- **Production Oversight:** Manage daily operations of the production floor in line with the established production plan.
- **Manpower Planning:** Allocate and supervise manpower to meet production targets efficiently.
- **Job Order Management:** Generate and distribute accurate job orders for all production activities scheduled for the day.
- **Inventory Submission:** Ensure that all finished materials are properly submitted and scanned into the inventory system promptly.
- **Quality and SOP Compliance:** Adhere to and enforce all quality standards and Standard Operating Procedures (SOPs) within the production processes.
- **Process Optimization:** Monitor production workflows to optimize efficiency, reduce waste, and improve productivity.
- **Issue Resolution:** Coordinate with Quality and Maintenance teams to promptly address any production-related issues.
- **Staff Training and Supervision:** Train production staff on operational procedures and provide ongoing supervision and feedback.
- **Safety Management:** Maintain a safe working environment by enforcing safety protocols and conducting regular safety checks.

Storage Captain

Key Responsibility Areas (KRAs):

- **Storage Area Maintenance:** Ensure that the storage areas are kept neat, clean, and well-organized at all times.
- **Regular Inventory Audits:** Conduct frequent inventory counts and audits to verify stock levels and maintain inventory accuracy.
- **Material Issuance:** Issue materials to the production team promptly based on their requirements and requisitions.
- **Stock Monitoring:** Continuously monitor stock levels and proactively raise alerts for items that are approaching low stock thresholds.
- **Efficient Storage Systems:** Implement and maintain effective storage solutions to optimize space utilization and accessibility.
- **Labeling and Categorization:** Ensure all stored items are properly labeled and categorized for easy identification and retrieval.
- **Reordering Coordination:** Work closely with the procurement team to reorder stock in a timely manner when necessary.
- **Safety Compliance:** Enforce safety regulations within the storage areas to prevent accidents and damages.
- **Record Maintenance:** Keep accurate records of all inventory movements and adjustments in the inventory management system.

Finished Goods (FG) Store Captain

Key Responsibility Areas (KRAs):

- **Receipt of Finished Goods:** Receive finished goods from production, ensuring quantities and quality meet specified standards.
- **Proper Storage:** Rack and store finished goods systematically in designated areas to facilitate easy retrieval and dispatch.
- **Inventory Audits:** Perform regular counts and audits of finished goods inventory to maintain accuracy and integrity.
- **Order Fulfillment:** Issue finished goods to the dispatch team based on purchase orders and dispatch schedules.
- **Inventory Records:** Maintain up-to-date and accurate records of all finished goods movements within the inventory system.
- **Storage Area Organization:** Keep the FG storage area organized, clean, and compliant with safety and quality guidelines.
- **Coordination with Teams:** Collaborate with Production and Dispatch teams to ensure seamless flow of finished goods.
- **Stock Level Monitoring:** Monitor stock levels of finished goods and report any discrepancies or potential issues promptly.
- **Inventory Management Practices:** Implement FIFO (First-In, First-Out) and other relevant inventory management practices to optimize stock rotation.

Dispatch Captain

Key Responsibility Areas (KRAs):

- **Execution of Dispatch Plans:** Implement dispatch schedules as specified by the Head Office, ensuring timely and accurate order fulfillment.
- **Documentation Preparation:** Prepare and verify all necessary shipping documents, including Purchase Orders (POs), appointments, invoices, and E-way bills.
- **SLA Compliance:** Ensure that all dispatches, particularly B2C shipments, meet the established Service Level Agreements (SLAs) for delivery timelines.
- **Logistics Coordination:** Arrange shipments by coordinating with logistics partners and carriers effectively.
- **Monitoring and Issue Resolution:** Track the status of dispatched orders and address any delivery issues or delays promptly.
- **Record-Keeping:** Maintain comprehensive records of all dispatched orders and related shipping documentation.
- **Regulatory Compliance:** Ensure all dispatch activities comply with legal and regulatory requirements pertaining to transportation and shipping.
- **Interdepartmental Collaboration:** Work closely with the FG Store and Customer Service teams to ensure accurate and timely dispatch of orders.
- **Performance Metrics:** Implement and monitor key performance indicators (KPIs) for dispatch operations to enhance efficiency and customer satisfaction.
- **Continuous Improvement:** Identify areas for improvement within the dispatch process and implement solutions to optimize operations.

Warehouse Manager:

- Manage Escalations
- Manage attendance, payroll for contractual/permanent employees
- Allocate manpower among departments seeing next few days planning
- Ensure planning is in place for dispatch and production for 3 days in advance
 - Make sure planning gets executed as specified by HO

Inward Captain

Coordinate with procurement /logistics

Create relevant entries as soon as material is received and counted

Quality check items as required

Rack the items as received for further utilisation

Manage RTD/RTV as per the established process

Storage Captain

Maintain a neat and clean storage area

Do regular audits for inventory count

Issue material to production team as and when needed

Raise alarms for items when in short stock

Production Captain

Run the production floor based on planning

Plan out allocation of manpower

Raise right job order for production of the whole day

Ensure finished material is submitted and scanned into the inventory room

Follow quality standards and SOP

FG Store Captain

Inward materials and rack them as they are received from production

Do regular audits for inventory count

Issue material to dispatch team based on POs raised by them

Dispatch Captain

Ensure PO dispatch planning is executed as specified by HO

Prepare and check documents like PO, Appointment, Invoice, E way bill

Maintain SLA for B2C dispatches

Quality Captain

Quality check material at inward as it is received

Randomly sample finished inventory