

KRA Category : Business  
KRA Weightage : 40 \_

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
Doy kids Value	Text			0.5	0.6	0.74	0.8	0.85
Doy Transaprent Value	Text			2	2.5	3.9	4.4	5
Softsens Value	Text			Not Available	Not Available	0.75	0.95	1.2
Truths Value	Text			Not Available	Not Available	1.54	2	2.5

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
Final 5 year Business Plan Approval	Text			March 2017	January 2017	October 2016	September 2016	August 2016
Pilot Lauch in Q4 of entire Truths range	Text			None	None	March 2017	January 2017	November 2016

KRA Category : Business  
KRA Weightage : 15 \_

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
E-com sales on Softsens Value	Text			-	-	20,00,000	28,00,000	32,00,000

KRA Category : Process  
KRA Weightage : 15

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
Softsens E-commerce Launch	Text			January 2017	december 2016	October 2016	September 2016	August 2016
Softsens NPD's ( Garments)	Text			February 2017	January 2017	December 2016	November 2016	October 2016
Truths Face Range	Text			Q2 March	Q1 2017	March 2017	February 2017	January 2017

KRA Category : People  
KRA Weightage : 15

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
Development of Wayne to become Brand Manager of Doy Kids brand, managing the end to end portfolio.	Text			February	January	He will present Doy kids Vision plan by December 16	November	October
Development of Kairuz, to become brand Custodian of the E-commerce Channel, responsible for all digital activities and top and bottom line of Digital Portal.	Text			Q1_2017	March	Focused ABP for E_com as indepenednt platform by February	January	December