

Date: April 01, 2025

## Annual Performance cum Appraisal Letter

To,

**Mr. Rakesh Ranjan – MEDI942**  
Area Sales Executive, Dehradun  
Sales & Marketing

### **Greetings from Medicare Hygiene Ltd.**

With reference to your FY2024-25 Appraisal review, we would like to congratulate you on completion of your milestone. On the basis of your performance in FY2024-25, Your new annual CTC with detailed Annexure is attached herewith this appraisal letter.

Below summary is the highlights of your annual performance on the basis of your Achievements and Contributions toward the company's growth and feedbacks on your limitation's improvement to the forthcoming years.

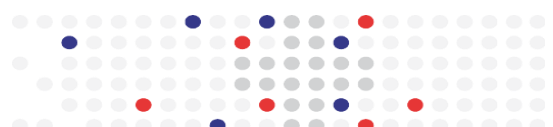
In a red ocean, it is very important to identify the market segments and their respective sizes. There is a **Need of Improvement** and it is leader's responsibility to first understand market and then allocate/assign targets to his team members.

Another important feedback is related to **Operational aspect** of Business generated in your respective areas. The overall cycle of Transaction must be made more efficient in order to penetrate more in the market and avoid challenges of Stock availability. Payment flow has been often a deterrent to Business Growth; this must be smoothened in the F.Y. 2025-26 to avoid any unwanted escalations.

Lastly, the company firmly believes in strategizing based on **Data and Intelligence** collected by the field force. We have installed an application pertaining to Sales Tracking, it is a responsibility of the leader to utilise this tool in company's best interest. As a leader, you must drive a change in a way information is collected and utilised to take strategic decisions.

A **Strong Review Mechanism** is a need of an Hour, sharing a warm shoulder with your team members is always a good gesture but not at the cost of compromising one's performance. Strong confrontation tactics backed up by action plan must be initiated by team leader.

**"A leader takes people where they want to go, A great leader takes people where they don't necessarily want to go, but they ought to be."**



Performance Appraisal Form						
Name of the Employee:		Rakesh Ranjan		DOJ:		Monday, 13 February, 2023
Department:		Sales And Marketing		Designation		ASE
Appraisal Period:		FY2024-25		Reporting To		RSM
S.No.	Key Result Area	Weightage (%)	Achievements	Performance Rating Scale		Final Rating
				Manager Rating	Reviewer Rating	
1	Target v/s Achievement	65%		3	3	3
2	Doctors Calls	15%		3	3	3
3	Collection	10%		2	2	2
4	Most Valuable Products	10%		2	2	2
Total		100%		2	2	2
Rating Scale			KRA Principles/Guidelines			
1	Far Below Expectations(FBE)		All KRAs have to be aligned with broad Organization/Department Goals			
2	Below Expectations(BE)		The scope of every KRA will stay limited to end of respective period			
3	Meets Expectations(ME)		KRA Should be <b>Specific, Measurable, Achievable, Realistic, Time bound (SMART)</b>			
4	Exceeds Expectations(EE)		All KRAs have to be submitted to HR			
5	Far Exceed Expectations(FEE)					

S.No.	Soft Skills	Manager Rating	Reviewer Rating
1	Discipline(attendance, behaviour, Attire, Adherence to processes)	3	3
2	Subject knowledge	2	2
3	Eagerness to learn	3	3
4	Communication	2	2
5	Team work	3	3
Average rating		2.6	2.6

Sr. No.	Criteria	Weightage	Total Score	Final Score
1	KRA	80%	1.6	2.12
2	Soft Skills	20%	0.52	

**Note :** The rating score given and evaluated by the Reporting Manager/HOD on the basis of above Ratings.  
Extreme ratings to be justified with supporting/data and to be approved by Senior Management.



## Salary Annexure

MEDICARE HYGIENE LTD, AHMEDABAD		
SALARY STRUCTURE - ANNEXURE: (A, B, C)		
Salary Components	Monthly	Yearly
Basic + DA	21366	256392
HRA	8546	102557
Medical Allowance	1200	14400
Conveyance Allowance	1600	19200
Special Allowance	10020	120235
Gross Salary     A	42732	512784
Total Benefits:		
Employer's PF	1800	21600
Employer's ESIC	0	0
Bonus	1749	20988
B	3549	42588
CTC (A+B)	46281	555372
Employee Deductions :		
Employee's PF	1800	21600
Professional Tax	200	2400
Employee's ESIC	0	0
C	2000	24000
Net Take Home Salary (A-C)	40732	488784

For, Medicare Hygiene Ltd




**Jay Sachchade**

**Director – Sales & Marketing**

**Employee Signature**

