

10002668 Rajesh Shah

Employee Name : Rajesh ShahManager's Name : Khushroo Forbes

Goalsheet Approval Date : 10-Apr-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	Actual achievement of year end	Appraisee comment on actual achievement
1 Training to MTO Managers and SR	Text			.	.	Classroom Training once in a month in Mumbai, and rest location on visit	.	.	Given classroom Training twice in a months and field visit in Mumbai, and rest location on visit	Given classroom Training twice in a months and field visit in Mumbai, and rest location on visit
2 Launch of new improved Bacter Shield soap benchmarked to competition.	Text			Mar'17 4th wk	Mar'17 2nd wk	Feb'17 1st wk	Jan'17 4th wk	Jan'17 2nd wk	Launched BS-Ultra Soaps and benchmarked to competition	Launched BS-Ultra Soaps in Big Bazaar, Star Bazaar, ABRL Hyper and amazon.in before Dec 2017
3 Identification of extension in Bacter Shield	Text			Mar'17 4th wk	Mar'17 2nd wk	Feb'17 1st wk	Jan'17 4th wk	Jan'17 2nd wk	Done Identification in New Category	Develop a improved Bacter Shield Soap part of IDP project

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	Actual achievement of year end	Appraisee comment on actual achievement
1 JO	Text			Rs 5.07 Cr	Rs 5.51 Cr	Rs 7.06 Cr	Rs 7.79 Cr	Rs 9.56 Cr	Achieved Rs 10.46/- Cr	In spite of having LY high growth in JO soaps, this year sales grew by 58% on large base, Achieved 146% of ABP in JO Soaps, overachieved ABP by 46% and achieved 108% in Total ABP
2 Doy Care	Text			Rs 2.93 Cr	Rs 3.19 Cr	Rs 4.08 Cr	Rs 4.51 Cr	Rs 5.53 Cr	Achieved Rs 3.25/- Cr	ABP achievement is 76%
3 Doy	Text			Rs 0.79 Cr	Rs 0.86 Cr	Rs 1.10 Cr	Rs 1.22 Cr	Rs 1.50 Cr	Achieved Rs 1.77/- Cr	ABP achievement is 154%, overachieved ABP by 54%
4 Bacter Shield	Text			Rs 1.75 Cr	Rs 1.90 Cr	Rs 2.43 Cr	Rs 2.68 Cr	Rs 3.29 Cr	Achieved Rs 1.03/- Cr	ABP achievement is 44%

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	Actual achievement of year end	Appraisee comment on actual achievement
1 Fill rate delivery from CFA to DC and Distributor to stores	Text			65%	70%+	75%+	80%+	85%+	Achieved the fill rate of 86% Vs. ABP of 75%	Analysis and setup the process to track fill rate and increase to 86% in Reliance, Big Bazaar and major Modern Trade stores
2 ARS/MBQ management leading to assortment compliance	Text			70% of listed products	70% of listed products	85% of listed products	90% of listed products	95% of listed products	Maintained assortment compliance of 90% Vs. ABP of 85% of listed products	Form a store wise stocks tracking sheet which help to maintaining assortment compliance

KRA Category : Customer
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	Actual achievement of year end	Appraisee comment on actual achievement
1 Take Participation in Big days & generate visibility	Text			Sales growth by 0%	Sales growth by 5%	Sales growth by 8%	Sales growth by 10%	Sales growth by 15%	Sales growth by 16% Vs. ABP of 8%	Grew sales by 16% in Big Days, through visibility in existing products and new range of products like in JO Soaps, DCAV FW, Doy Transparent
2 Listing of Doy Transpamet Soaps in new MTOs	Text			-	-	Two new MTOs chains	-	-	Launched in four new chains, achieved 162% of ABP	Registered in new MTOs like in Reliance Retails stores,Vishal Mega Mart,ABRL Hyper Market and Auchan Hyper Market

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	Actual achievement of year end	Appraisee comment on actual achievement
1 Develop E-Commerce Sales	Text			Rs 19.60 lakhs	Rs 21.30 lakhs	Rs 27.26 lakhs	Rs 30.10 lakhs	Rs 36.92 lakhs	Achieved Rs 46.83/- lakhs	ABP achievement is 165%, overachieved ABP by 65%
2 Listing of new products in E Commerce stores	Text			Listing of 1 new products	Listing of 2 new products	Listing of 3 new products	Listing of 4 new products	Listing of 5 new products	Lisited in amazon.in and Purple.com	Registered entire products of VVF in one of the biggest online store, amazon.in and grew sales by 127% in e-commerce store

vvf57e264fd8d3ef

Employee Name	Rajesh Shah	Manager's name	Khushroo Forbes
Employee Code	10002668	Year	2016-2017

Please discuss your strengths and work related weaknesses with your manager and identify your training needs. Your development will happen through the following ways:

Part A: Development through Instructor led training in Classroom

No	Name of program	Faculty	Days	Please explain why the training is needed	Program completed	Comments
1	Interpersonal skills	Amit Sanas	2			
2	Advanced Communication skills(only AGM & above)	Charles Carvalho	2			
3	Effective time management and execution	Amit Sanas	2			
4	Inspirational Leadership (only AGM & above)	Charles Carvalho	2			
5	Advanced Excel (only AGM & above)		2	This course will help to make data in different form and bring more focus in current role		
6	Environment Health and Safety *	EHS Team	1	Ok		
7	Training on ISO 14001, OHSAS 18001 **	EHS Team	0.5	Ok		
8	Training on ISO 9001 & 22000	ASHOKR AO PATIL	0.5			
9	Good Manufacturing Practices (GMP +)	ASHOKR AO PATIL	0.5	Ok		

	and cGMP **					
10	Influencing skills	Internal TBD	2			
11	Strengths based team building	Charles Carvalho	1	This will help to bring more focus in professional life		

*Mandatory for all employees to attend this program

**Mandatory for employees working at locations covered by the certifications

If you need a program that is not mentioned above, please use the space below. Please note this program may be offered if at least 20 people request for it.

No	Topics required	No. of Days	Internal faculty name	Program Completed	Reviews
1					
2					

Note: Part B and Part C are to be filled by only AGM and above employees.

Part B: Development through developmental relationships

No	Relationship	Name of leader	Number of Meetings planned	Target date	Program Completed	Reviews
1	Coaching through leader in own function for functional inputs	Khushroo Forbes	4	March 2018		
2	Coaching through leader in own function for functional inputs	.	.	NA		

Part C: Development through action learning projects

Project Title	Health For All. - Bacter Shield soap & identification of extension (Team Lead:- Jaijee Varghese Members:- Bijendra, Amit, Vishal, Rajesh, Asif & Subrata)
Review date	Monthly

Target end date	Soap launch by Jan 2017. Identification of extensions
Project scope	Re-formulation of Bacter Shield soap to better Lifebuoy soap – performance, sensorial, fragrance, shape. Identification of possible extensions under the brand & conduct a funnelling exercise to shortlist.
Project exclusions	NA
Project deliverables (Target at rating 3: good solid performance)	Re-launch of new Bacter Shield soap. Identification of new categories for line extension. Explore packaging for mass consumption & easy penetration & visibility.
What is the employee expected to learn from this project	Understanding of the hygiene market, consumer insight of hygiene market & the products that can be launched in the segment. Identify the brand fit with Bacter Shield. Product costings & viability. Sales volume & launch planning. Channel identification. Formulation development & factory friendly to increase line efficiency (as compared to current).
Reviewer(s) name	Amarjit Mishra
Project Status	Select
Project Status Comments	