

Region

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Follow-Up Leads Expected = 0.67 * Unique Invoiced Customers for the day
Leads Capture Efficiency (LCE) = Follow-Up Leads / Follow-Up Leads Expected; Leads Conversion Rate (LCR) = (Follow-Up Leads Won) / (Follow-Up Leads)

Follow-Up Lead Capture Efficency (LCE)									
Low <= 50%									
Average 50-60%									
High 60+									

Follow-Up Lead Converion Rate (LCR)								
Low <= 30%	Average 30 to 50 %	High 50%+						
LL- Week Funnel	LA-Good sales, but no follow-up	LH-Strong seller, no database						
AL-Missed Sales and leads	AA-Balanced Funnel	AH-High potential, improve lead capturing						
HL -Interest, no buys	HA-Good data + decent sales	HH-Best-case; data rich and high revenue						

	From Date: 01-Dec-2025 To Date: 01-Dec-2025									
Sales Zone	Expected	Leads	Won	LCE %	LCR %	Category				
CHENNAI-01	194	71	71	36.54%	100.00%	LH				
CHENNAI-02	117	42	42	35.82%	100.00%	LH				
KL-SOUTH	23	10	10	42.64%	100.00%	LH				
NORTH ARCOT	204	83	83	40.75%	100.00%	LH				
SOUTH ARCOT	175	45	45	25.73%	100.00%	LH				
SOUTH-01	419	304	304	72.48%	100.00%	HH				
SOUTH-03	362	91	91	25.15%	100.00%	LH				
TIRUPATI-01	152	104	104	68.38%	100.00%	HH				
TRICHY-01	296	119	119	40.18%	100.00%	LH				
VIJAYAWADA-01	174	199	199	114.68%	100.00%	HH				
WEST-01	263	130	130	49.37%	100.00%	LH				
WEST-02	306	126	126	41.15%	100.00%	LH				
Total	2,686	1,324	1,324	49.29%	100.00%	LH				

Region			CHENNAI-01	l MTD LC	Œ 36.54%	LCR 100.00	% LH		
CH03	CGL1	CH45	GUD1	GUD2	MC10	MRM1	SKL1	TKM1	
30 x 100	0 x NaN	0 x NaN	18 x 100	19 x 100	0 x NaN	134 x 100	14 x 100	64 x 100	
LH	LL	LL	LH	LH	LL	HH	LH	HH	
CH05 56 x 100 AH	AVD1 21 x 100 LH	CH05 12 x 100 LH	CH14 41 x 100 LH	CH26 0 x Ni LL		H30 x NaN L	CH35 149 x 100 HH	CH37 149 x 100 HH	
CH06	CH08	CH11	CH16	CH19	CH29	CH39	CH40	CH42	
45 x 100	50 x 100	0 x NaN	42 x 100	33 x 100	0 x NaN	85 x 100	93 x 100	0 x NaN	
LH	LH	LL	LH	LH	LL	HH	HH	LL	
CH08	CH07	CH22	CH28	CH38	CH48	KNR1	MC02	MC09	
25 x 100	30 x 100	25 x 100	0 x NaN	53 x 100	30 x 100	O x NaN	NaN x NaN	NaN x NaN	
LH	LH	LH	LL	AH	LH	LL	LL	LL	

Region			CHENNAI-02	2 MTD LC	E 35.82%	LCR 100.00%	LH	
CH01 34 x 100 LH	CH03 0 x NaN LL	CH06 0 x NaN LL	2	H12 24 x 100 IH	CH23 0 x NaN LL	CH24 25 x 100 LH		MC06 0 x NaN LL
CH04 22 x 100 LH	CH21 50 x 100 LH	CH34 28 x 100 LH	CH44 30 x 100 LH	GPD1 0 x NaN LL	MC05 0 x NaN LL	MJR1 O x NaN LL	PON1 0 x NaN LL	UKI1 0 x NaN LL
CH07 60 x 100 AH	CH01 0 x NaN LL	CH15 109 x 100 HH	CH17 75 x 100 HH	CH18 21 × 100 LH	CH27 0 x NaN LL	CH32 50 x 100 LH	CH36 25 x 100 LH	CH43 60 x 100 AH
CH09 27 x 100 LH	CH09 0 x NaN LL	CH20 75 x 100 HH		H31 x NaN L	CH33 14 x 100 LH	CH41 30 x 100 LH		CH46 37 x 100 LH

