



# 1

## MANAGEMENT DESK

Dear Team,

As we step into the new year and the final quarter of the financial year, I want to pause and acknowledge the collective effort each one of you brings to DATRI every day. The months behind us have been marked by meaningful progress, valuable learnings, and greater clarity on what will truly drive our mission forward.

Every day, families across the country are fighting silent battles for survival. This reality reminds us why urgency, focus, and commitment must remain non-negotiable in everything we do.

The 90 Days, 90 Lives initiative offers a moment of honest reflection. While the outcome fell short of our intent, it has given us clear insight into where we must adapt, strengthen our strategies, and unlock new opportunities as we move into the next phase of 90/90.

The quarter ahead is critical. Our mission is time-sensitive, our work is impact - driven, and our performance directly influences how many more lives we can reach. This is the moment for us to realign, refocus, and accelerate with renewed energy. Our goals must not only be achieved, but pursued with intent, ownership, and strong collaboration.

I encourage every team and individual to revisit your goals, clearly understand expectations, and take decisive action toward completing your deliverables. The redesigned PMS, the refined induction process, and the continuous improvements across functions are all aligned towards one outcome - a stronger, more accountable, and future - ready DATRI.

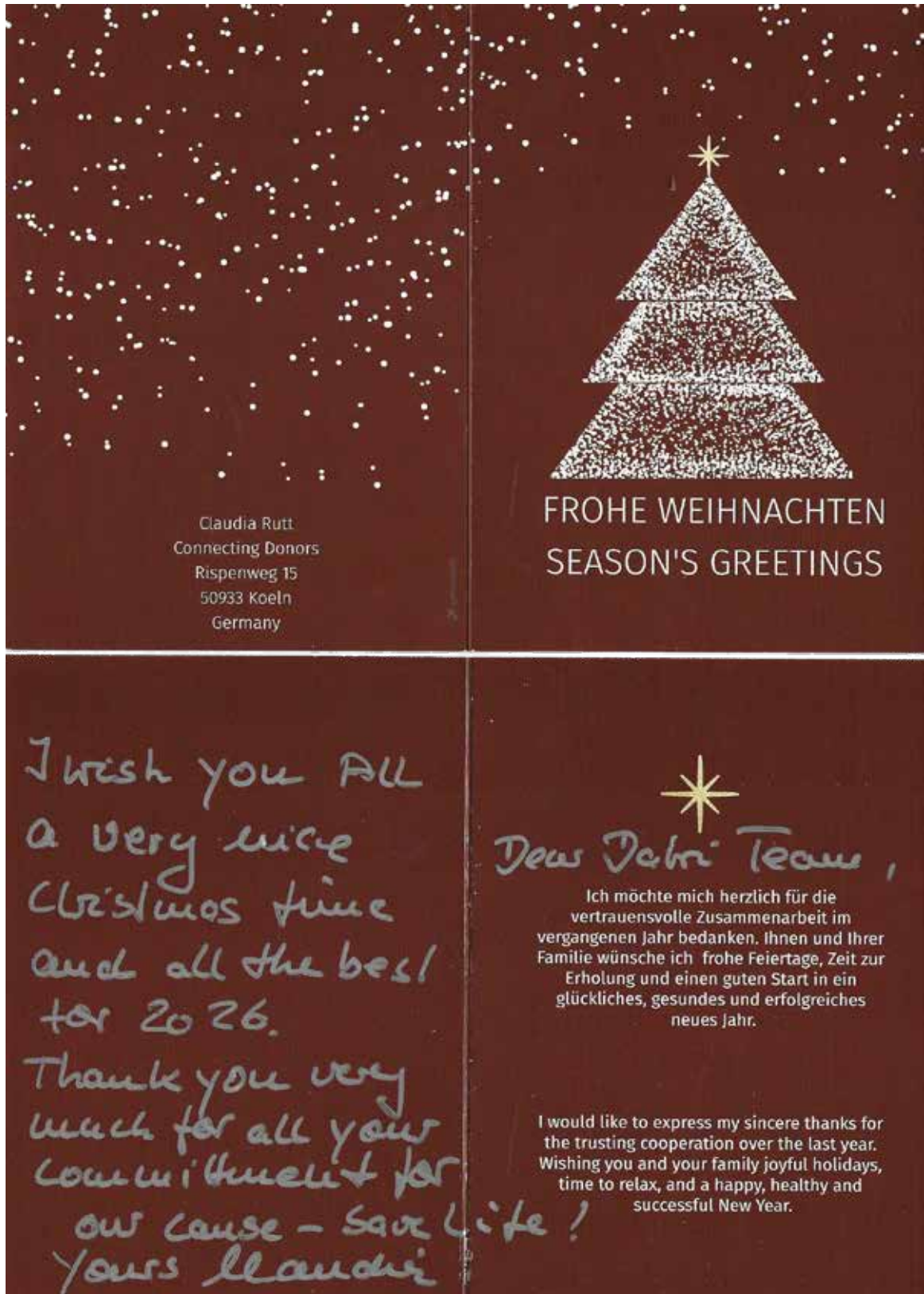
Let us begin this year with discipline and move forward with momentum. Together, we move with purpose. Together, we save lives.

