



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 Converion Rate (LCR)		
Follow-Up Lead Capture Efficency (LCE)		Low <= 30%	Average 30 to 50 %	High 50%+
Low <= 50%		LL- Week Funnel	LA-Good sales, but no follow-up	LH-Strong seller, no database
Average 50-60%		AL-Missed Sales and leads	AA-Balanced Funnel	AH-High potential, improve lead capturing
High 60+		HL-Interest, no buys	HA-Good data + decent sales	HH-Best-case; data rich and high revenue

	From Date: 01-Aug-2025 To Date : 06-Aug-2025					
Sales Zone	Expected	Leads	Won	LCE %	LCR %	Category
CHENNAI-01	2,033	1,367	239	67.23%	17.48%	HL
CHENNAI-02	1,805	1,215	261	67.31%	21.48%	HL
KL-SOUTH	110	70	13	63.71%	18.57%	HL
NORTH ARCOT	1,478	1,207	228	81.66%	18.89%	HL
SOUTH ARCOT	1,207	755	117	62.53%	15.50%	HL
SOUTH-01	2,954	1,851	316	62.66%	17.07%	HL
SOUTH-03	2,255	991	216	43.94%	21.80%	LL
TIRUPATI-01	1,039	1,099	455	105.83%	41.40%	HA
TRICHY-01	2,074	1,345	541	64.84%	40.22%	HA
VIJAYAWADA-01	934	1,610	948	172.38%	58.88%	HH
WEST-01	1,748	906	321	51.83%	35.43%	AA
WEST-02	1,888	1,606	477	85.06%	29.70%	HL
Total	19,526	14,022	4,132	71.81%	29.47%	HL

RegionCHENNAI-01 MTD   LCE 67.23%   LCR 17.48%   HL								
CH03 71 x 22 HL	CGL1 105 x 42 HA	CH45 61 x 16 HL	GUD1 84 x 13 HL	GUD2 41 x 36 LA	MC10 65 x 7 HL	MRM1 93 x 23 HL	SKL1 22 x 0 LL	TKM1 93 x 13 HL
CH05 86 x 13 HL	AVD1 62 x 17 HL	CH05 62 x 12 HL	CH14 137 x 13 HL	CH26 11 x 33 LA	CH30 70 x 7 HL	CH35 119 x 13 HL	CH37 45 x 7 LL	
CH06 61 x 23 HL	CH08 115 x 10 HL	CH11 24 x 57 LH	CH16 49 x 49 LA	CH19 44 x 42 LA	CH29 18 x 0 LL	CH39 148 x 14 HL	CH40 29 x 20 LL	CH42 32 x 0 LL
CH08 51 x 12 AL	CH07 49 x 22 LL	CH22 101 x 6 HL	CH28 89 x 11 HL	CH38 32 x 21 LL	CH48 0 x NaN LL	KNR1 50 x 8 LL	MC02 0 x NaN LL	MC09 85 x 6 HL

RegionCHENNAI-02 MTD   LCE 67.31%   LCR 21.48%   HL								
CH01 54 x 23 AL	CH03 7 x 58 LH	CH12 104 x 17 HL	CH23 42 x 17 LL	CH24 92 x 22 HL	CH41 101 x 27 HL	MC06 36 x 22 LL	MC08 0 x NaN LL	
CH04 85 x 26 HL	CH21 97 x 18 HL	CH34 76 x 19 HL	CH44 101 x 15 HL	GPD1 88 x 29 HL	MC05 130 x 9 HL	MJR1 53 x 26 AL	PON1 110 x 58 HH	UKI1 69 x 52 HH
CH07 70 x 16 HL	CH01 37 x 100 LH	CH15 97 x 14 HL	CH17 11 x 67 LH	CH18 77 x 9 HL	CH27 0 x NaN LL	CH32 19 x 100 LH	CH36 9 x 67 LH	CH43 90 x 20 HL
CH09 52 x 16 AL	CH06 66 x 5 HL	CH09 22 x 8 LL	CH20 93 x 16 HL	CH31 6 x 50 LA	CH33 3 x 100 LH	CH46 106 x 27 HL		

