

Employee Name : Ajay KelkarManager's Name : Ajay Kelkar  
Goalsheet Approval Date : 30-Nov-2016

**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
Presenting an entry strategy 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	17/Mar	17/Feb	Jan 17
Getting detailed understanding of all the processes involved in 'go to market' plan through Male grooming project	Text			Not Available	Not Available	17/Mar	17/Feb	Jan 17

**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.New Product development & Product ranges as per the agreed schedule ( Sachets FW, DW Liquid, Floor Cleaner Liquid)	Text			3 Products past the marketing brief	3 Products past the lab sample approval	3 Products past the Lab Sample approval	3Products past the Plant sample approval	3 products ready for launch in the next FY
2.Third Party Manufacturing Anchor	Text			Earmark TPM for launching CPD products	Enable audit of TPM	Make Scale up batches with TPM	Enable Migration of exiting product of CPD to TPM	Continue work with TPM

**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
Capacity utilization of SionTank farm	Text			90 Lakhs	Rs 1.15 Crores	Rs 1.19_1.30 Crores	Rs 1.3_1.60 Crores	> Rs 1.60 Crores
Capacity Utilization of Kutch Tank farm	Percentage			10	20	30	40	50

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
Newproduct launches as per the agreed schedule , Pure crème soaps, BS Sanitizer, Propanol, Jo Powder, Jo Mystia Soap)	Text			3 Products past the Lab sample approvals	3 Products past the plant sample approvals	3 Products past the commercial	4 Products past the commercial launch	5 products past the commercial launch
Softsens range Launch	Text			Finalizing Softsens Product range	Earmarking TPM for Softsens Launch	3 Softsens Products commercially launched	Migration of SS range on Loan license to VVF Daman	SS Apparel launch