*Claudia Rutt*

**Claudia Rutt**  
Chief Financial Officer

# 2

## SEASON'S GREETINGS



# 3

## NUMBERS THAT MATTER

### Online Registration



Apr 2025 - Dec 2025

**52,604**

### Funds Received



Apr 2025 - Dec 2025

**50,20,847**

### Verification Typings



Apr 2025 - Dec 2025

**376**

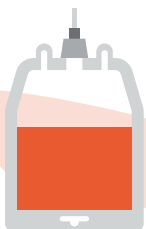
### Infectious Disease Markers



Apr 2025 - Dec 2025

**239**

### Collections



Apr 2025 - Dec 2025

**197**

# 4

## THE MISSION CONTINUES: PURPOSE BEYOND THE NUMBERS

Every day, families across the country are fighting silent, relentless battles for survival. When the stakes are this high, it reminds us why our work matters and why urgency, focus, and commitment can never waver.

The 90 Days, 90 Lives initiative concluded with 73 collections. While this reflects effort and intent, it also serves as a moment of honest reflection. We did not fully achieve what we set out to do - and acknowledging this is essential if we are to move forward with clarity and purpose.



At the same time, the initiative highlighted something equally important: there is significant scope to do better. Our impact is shaped by every step we take - from registrations and counselling to follow-ups and successful donations. True progress happens when we bring collective focus, take ownership of outcomes, and challenge ourselves to think and act differently.

Moments like these call for resilience. As the saying goes, "When the going gets tough, the tough get going." This is our opportunity to push boundaries, learn from the past, and strengthen our approach - without losing sight of why we began this journey.

90 Days, 90 Lives may have come to a close, but the mission continues - for the next 90 days and beyond.

**Because somewhere, someone is still waiting for a second chance at life.**

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## REDEFINED KRA–KPI FRAMEWORK

In line with DATRI's commitment to building a culture rooted in clarity, accountability, and continuous development, the HR team has rolled out a redesigned Performance Management System (PMS) based on SMART KRAs and KPIs. This framework strengthens how performance is defined, assessed and rewarded.