RegionKL-SOUTH MTD   LCE 63.71%   LCR 18.57%   HL		
TVP1 64 x 19 HL	PAS1 97 x 21 HL	TVP1 52 x 17 AL

RegionNORTH ARCOT MTD   LCE 81.66%   LCR 18.89%   HL									
NA01 118 x 19 HL	AKM1 123 x 7 HL	ANI1 77 x 18 HL	ARC2 16 x 33 LA	CYR1 66 x 22 HL	KPM1 107 x 10 HL	KPM2 140 x 45 HA	WJD1 131 x 9 HL	WJP1 183 x 6 HL	
NA02 58 x 19 AL	ABR1 44 x 19 LL	CGM1 27 x 21 LL	GDM1 51 x 19 AL	PLR1 69 x 28 HL	TRR1 16 x 10 LL	VEL1 78 x 45 HA	VEL2 104 x 4 HL	VNB1 96 x 13 HL	
NA03 74 x 19 HL	BGR1 98 x 20 HL	CPT1 92 x 2 HL	PTU1 73 x 70 HH	SBR1 43 x 32 LA	SLG1 86 x 11 HL	TRL1 22 x 26 LL	TRT1 138 x 10 HL	UGI1 155 x 25 HL	VSI1 42 x 14 LL

RegionSOUTH ARCOT MTD   LCE 62.53%   LCR 15.50%   HL		
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SA01 84 x 16 HL	CUD1 111 x 14 HL		KLM1 103 x 11 HL		MKM1 85 x 4 HL		POY1 41 x 32 LA		POY2 67 x 25 HL	
SA02 44 x 17 LL	CDM1 71 x 25 HL	KKI2 113 x 16 HL	KML1 9 x 25 LL	NVL2 22 x 18 LL	PRT1 3 x 0 LL	STP1 13 x 20 LL	ULP1 13 x 9 LL	VCM1 26 x 0 LL		
SA03 64 x 13 HL	SJI1 49 x 8 LL	TDM1 78 x 9 HL	TRK1 101 x 26 HL	TVM1 51 x 7 AL	TVM2 53 x 0 AL	VPM1 93 x 0 HL	VPM2 15 x 0 LL			

SOUTH-01 MTD | LCE 62.66% | LCR 17.07% | HL

KVT1 67 x 9 HL	KVT1 40 x 8 LL	KYR1 20 x 12 LL	PKD1 105 x 10 HL	RND1 96 x 13 HL	SNL1 86 x 9 HL	STU2 60 x 4 HL	VKM1 105 x 5 HL	
NGR1 22 x 16 LL	COL1 45 x 0 LL	KGL1 57 x 4 AL	KSM1 34 x 10 LL	MAR1 20 x 32 LA	MMT1 45 x 12 LL	NGR1 4 x 67 LH	TKY1 19 x 11 LL	
TKS1 53 x 18 AL	PDI1 40 x 6 LL	RPM1 9 x 0 LL	SDI1 85 x 36 HA	SGT1 154 x 0 HL	TKS1 87 x 13 HL	TKS2 33 x 37 LA		
TUT1 79 x 17 HL	ERL1 136 x 37 HA	TCN1 96 x 11 HL	TUT1 91 x 11 HL	TUT2 31 x 13 LL	TYI1 37 x 17 LL	UDN1 120 x 38 HA		
TVL1 44 x 27 LL	ARM1 69 x 33 HA	ASM1 37 x 41 LA	TVL1 41 x 29 LL	TVL2 31 x 0 LL	VLY1 49 x 16 LL			
VNR1 104 x 21 HL	APK1 71 x 14 HL	SVK1 98 x 10 HL	VNR1 145 x 11 HL	VNR2 115 x 32 HA				

