

10003303 Manoj Bramhbhatt

Employee Name : Manoj BramhbhattManager's Name : Khushroo Forbes

Goalsheet Approval Date : 19-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
TSLD FROM 46 TO 50	Text			46	48	50	51	52	47 LINES	MISSED BY 3 LINES TO ACHIEVE TARGET
PRODUCTIVITY FROM 36% TO 41%	Percentage			39	49	41	42	43	34	AS WE HAVE CHANGED THE NORMS OF PRODUCTIVITY FROM DEC-16 2 BRANDS =1 PRODUCTIVE CALL
DOY TRANSPARENT FROM 27679 TO 35679	Text			27679	28679	35679	36679	37679	58929 OUTLETS	OVER ACHIEVED

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
Presenting an entry based on firm consumer insight led concept for a range of male grooming product range along with identification of product category and product mix	Text			Not Available	Not Available	Mar 2017	Feb 2017	Jan 2017	PPT FILE ATTACHED	PROJECT COMPLETED SUCCESSFULLY
Getting detailed understanding of all the processes involved in go to market "plan through male grooming project	Text			Not Available	Not Available	Mar 2017	Feb 2017	Jan 2017	PPT FILE ATTACHED	PROJECT ACHIEVED SUCESSFULLY

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
JO 57.49 CR	Text			39.66 CR	40.24 CR	55.19 CR	60.94 CR	74.74 CR	57.61 100.20%	ACHIEVED 100%
DOY CARE 13.014 CR	Text			8.98 CR	9.11 CR	12.49 CR	13.79 CR	16.92 CR	12.01 92.29%	MISSED BY 8% POINTS
DOY TRANSPARENT 1.923 CR	Text			1.33 CR	1.35 CR	1.85 CR	2.04 CR	2.5 CR	1.481 77%	MISSED BY 23% POINTS
DOY KIDS 0.388 CR	Text			0.26 CR	0.27 CR	0.37 CR	0.41 CR	0.5 CR	0.372 96%	MISSED BY 4% POINTS
DOY CARE FACE WASH 0.458	Text			0.31 CR	0.32 CR	0.44 CR	0.48 CR	0.59 CR	0.67 146.29%	EXCELLENT GROWTH IN FW BY 46%
BSS 3.370 CR	Text			2.32 CR	2.36 CR	3.23 CR	3.57 CR	4.38 CR	1.733 51.42%	MISSED BY 49% POINTS BECAUSE SHORTAGE AND DISCONTINUE OF BSS
BSHW 2.346CR	Text			1.62 CR	1.64 CR	2.25 CR	2.49 CR	3.05 CR	1.49 64%	NATURAL/ULTRA MISSED BY 36% POINTS BECAUSE OF SHORT SUPPLY AND DISCONTINUE OF BSHW NATURAL
TOTAL 80.55 CR	Text			55.58 CR	56.38 CR	77.33 CR	85.38 CR	104.71 CR	75.45 95.08% AS WE HAVE NOT RECD JO INT / HAND RUB / JOM TGT WORTH RS 159.90 ,SO WE HAVE DEDUCTED 159.90 FROM OUR TGT 80.55 .SO THE ACTUAL TGT IS 79.35 AND ACH IS 75.45 95.08 %	MISSED BY 5% POINTS DUE TOUGH MARKET COMPETITION/ RATES REDUCTION IN GRAMMAGES IN COMPARISON TO COMPETITION AND SHORTAGE

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
TO INCREASE THE NET CONTRIBUTION OF SKUS GIVING < 20% CONTRIBUTION F	Text			55%	56%	58%	59%	60%	60.35	ACHIEVED 100%

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
JO 396.89 LACS	Text			273.85 Lacs	277.82 Lacs	381.01 Lacs	420.7 Lacs	515.96 Lacs	606.99 153%	EXCELLENT GROWTH 53%
DOY CARE 177.84 LACS	Text			122.71 Lacs	124.49 Lacs	170.72 Lacs	188.51 Lacs	231.19 Lacs	156.27 88%	MISSED BY 12% POINTS
DOY KIDS 12.88 LACS	Text			8.86 Lacs	9.02 Lacs	12.36 Lacs	13.65 Lacs	16.74 Lacs	24.38 189%	EXCELLENT GROWTH BY 89%
DOY TRANSPARENT 34.67 LACS	Text			23.92 Lacs	24.27 Lacs	33.28 Lacs	36.75 Lacs	45.07 Lacs	39.86 115%	EXCELLENT GROWTH 15%
DOY CARE FACE WASH 30.18 LACS	Text			20.82 Lacs	21.12 Lacs	28.97 Lacs	31.99 Lacs	39.23 Lacs	27.15 90%	MISSED BY 10% POINTS
BSHW 109.16 LACS	Text			75.32 Lacs	76.41 Lacs	105.22 Lacs	115.71 Lacs	141.9 Lacs	39.28 36%	MISSED BY 64%
TOTAL MTO 761.62 LACS	Text			525.52 Lacs	533.13 Lacs	731.15 Lacs	807.31 Lacs	990.1 Lacs	893.93 117%	EXCELLENT GROWTH BY 17%
FILL RATE	Text			65%	70%	75%	80%	85%	80	NEEDS IMPROVEMENT TO ACHIEVE 100%