

KRA Category : Business
KRA Weightage : 20 _

Key Performance Indicator (KPI) description	Unit	KPI Weightage	Value	(1) Unsatisfactory Performance	(2) Needs Improvement	(3) Good Solid Performance	(4) Superior Performance	(5) Outstanding Performance
1. Study of EWAX market in India - 10%	Text			05/17	04/17	03/17	02/17	01/17
2.Acquire knowledge of final applications(Including Ethoxylates) (10%)	Text			05/17	04/17	03/17	02/17	01/17

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1. Collection goals - 5%	Text			NA	NA	No overdues beyond agreed terms	NA	NA
2. Extension of customer base of 1618 alcohol - 5%	Text			NA	NA	NA	NA	NA
3. Addition of new customers - 5%	Text			NA	NA	5	NA	NA
4. Regain accounts - 5%	Text			NA	NA	3	NA	NA

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Key Performance Indicator (KPI) description	Unit	KPI Weightage	Value	(1) Unsatisfactory Performance	(2) Needs Improvement	(3) Good Solid Performance	(4) Superior Performance	(5) Outstanding Performance
Sales Value (INR in Cr.) - 5%	Text			71.31	73.41	104.87	111.16	136.33
Sales Volume (MT) - 5%	Text			7,883.24	8,115.10	11,593.00	12,288.58	15,070.90
Gross Contribution (INR in Cr.) - 5%	Text			8.01	8.25	11.78	12.49	15.32

Key Performance Indicator (KPI) description	Unit	KPI Weightage	Value	(1) Unsatisfactory Performance	(2) Needs Improvement	(3) Good Solid Performance	(4) Superior Performance	(5) Outstanding Performance
Net Realisation Value (INR in Cr.) - 5%	Text			14.80	15.23	21.76	23.06	28.29

KRA Category : Customer
KRA Weightage : 20 _

Key Performance Indicator (KPI) description	Unit	KPI Weightage	Value	(1) Unsatisfactory Performance	(2) Needs Improvement	(3) Good Solid Performance	(4) Superior Performance	(5) Outstanding Performance
1. Meeting / Conference call with 'A and B' class customers once in a year to enhance sales - 10%	Text			NA	NA	Once	NA	NA
2. Attending global conferences and meeting customers - 5%	Text			NA	NA	Once	NA	NA
3. Share MoM and feedback on quality, customer, service and communication - 5%	Text			NA	NA	Ongoing	NA	NA

KRA Category : Process
KRA Weightage : 20 _

Key Performance Indicator (KPI) description	Unit	KPI Weightage	Value	(1) Unsatisfactory Performance	(2) Needs Improvement	(3) Good Solid Performance	(4) Superior Performance	(5) Outstanding Performance
1. Achieve the desired database with information which will add value to business & help in customer mapping & engagements - 10%	Text			05/17	04/17	03/17	02/17	01/17
2. Rolling forecast for top 5 customers - 5%	Text			Once in 3 months	Once in 2 months	Once a month	Twice in a month	Thrice in a month
3. Tracking customer-wise sales -5%	Text			Once in 3 months	Once in 2 months	Once a month	Twice in a month	Thrice in a month