



PERFORMANCE REVIEW LETTER

H1'23

To,

Priyamvada Oraon

Date : 31st Aug 2023

Overall Performance : **Good +**

We are pleased to extend this performance letter for your commitment towards our mission to achieve Same-Day Delivery in India. You have performed with utmost **Customer Obsession** and have raised the bar to work backwards to meet the customer needs.

We truly believe in challenging the status quo of the eCommerce brands. The way to do this is by building scalable technology, low-cost infrastructure & easy to use products that we're proud to recommend to our friends & family.

Market is changing rapidly, that means the user behavior is also changing. The only way to win in this rapidly changing environment is by consistently innovating & solving the problems of our customers.

Since inception we've worked upon numerous products & Same-Day Delivery is the one of the few products that we're proud of & believe that we'll innovate & further launch new products. The larger impact would touch 10,000+ brands by enabling them faster deliveries & empowering 10,000+ micro-entrepreneurs (franchises) providing livelihood to 1,00,000+ delivery partners.

Let's be the most customer centric company on this earth.

Mayank Varshney

Co-founder & CEO,

Blitz

SELF EVALUATION RESULTS:

	Customer Obsession	Bias for Action	Ownership	Insisting on Highest Standards	Cumulative
Self	4	4	4	4	4.00
Peer Rating	3.75	3.50	3.50	3.75	3.50
STL Rating	3.85	3.65	3.65	3.85	4.00

Performance Rating Index

Rating	Meaning	Performance Bonus %
1.0	Poor	0.0%
2.0	Improvement	0.0%
3.0	Good	10.0%
3.5	Good+	12.5%
4.0	Great	15.0%
4.5	Great+	17.5%
5.0	Outstanding	20.0%

Self Responses:

List the core projects you have completed in the past 6 months, along with the impact they've had on customer experience and the business. Don't include your daily tasks in this. List it in the format: Project-Name: Description of what your exact work was and then what was the impact.

The categories that I worked on were Fashion & Apparel category - a major player that I was able to acquire is House of Rare which has contributed to improving the DRR for us in Bangalore. I am now focused exclusively on expanding the top line of leads which will very quickly be moving towards closure.

How would you rate yourself on "Customer Obsession"? Any action or initiative should always aim to improve customer trust and should be taken keeping customer interest in mind. A rating of 1 signifies your approach to projects you have completed has not been customer-centric. A rating of 5 means that all your projects have been completed keeping the best interest of the customers in mind.

★★★★

Highlight a few instances of why you gave yourself a particular rating in "Customer Obsession" The question is meant to make you think about why you gave yourself a particular rating in the "Customer Obsession" value. You might have rated yourself 3, thinking deeply and putting down instances will help you realize why you gave yourself that rating.

How would you rate yourself on their "Bias for Action"? As an early-stage company, it is do-or-die for us to get things done. The "Bias for Action" value measures this. 1 on the scale means that you've been pushed at times to get things out. 3 on the scale would mean that you completed the job to be done. A rating of 5 means that you not only got your work done but also took initiative and fixed whatever and wherever was required

★★★★

Highlight a few instances of why you gave yourself a particular rating in "Bias For Action" The question is meant to make you think about why you gave yourself a particular rating in the "Bias For Action" value. Thinking deeply and putting down instances will help you realize why you gave yourself that rating. Your answer

The instance that comes to mind is when we were responsible for the integration, I practiced and learnt how to operate the integrator tool and swiftly with the help of Vinayak brought down the integration TAT to less than 2 days. Before having a dedicated integration lead most of the integration would flow through me.

How would you rate yourself on "Insisting on Highest Standards?" Processes, products, and services with new and recurring defects will fail. "Insisting on Highest Standards" ensures what we build stays. It means ensuring defects don't get sent down the line and those once fixed remain fixed. A rating of 1 means that what you have built has not been up to standard and had defects. A rating of 3 means whatever you built was defect-free. A rating of 5 means you not only ensured the things you built are defect-free but also promoted the highest standards in whatever was built by the team.

★★★★

Highlight a few instances of why you gave yourself a particular rating in "Insisting on Highest Standards" The question is meant to make you think about why you gave yourself a particular rating in the "Insisting on Highest Standards" value. Thinking deeply and putting down instances will help you realize why you gave yourself that rating.

In the initial days I created a Pitch to Onboarding document for the sales team to refer, with all the relevant documents, sheets and decks hyperlinked. So the BD team can have a SOP doc for being able to capture details and go through the flow to Onboarding a client to our platform.

How would you rate yourself on "Ownership" One of the key tenets to building a successful team is "Ownership". You'll never need to follow up on a task with an

Owner. Team members are expected to own and drive initiatives tagged to them. Owners act on behalf of the entire company, beyond just their own team. "That's not my job" is something they'll never say. A rating of 1 would mean you've at times passed on things to your peers and team members have had to follow up with you to get things done. A rating of 5 would mean that you've never shied away from any task, and you've taken an extra initiative to drive projects that deliver value other than those tagged to you.

★★★★

Highlight a few instances of why you gave yourself a particular rating in "Ownership" The question is meant to make you think about why you gave yourself a particular rating in the "Ownership" value. Thinking deeply and putting down instances will help you realize why you gave yourself that rating.