TVP1 43 x 100 LH	KLR1 149 x 100 HH			PAS1					
Region			NORTH ARC	OT MTD LO	CE 40.75%	LCR 100.00 ^c	% LH		
NA01 68 x 100 HH	AKM1 57 x 100 AH	ANI1 0 x NaN LL	ARC2 0 x NaN LL	CYR1 0 x NaN LL	KPM1 37 x 100 LH	KPM2 117 x 100 HH	WJD1 70 x 100 HH	WJP1 199 x 100 HH	
NA02	ABR1	CGM1	GDM1	PLR1	TRR1	VEL1	VEL2	VNB1	

KL-SOUTH MTD | LCE 42.64% | LCR 100.00% | LH

37 x 100 LH	25 x 100 LH	0 x NaN LL	0 x NaN LL	O :	(NaN	15 x 100 LH	131 x 100 HH	77 x 100 HH	0 x NaN LL
NA03	BGR1	CPT1	PTU1	SBR1	SLG1	TRL1	TRT1	UGI1	VSI1
13 x 100	64 x 100	0 x NaN	0 x NaN	0 x NaN	50 x 100	17 × 100	0 x NaN	0 x NaN	15 x 100
LH	HH	LL	LL	LL	LH	LH	LL	LL	LH

SOUTH ARCOT MTD | LCE 25.73% | LCR 100.00% | LH



Follow-Up Lead Capturing Effectiveness as on 12/2/2025 10:00:31 AM

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SA01 54 x 100 AH	CUD1 104 x 100 HH	KLM2 28 x LH			IKM1 x NaN -		POY1 0 x NaN LL		POY2 19 x 100 LH
5A02 17 x 100 .H	CDM1 18 x 100 LH	KKI2 75 x 100 HH	KML1 0 x NaN LL	NVL2 0 x Naf LL	N	PRT1 0 x NaN LL	STP1 0 x NaN LL	ULP1 0 x NaN LL	VCM1 0 x NaN LL
A03 4 x 100 H	SJI1 NaN x NaN LL	SJI2 O x NaN LL	TDM1 107 x 100 HH	TRK1 18 x 10 LH	00	TVM1 0 x NaN LL	TVM2 0 x NaN LL	VPM1 19 x 100 LH	VPM2 0 x NaN LL
Region		·	SOUTH-01	MTD	LCE 72	.48%	LCR 100.0	0% HH	·
(VT1 52 x 100 AH	KVT1 70 x 100 HH	KYR1 15 x 100 LH	PKD1 45 x 100 LH	RND1 95 x 10 HH	00	SKD1 75 x 100 HH	SNL1 43 x 100 LH	STU2 0 x NaN LL	VKM1 33 x 100 LH
IGR1 0 x 100 IH	COL1 50 x 100 LH	KGL1 85 x 100 HH	KSM1 50 x 100 LH		MAR1 75 x 100 HH		MMT1 75 x 100 HH	NGR1 101 x 100 HH	TKY1 21 x 100 LH
KS1 2 x 100 IH	PDI1 45 x 100 LH	RPM1 141 x 100 HH		SDI1 62 x 100 HH		SGT1 104 x 100 HH	5	FKS1 57 x 100 AH	TKS2 75 x 100 HH
TUT1 37 x 100 HH	ERL1 NaN x NaN LL	ERL2 75 x 100 HH	TCN1 69 x 100 HH		TUT1 110 x 100 HH		TUT2 58 x 100 AH	TYI1 70 x 100 HH	UDN1 138 x 100 HH
VL1 50 x 100 HH	ARM1 83 x 100 HH	ASM: 0 x N LL			VL1 5 x 100 H		TVL2 0 x NaN LL		VLY1 40 x 100 LH
