

10003380 Tejal Shende

Employee Name : Tejal ShendeManager's Name : Sunil Pandey

Goalsheet Approval Date : 21-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
People Development:- 2. Getting detailed understanding of all the processes involved in 'go to market' plan through Male grooming project'	Text			.	.	Mar 2017	Feb 2017	Jan 2017	Jan 17'	Completed the project in Jan 17'
Self Development:- 3. Market visits to understand retailers/distributors reaction	Text			10 days/ year	20 days/ year	30 days/ year	40 days/ year	50 days/ year	30 days	25 days GT Visit + 5 MTO visits
Self Development:- 4. Way forward FW strategy to deliver a Rs. 20 Cr turnover	Text			Feb 17	Jan 17	Dec 16	Nov 16	Oct 16	March 17	Completed in March 17'. Since couldn't initiate the project itself till midyear as was occupied majorly with Launch of Jungle Tales SKU, Digital Activities for Doy Kids, Creative finalization of DOY Kids, POS DOY Transparent, Face wash & DOY, Doy Kids Star Bazaar Activity. Also IDP for men's grooming needed lot of research and desk work. hence was behind schedule. The work on the same started only from Jan 2017'

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 Facewash Value	Text			<0.72	0.72 to 0.855	0.9	0.99 to 1.08	>1.08	Rs. 1.3 Cr.	144% achievement against ABP
2 Doy Care Value	Text			<19.9	19.9 to 23.64	24.9	27.38 to 29.87	>29.87	Rs. 23.26 Cr, Value growth of 11.5% over last year. 93.5% achievement against ABP	Stock unavailability during Season.
Pure Creme range Launch	Text			Sep 16	Aug 16	Jul 16	Jun 16	May 16	May 16	Launched in Phases All India.
4. Launch readiness for at least 1 new product in Skin Care Category (formulation/ consumer research/ label design with approvals)	Text			May 17	Apr 17	Mar 17	Feb 17	Jan 17	2 formats	Work currently on on Aloe Vera Face Gel+ 3 variants Lip Balm

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5. Keep 3 more ingredient/claims based facewash options ready	Text			Apr 17	Mar 17	Feb 17	Jan17	Dec 16	Two options Ready	1. Green Tea Face Wash 2. Cucumber Face wash

KRA Category : Business

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1. 1. Doy kids Gift pack- JUNGLE BUDDIES Launch	Text			Feb 16	Jan 16	Dec 16	Nov 16	Oct 16	Oct 16	Launched within 2 months in October. Was up for sale at Purple & Synergy in Oct itself. Designing of this pack involved dedication of lot time as the pack was to be launched within 2 months of time. It also involved finalizing on appropriate gift pack box with vendors with samples, artworks for mono-cartons, storybook, gift box. a lot of effort was put in to meet the timelines
2. Digital Plan for JUNGLE BUDDIES- to launch the new characters on the digital medium	Text			Mar 17	Feb 17	Jan17	Dec 16	Nov 16	Nov 16	Facebook Activity & Purple & Amaon activity planned and started in Nov
3. Influencer Blogger Outreach (Devise & Execute)	Text			Mar 17	Feb 17	Jan 16	Dec 16	Nov 16	Nov 16	Activity planned and executed in November. Activity completed in December. Associated with 11 bloggers
4. Designing completion of Kids Assorted pack revamp	Text			.Nov 16	.Oct 16	Sep 16	Aug 17	Jul 16	July 16	Design Completion on: 26th July. Executed in September: after exhausting the old Stock. For the first time conducted Lucky Draw Contest at Star Bazaar across 5 outlets as part of MTO activity. It involved designing and execution of coupons/ marketing materials and contest related hampers/ giveaways

KRA Category : Customer

KRA Weightage : 15 _

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1. Market introduction of new design pack	Text			Dec 16	Nov 16	Oct 16	Sep 16	Aug 16	Artwork completed on Sept 16	The activity came on hold in July as the Claims substantiation wasn't approved by QC before the project was initiated (viz before I stated assisting on DOY) The Claim substantiation process s had to be done again. Received the supporting documents from R&D only in Aug. First Trigon proofs were received in September (there was delay in this as WOW wasn't releasing artworks without payments). Post receipt of designs there were iterations and decision for not conducting research was taken . Design approved by marketing Team September 16. Final Design Approved from after looking at Trigon prints Oct 16. (no changes were incorporated post trigon prints)
2. Print Advert & POS	Text			Dec16	Nov 16	Oct 16	Sep 16	Aug 16	Sept 16	Brief sent to Agency on 2nd Aug. September Print & POS was finalized.

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1. Identify at least 3 Relevant and Actionable consumer insight from depth interview.	Text			1 insights	2 insights	3 insights	4 insights	5 insights	5 Insights	Identified 5 Insights
2. Conduct consumer researches for evaluation of product/ concepts	Text			1 study	2 study	3 study	4 study	5 study	6 study	Conducted 6 Researches (Aloe fresh, Lux, Santoor, FW, Body Lotion, Body Cream)
3. Develop Communication for Pure Crème	Text			Sept 16	Aug 16	Jul 16	Jun 16	May 16	May 16	* Experience the Magic of Triple Moisturizers*
4. Plan & Execute atleast 1 Activation idea for DOY CARE to generate consumer trials	Text			Feb 17	Jan 17	Dec 16	Nov 16	Oct 16	Sept 16	IIT Bombay Tech Fest Association finalized on 7th September. This association with Techfest helped us to enter the stores inside the sampus. Apart from this arranged additional Tie ups with two more colleges
5. Influencer Marketing and Blogger Outreach (Devise & Execute)	Text			Feb 17	Jan 17	Dec 16	Nov 16	Oct 16	September 16	Organically connected with Three bloggers