During the onboarding process of House of Rare a number issues around integration came up, I knew how important this client would be to our portfolio and made sure all the documentations and integrations were in place for kickstart. They were our trial run for store pickup which due to multiple technical and Operational limitations did not take off but we were able to identify the blockers and will help us smoothen out the kinks as we do pickups for other brands.

What have been your main weakness in the past 6 months and what are you doing to better on them. List in pointers

1. Proactive Followups - I have taken the criticism and turning things around and am being persistent with all the client follow ups from contact created to closure stage.
2. Aggression - Approach the acquisition with a hunter mindset is what I am actively bringing in my standard practice.

What have been your core strengths in the past 6 months, list examples of where you've seen yourself use them. List in pointers with concrete examples

Resilience - Taking constructive feedback and actually employing it.

Peer Responses:

How would you rate the team member on "Customer Obsession"? Any action or initiative should always aim to improve customer trust and should be taken keeping customer interest in mind. A rating of 1 signifies the team member doesn't think with a customer-first approach. A rating of 5 means the team member always thinks customer first, and all his actions are aligned keeping the best interest of the customers in mind.

Iqbal Akram Chaudhary: ★★★★★

Subrat Kumar: ★★★★★

([STL](#)) Pranjali Dixit: ★★★★★

Highlight a few instances of why you gave the team member a particular rating in "Customer Obsession" The question is meant to make you think about why you gave someone a rating in the "Customer Obsession" value. You might feel someone is a 3, thinking deeply and putting down instances will help you realize what you rated is actually right.

Iqbal Akram Chaudhary: Replying the Leads and timely follow-up is what needs to work upon

Subrat Kumar: She understands the clients requirements before she delivers her pitch and shows how she stands up for the brand and the customer.

([STL](#)) Pranjali Dixit: She understands the clients requirements before she delivers her pitch and shows how she stands up for the brand and the customer.



How would you rate the team member on their "Bias for Action" As an early-stage company, it is do-or-die for us to get things done. The "Bias for Action" value measures this. 1 on the scale means the team member you are rating needs to be pushed to get their things out and doesn't take initiative themselves. 3 on the scale would mean they get their work done by themselves and that's it. A rating of 5 means the team member not only gets their work done but also takes initiative and fixes whatever and wherever they feel something is not right

Iqbal Akram Chaudhary: ★★★★★

Subrat Kumar: ★★★★★

(STL) Pranjal Dixit: ★★★★★

Highlight a few instances of why you gave the team member a particular rating in "Bias For Action" The question is meant to make you think about why you gave someone a rating in the "Bias for Action" value. Thinking deeply and putting down instances will help you realize what you rated is actually right.

Iqbal Akram Chaudhary: sometime found her not been taking the key decisions on time impacting the overall action which could have resulted in lead closure

Subrat Kumar: She is always available for help, and collaborate and understand the teams needs and ensures a great team is built around her

(STL) Pranjal Dixit: She is always available for help, and collaborate and understand the teams needs and ensures a great team is built around her

How would you rate the team member on "Insisting on Highest Standards"* Processes, products, and services with new and recurring defects will fail.



"Insisting on Highest Standards" ensures what we build stays. It means ensuring defects don't get sent down the line and those once fixed remain fixed. A rating of 1 means the team member builds things that are not up to standard and with defects. A rating of 3 means what the team member builds is defect free. A rating of 5 means the team member ensures things are defect-free not just in what he does but also in whatever the team is building.

Iqbal Akram Chaudhary: ★★★★★

Subrat Kumar: ★★★★★

([STL](#)) Pranjal Dixit: ★★★★★

Highlight a few instances of why you gave the team member a particular rating on "Insisting on Highest Standards". The question is meant to make you think about why you gave someone a rating on the "Insisting on Highest Standards" value.

Iqbal Akram Chaudhary: Discipline, continuous follow up is the key to success with Highest Standards

Subrat Kumar: At the D2C IREC event she was very helpful in contacting the ICP customers and ensure Good connects were built.

([STL](#)) Pranjal Dixit: At the D2C IREC event she was very helpful in contacting the ICP customers and ensure Good connects were built.

How would you rate the team member on "Ownership" One of the key tenets to building a successful team is "Ownership". You'll never need to follow up on a task with an Owner. Team members are expected to own and drive initiatives tagged to them. Owners act on behalf of the entire company, beyond just their own team. "That's not my job" is something they'll never say. A rating of 1 would



mean the team member is a Renter, not an Owner, they'll try to move things away from them and think short term. A rating of 5 would mean the team member never shies away from any task, anything that's tagged to them gets done.

Iqbal Akram Chaudhary: ★★★★★

Subrat Kumar: ★★★★★

(STL) Pranjal Dixit: ★★★★★

Highlight a few instances of why you gave the team member a particular rating on "Ownership" The question is meant to make you think about why you gave someone a rating on the "Ownership" value.

What should this person do differently?

Iqbal Akram Chaudhary: Should be more disciplined with ownership to get more lead closure

Subrat Kumar: She can be a little bit more careful with the follow-ups with the clients.



(STL) Pranjal Dixit: She can be a little bit more careful with the follow-ups with the clients.