/NR1 5 x 100 IH	APK1 64 x 100 HH	APK2 109 > HH			VK1 1 x 100 ⊣		VNR1 149 x 100 HH		VNR2 85 x 100 HH
Region			SOUTH-03	MTD	LCE 25	5.15%	LCR 100.0	00% LH	
KD2 3 x 100 H	DKI1 41 x 100 LH	KKD2 NaN x NaN LL LH			NV1 aN x NaN -	PNV2 0 x NaN LL	PVI1 70 x 100 HH	SGP1 15 x 100 LH	TDI1 TPT1 0 x NaN 9 x 100 LL LH
CRR1 25 x 100 H	KRR1 O x NaN LL	MPA: 18 x LH			TM1 x NaN -		ODM1 0 x NaN LL		PNI1 149 x 100 HH
1DU1 6 x 100 H	DGL1 0 x NaN LL	0 x NaN		MDU2 0 x NaN LL	MDU3 0 x NaN LL		7 x 100		DU6 MLR1 23 x 100 LH
VG1 8 x 100 H	ATG1 0 x NaN LL	BTU1 30 x 100 LH	KPT1 0 x NaN LL	KYK1 0 x Naf LL	N	NKI1 33 x 100 LH	SVG1 35 x 100 LH	TMM1 149 x 10 HH	USL1 64 x 100 HH
EN1 64 x 100 H	ADP1 11 x 100 LH	BNR1 30 x 100 LH	CBM1 32 x 100 LH		CMR1 149 x 100 HH		PKM1 128 x 100 HH	TEN1 0 x NaN LL	TEN2 11 x 100 LH
Region		7	TIRUPATI-C	1 MTD	LCE 6	8.38%	LCR 100.	.00% HH	
ATP1 '6 x 100 IH	ADI1 43 x 100 LH	ATP1 44 x 100 LH	DHN1 187 x 100 HH	GTL1 0 x Naf LL	N	KNL1 87 x 100 HH	KNL2 199 x 100 HH	NDL1 50 x 100 LH	TPI1 43 x 100 LH
DA1 0 x 100 H	BVL1 O x NaN LL	KDA1 0 x NaN LL	KOU1 25 x 100 LH	MPL1 87 x 10 HH	00	PDT1 75 x 100 HH	PIL1 O x NaN LL	RCY1 93 x 100 HH	RJP1 112 x 100 HH
PY1 75 x 100 HH	CTO1 37 x 100 LH	KHT1 KVL1 75 x 100 124 x 100 HH HH	NLR1 112 x 100 HH	NYP1 66 x 100 HH	PGR1 179 x 100 HH	PMR1 104 x 100 HH	66 x 100	SPE1 TPY1 75 x 100 149 x 10 HH HH	TPY2 VKI1 39 x 100 0 x NaN LH LL
Region			TRICHY-0:	L MTD	LCE 40).18%	LCR 100.0	00% LH	
CUM1 6 x 100 H	KIK1 0 x NaN LL	KUM1 64 x 100 HH	NCK1 64 x 100 HH		NGT1 32 x 100 LH		TTP1 17 x 100 LH	TVR1 0 x NaN LL	TVR2 0 x NaN LL
PBR1 86 x 100 .H	AYR1 54 x 100 AH	JKM1 O x NaN LL	MSI1 0 x NaN LL		MVM1 75 x 100 HH		PBR1 O x NaN LL	PBR2 32 x 100 LH	TYR1 31 x 100 LH
NJ1 0 x 100 IH	APM1 64 x 100 HH	MDI1 139 x 100 HH	NMM1 53 x 100 AH		ORU1 30 x 100 LH		PTK1 70 x 100 HH	TNJ1 63 x 100 HH	TNJ2 112 x 100 HH