### Why This Change Was Needed

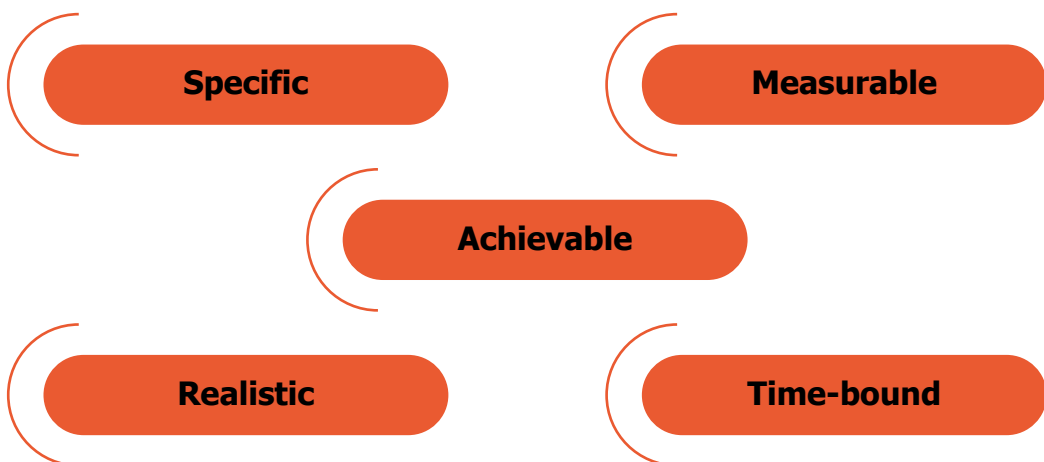
Recent performance reviews highlighted several gaps:

- 01 Overlapping KRAs & KPIs
- 02 Lack of measurable outcomes
- 03 Inconsistent documentation
- 04 Over-reliance on numerical ratings
- 05 Rounding-off distortions in scoring
- 06 Limited qualitative insights

The redefined PMS resolves these challenges by providing accuracy, fairness, and a shared understanding of expectations.

### SMART Goals at the Core

All KRAs and KPIs are now:



This ensures every employee works with clarity and purpose.

## What's New in the SMART KRA–KPI Module?

1. Clear Separation of KRAs & KPIs  
KRAs define what must be achieved, while KPIs measure how well it is achieved.
2. SMART-Driven Goal Design  
Performance goals are structured, relevant and aligned to measurable organizational needs.
3. Balanced Quantitative + Qualitative Assessment  
Narrative feedback enhances development-focused discussions beyond numeric ratings.
4. Decimal Rating Accuracy  
Decimal scoring (e.g., 2.7, 3.2) allows fair differentiation in increments and bonuses.
5. Side-by-Side Self vs Manager Assessment  
This new layout increases transparency and alignment.
6. Structured Linkage to Growth & Rewards  
Performance ratings between 1–3 map to differentiated increments and bonuses, while lower bands receive targeted development plans.

- Clear expectations & success measures
- Fair, structured evaluations backed by evidence
- Meaningful feedback for professional growth
- Transparent linkage between performance & rewards
- Stronger ownership of individual goals

**Long-Term  
Impact for  
DATRI**

**Benefits  
for  
Employees**

**Benefits  
for  
Managers**

- Better talent visibility
- Data-driven, predictable appraisal processes
- Increased fairness in decisions
- Integration readiness for HRMS/KEKA
- Stronger performance-oriented culture

- Uniform and easy-to-use evaluation format
- Clarity in giving measurable feedback
- Better visibility into team performance
- Improved coaching and planning
- Foundation for succession planning & L&D

By setting this foundation today, DATRI is preparing for a more aligned, accountable and agile future.

