

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 Sales Volume --- 45058 MT (5%)	Text			30639.44	31541	45058	47761	58575
2 Sales Value --- 387.4 Crores (5%)	Text			263.43	271	387	411	504
3 GC Contribution --- 59.5 Crores (5%)	Text			40.46	42	60	63	77
4 Net Value --- 61.9 Crores (5%)	Text			42.09	43	62	66	80

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 Increase E-wax 100 sales (per anum over 40 MT) - 10%	Text			40.8	42	60	63.6	78
2 Ensure receivables control (< 20% overdue on exposure) - 10%	Percentage			13.6	14	20	21	26

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 A class customers atleast once in a quarter to enhance sales - 5%	Text			Once in 5 months	Once in 4 months	Once in a quarter	Twice in a quarter	Thrice in a quarter
2 Meeting B class customers atleast once in a month to enhance sales - 5%	Text			Once in 3 months	Once in 2 months	Once in a month	Twice in a month	Thrice in a month
3 Minutes of meeting & feedback on -Quality, Customer Service & Market Intelligence -	Text			Not Available	Not Available	After the meeting	Not Available	Not Available

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
10%								

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 Coordinate with the Customers to get the desired data as per requirement of the project - 5%	Text			May_17	Apr_17	Mar_17	Feb_17	Jan_17
2 Achieve the desired database with information which will add value to business & help in customer mapping & engagements - 5%	Text			May_17	Apr_17	Mar_17	Feb_17	Jan_17
3 Rolling forecast for top 8 customers - 5%	Text			Once in 3 months	Once in 2 months	Once a month	Twice in a month	Thrice in a month
4 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

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 15% growth on long chain alcohol over ABP (10%)	Text			4635.696	4772.04	6817	7226.232	8862.36
2 Acquire knowledge of final applications(Including Ethoxylates) (10%)	Text			May_17	Apr_17	Mar_17	Feb_17	Jan_17