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	<u></u>	, , ,	•			inversion Rate (LCK)	= (Follow-Up Leads Wor	77. 3
TRY1 22 x 100 LH	KRN1 50 x 100 LH	PDF 239 HH	9 x 100	TRY1 10 x 100 LH	TRY2 37 x 10 LH	.0	TRY3 0 x NaN LL	TRY4 6 x 100 LH
Region			VIJAYAWA	DA-01 MTC	D LCE 114.0	68% LCR 1	100.00% HH	
BVR1 100 x 100 HH	AMP1 149 x 100 HH	BVR1 DPE1 75 x 100 149 x HH HH		JGG1 KND1 37 x 100 209 x LH HH		PAP1 PPM1 56 x 100 131 x 100 AH HH	RMV1 TDD1 0 171 x 100 149 x 100 HH HH	TNI1 TNK1 75 x 100 112 x 100 HH HH
GNT1 143 x 100 HH	BPP1 60 x 100 AH	CKT1 CRL 149 x 100 205 HH HH	05 x 100 64 x 100	GNT2 522 x 100 HH	KDR1 NRT1 209 x 100 43 x 10 HH LH	OGL1 239 x 100 HH	PNR1 PRL1 50 x 100 85 x 100 LH HH	RAL1 VKN1 75 x 100 0 x NaN HH LL
VJW1 108 x 100 HH	GDV1 149 x 100 HH	GVM1 JPT 128 x 100 75 x HH HH	60 x 100	TEL1 256 x 100 HH	TVU1 VJW1 149 x 100 80 x 10 HH HH	VJW2 15 x 100 LH	VJW3 VJW4 134 x 100 90 x 100 HH HH	VJW5 VUY1 90 x 100 75 x 100 HH HH
Region			WEST	-01 MTD	LCE 49.37%	LCR 100.0	00% LH	
CBE1 77 x 100 HH	CBE1 187 x 100 HH	CBE2 103 x 100 HH	CBE3 0 x NaN LL	CBE4 37 x 100 LH	CBE5 21 x 100 LH	CBE6 62 x 100 HH	KMR1 SNR1 81 x 100 57 x 100 HH AH	SUL1 34 x 100 LH
PLI1 17 x 100 LH	DPM2 21 x 100 LH		KGM1 21 x 100 LH		DM1 5 x 100 H	PLI1 25 x 100 LH	UM 0 x LL	IP1 NaN
TPR1 75 x 100 HH	TPR1 58 x 100 AH			TPR2 0 x NaN LL			TPR3 171 x 100 HH	
TPR4 51 x 100 AH	ANR1 0 x NaN LL	AVI 0 x LL	x NaN	GBM1 136 x 100 HH	PPI1 85 x 10 HH	io	SYM2 30 x 100 LH	TPR4 85 x 100 HH
UAM1 9 x 100 LH	CNR1 0 x NaN LL	GDI 0 x LL	x NaN	KGI1 0 x NaN LL	KMD1 0 x NaN LL	J	MPM1 27 x 100 LH	UAM1 7 x 100 LH
Region			WEST	-02 MTD	LCE 41.15%	LCR 100.0	00% LH	
ERD1 63 x 100 HH	CMI1 56 x 100 AH	ERD1 100 x 100 HH	82 x 100		IKL2 PDR1 7 x 100 50 x 10 IH LH	RSP1 50 x 100 LH	SGG1 TCG 56 x 100 41 x AH LH	<mark>× 100</mark> 54 × 100
HSR1 34 x 100 LH	HSR1 47 x 100 LH	HSR2 88 x 100 HH	O O X LL	RI1 x NaN	KVP1 0 x NaN LL	PLC1 30 x 100 LH	PMP1 0 x NaN LL	SGI1 0 x NaN LL
MTR1 20 x 100 LH	BMD1 0 x NaN LL	DPR1 0 x NaN LL	DPR2 75 x 100 HH	HRR1 0 x NaN LL	MCR1 41 x 10 LH	MTR1 0 x NaN LL	OML1 47 x 100 LH	TRM1 0 x NaN LL
SLM1 43 x 100 LH	APN1 85 x 100 HH	ATU1 107 x 100 HH	EDP1 0 x NaN LL	EPI1 0 x NaN LL	SLM1 81 x 10 HH	SLM2 26 x 10 LH	SLM3 17 x 100 LH	VPD1 0 x NaN LL