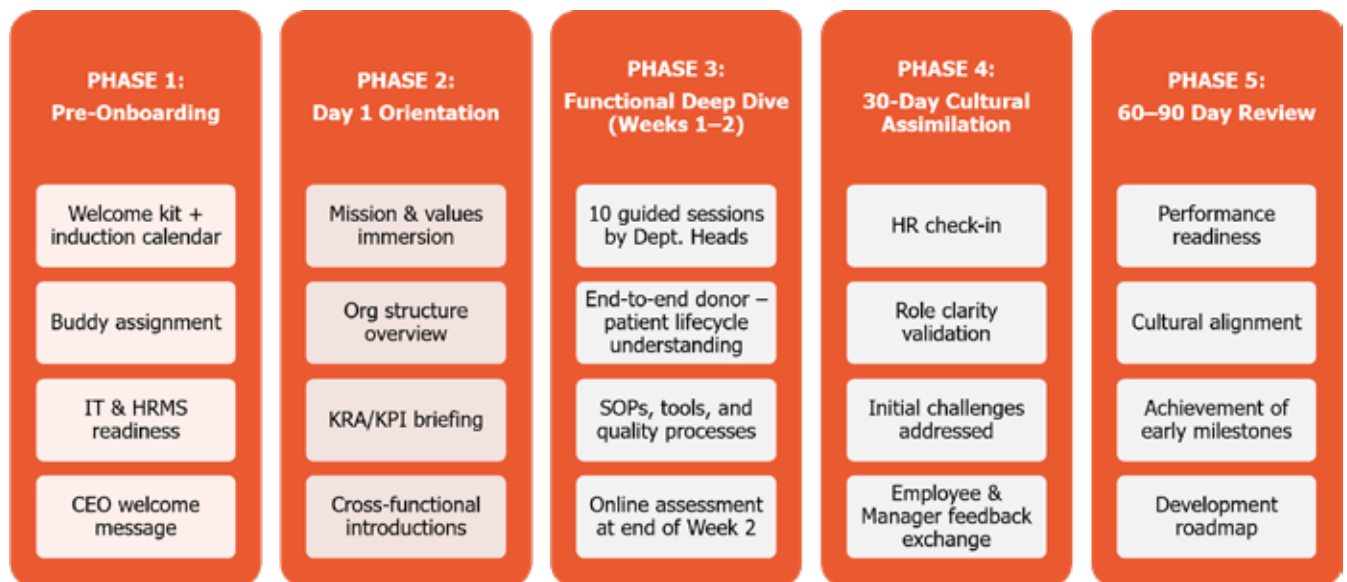
# 6

## STRONGER BEGINNINGS FOR LIFE-SAVING JOURNEYS

DATRI's new Optimized Induction Program is designed to give every new joiner a powerful start - combining mission immersion, structured functional exposure and a guided 90-day integration journey. With a refined, human-centric approach, the program ensures faster productivity, deeper cultural alignment and a stronger connection to DATRI's lifesaving purpose.

This new induction model is not just a process - it is a commitment to ensuring that every new member of the DATRI family begins their journey with purpose, confidence and a clear roadmap. By investing in the first 90 days, we are building a stronger, more engaged workforce capable of driving our mission forward.

### Optimized Induction module at a glance



### Building Confident, Connected & Mission-Ready Teams at DATRI

DATRI's new **Optimized Induction Framework** marks a significant leap towards creating a structured, engaging, and outcome-driven onboarding experience for every new colleague. Designed to strengthen role clarity, accelerate learning, and deepen cultural connection, this five-phase journey ensures that new joiners are not only welcomed - but empowered to contribute meaningfully from the very start.

The experience begins with **Phase 1: Pre-Onboarding**, where new hires receive a warm introduction through welcome kits, a detailed induction calendar, buddy assignments, and readiness checks from IT and HRMS. This ensures that every employee feels supported even before Day 1.

During **Phase 2: Day 1** Orientation, new joiners are immersed in DATRI's mission, values, structure, and expectations. Clarity on KRAs/KPIs and cross-functional introductions help employees understand how their role contributes to the larger life-saving mission.

The heart of the program lies in **Phase 3: Functional Deep Dive**, where each department head conducts structured learning sessions over two weeks. New employees gain end-to-end visibility into the donor-to-patient lifecycle, critical SOPs, quality norms, and tools used across functions. A formal online assessment at the end of Week 2 reinforces learning and ensures readiness.

As employees settle into their roles, **Phase 4: 30-Day Cultural Assimilation** offers a dedicated check-in with HR. This touchpoint validates role clarity, addresses early challenges, and facilitates feedback exchange between employee and manager—strengthening confidence and alignment.

Finally, **Phase 5: 60–90 Day Review** focuses on evaluating performance readiness, cultural alignment, milestone achievement, and development needs - ensuring every new hire has a clear roadmap for growth within DATRI.

With this refreshed induction model, DATRI is shaping an onboarding experience that is structured, supportive, and deeply connected to our purpose. It ensures that every employee enters the organization not just informed - but inspired.

