

**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	Actual achievement of year end	Appraisee comment on actual achievement
1 Coordinate with the CRM project team and support development of database 5%	Text			Not Available	Not Available	Ongoing	Ongoing	Ongoing	Project completed	Project completed but not implemented
2 Support the team with all information available, design and development of working model. 5%	Text			Not Available	Not Available	Ongoing	Ongoing	Ongoing	Project completed	All support needed was given timely to further the processes in the project
3 Achieve the desired outcome of the project so that database is adding value to business. 10%	Text			After Mar'17	By Mar'17	By Feb'17	By Jan'17	By Dec'16	Project completed	Project completed but not implemented due to higher project costs compulsions. To support the customer focus, the enquiry database is being maintained for the last 1 year which will help in future customer interactions

**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. Demand generation with consumption mapping by industry for key mustard & PKO based products(10% )	Text			Nil	atleast 2 products	4 products	6 products	> 6 products	1	Not been able to make room to learn consumption mapping for any of the key products
2. Release of S&OP demand plan on time for the planning cycle (10% )	Text			30th of the cycle	27th of the cycle	24th of the cycle	22nd of the cycle	20th of the cycle	4	Various mail communications and demand release for the monthly planning cycle
3. Coordinate with logistics , customer service & operations to meet customer requirements as per supply commitment 10%	Text			Not Available	Not Available	Ongoing	Ongoing	Ongoing	5	Has been a regular on-going activity to optimise sales and maximise customer requirement
4 Measurement of Forecast accuracy for all products and impact on business 10%	Text			From Dec'16	From Nov'16	From Sept'16	From Aug'16	From July'16	4	This process was started in Aug'16.

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	Actual achievement of year end	Appraisee comment on actual achievement
1 Champion the OTIF process measurements and publish performance 5%	Text			From Dec'16	From Nov'16	From Sept'16	From Aug'16	From July'16	3	Process of measuring OTIF has been institutionalised from sept'17
2 OTIF % measured for sales & dispatches with respect to supply commitment 5%	Text			Yearly avg < 85%	Yearly avg > 86%	Yearly avg > 90%	Yearly avg > 92%	Yearly avg > 96%	4	OTIF Avg: 92% on dispatches of Domestic and export markets

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	Actual achievement of year end	Appraisee comment on actual achievement
1 Region-wise sales report for business value addition tracking 5%	Text			Not Available	Not Available	Monthly	Monthly	Monthly	Monthly on-going process	Monthly on-going process
2 Automate S&OP and ABP plans generated through SAP 5%	Text			Dec'16	Nov'16	Oct'16	Sept'16	Aug'16	Done	
3 Monthly revenue plan, Weekly delivery plan, projected sales, Monthly sales variance 5%	Text			Not Available	Not Available	Monthly	Monthly	Monthly	Monthly on-going process	Monthly on-going process
4 Start new business reports on FG inventory and improve visibility along the chain 5%	Text			Dec'16	Nov'16	Oct'16	Sept'16	Aug'16		