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## TEAM SPOTLIGHTS

This edition of our newsletter shines a light on individuals whose dedication, resilience, and commitment have significantly contributed to DATRI's mission. Their stories reflect the spirit of perseverance, learning, and impact that drives our organisation forward.

### 1. Fino L – A Steady Rise Towards Excellence

Fino L, who joined DATRI in February 2025, has shown a remarkable journey of adaptability and growth. His early months involved adjusting to the demands of donor recruitment, but with consistent effort he soon began delivering steady results. His dedication culminated in a major milestone in September 2025, when he surpassed 4,000 donor registrations in a single month. Coming from a social work background, Fino quickly aligned himself to DATRI's structured expectations and completed his recruitment targets even before finishing his probation period. Alongside recruitment, he is also contributing to fundraising, where he has already achieved half of his target and continues to make progress. His story exemplifies determination and the drive to make a meaningful difference.



**Fino L** at blood stem cell donor recruitment drive

## 2. Sonali Dhas – Strengthening DATRI’s Presence in Pune

In Pune, Sonali Dhas has rapidly become an integral force in donor recruitment. (Final recruitment numbers will be added once confirmed.) With a strong ability to connect with people and inspire participation, Sonali has achieved impressive results within a short span of time. She has also played a crucial role in building and sustaining a volunteer support system in the region—an accomplishment that contributes significantly to long-term donor engagement. Additionally, Sonali has quickly taken on responsibilities in donor counselling and collections, demonstrating exceptional learning agility and readiness to grow. Her work has strengthened DATRI’s outreach and operational efficiency in Pune.



**Sonali Dhas** at blood stem cell donor recruitment drive

## 3. Vivek – Driving Efficiency in Donor Card Dispatches

Since August 2024, Vivek has taken charge of the donor card dispatch process with remarkable efficiency and focus. One of his major achievements during this period has been clearing the backlog of cards dating back to April 2024. From April 2024 to August 2025, he successfully dispatched 75,028 donor cards, a milestone that required both persistence and meticulous coordination.



What sets Vivek's contribution apart is his ability to manage the entire process independently, even during months with exceptionally high registration numbers. He has ensured timely dispatches by initiating the process immediately after HLA typing is completed, often within the same month. His commitment ensures that every donor receives communication on time, strengthening trust and transparency in our processes.

**Vivek Denzil** at blood stem cell donor registration drive

#### 4. Joana – Excellence in Collection Coordination



Over the last five months (August – December), Joana has consistently demonstrated exceptional performance in managing donor collections. Twice during this period, she achieved the significant milestone of coordinating eight collections in a single month, handling each with precision, confidence, and poise.

Despite the pressure associated with high-volume months, Joana has maintained an outstanding standard of accuracy, with negligible errors across her work. Her collaborative approach has also enhanced cross-team synergy, as she frequently supports the recruitment team during awareness initiatives and

contributes leads for patient-driven campaigns. Joana's efforts represent the highest standards of commitment and execution.

#### 5. Saranya – Dancing Her Way Into Our Hearts



Saranya brings a unique spark to DATRI, balancing her professional excellence with a deep passion for dance. Her dedication to the art form reflects the same grace, discipline and creativity she brings to her work every day. Beyond her individual talent, what makes her journey even more delightful is the way she and her daughter come together to create magic through dance. Their shared moments of expression and artistry beautifully showcase the joy and connection that creativity can foster at home.

Saranya's commitment, whether in her role at DATRI or in nurturing her artistic interests—adds colour, warmth and inspiration to our team. She reminds us that embracing what we love helps us stay energised, motivated and connected to our true selves.



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## PHASE 2 OF 90/90 HAS BEGUN

This next phase calls for renewed energy, sharper focus, and stronger collaboration across teams. With the learnings from the past phase and our purpose firmly guiding us, this is the moment to push ourselves further and work with greater intent.

Together, as Team DATRI, we move forward—ready to strengthen our impact, reach more patients, and help save more lives.