SOUTH-03 MTD | LCE 43.94% | LCR 21.80% | LL

DGL1 15 x 46 LA	DGL1 1 x 100 LH		DGL2 2 x 100 LH		MDU1 4 x 100 LH		MDU5 30 x 43 LA		MPA1 0 x NaN LL		NTM1 52 x 41 AA		PNI1 105 x 32 HA							
KKD2 27 x 7 LL	ATG1 8 x 50 LA		DKI1 79 x 2 HL		KKD2 2 x 100 LH		MNM1 13 x 40 LA		PNV1 42 x 8 LL		PVI1 75 x 2 HL		SGP1 0 x NaN LL		TDI1 4 x 0 LL		TPT1 3 x 50 LA			
KRR1 8 x 100 LH	KRR1 13 x 100 LH								ODM1 3 x 100 LH											
MDU2 62 x 20 HL	ADP1 86 x 18 HL		BNR1 149 x 11 HL		CBM1 46 x 8 LL		CMR1 119 x 86 HH		MDU2 42 x 15 LL		MDU3 2 x 100 LH		MDU4 50 x 32 LA		MDU6 64 x 12 HL		TEN1 52 x 24 AL		TEN2 76 x 3 HL	
SVG1 83 x 20 HL	BTU1 158 x 27 HL		KPT1 22 x 8 LL		MLR1 7 x 0 LL		NKI1 79 x 3 HL		PKM1 67 x 23 HL		SVG1 60 x 5 HL		TMM1 111 x 22 HL		USL1 137 x 37 HA					

TIRUPATI-01 MTD | LCE 105.83% | LCR 41.40% | HA

ATP1 90 x 56 HH	ADI1 111 x 11 HL	ATP1 22 x 49 LA	DHN1 138 x 61 HH	GTL1 173 x 80 HH	KNL1 155 x 52 HH	KNL2 113 x 84 HH	NDL1 117 x 12 HL	TPI1 358 x 72 HH			
KDA1 74 x 33 HA	BVL1 54 x 12 AL	KDA1 88 x 50 HA	KOU1 44 x 0 LL	MPL1 31 x 44 LA	PDT1 103 x 44 HA	PIL1 88 x 61 HH	RCY1 105 x 27 HL	RJP1 101 x 16 HL			
TPY1 135 x 35 HA	CTO1 111 x 28 HL	KHT1 169 x 31 HA	NLR1 268 x 59 HH	NYP1 161 x 60 HH	PGR1 153 x 42 HA	PMR1 112 x 31 HA	PUT1 80 x 14 HL	SPE1 222 x 49 HA	TPY1 115 x 26 HL	TPY2 112 x 18 HL	VKI1 194 x 38 HA

TRICHY-01 MTD | LCE 64.84% | LCR 40.22% | HA

KUM1 92 x 36 HA	JKM1 20 x 100 LH	KUM1 153 x 26 HL	MVM1 176 x 27 HL	NCK1 52 x 100 AH	TVR1 19 x 90 LH	TVR2 14 x 92 LH	
PTK1 56 x 23 AL	APM1 130 x 17 HL	MDI1 21 x 100 LH	NGT1 46 x 12 LL	NMM1 132 x 14 HL	PTK1 4 x 100 LH	TTP1 57 x 18 AL	
TNJ1 46 x 78 LH	AYR1 47 x 100 LH	KIK1 15 x 10 LL	KRN1 31 x 93 LH	ORU1 15 x 89 LH	PKD1 202 x 61 HH	TNJ1 26 x 98 LH	TNJ2 46 x 90 LH



Follow-Up Lead Capturing Effectiveness as on 8/6/2025 10:00:12 AM

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TRY1 66 x 31 HA	MSI1 24 x 93 LH	PBR1 3 x 100 LH	PBR2 115 x 18 HL	TRY1 56 x 37 AA	TRY2 163 x 24 HL	TRY3 58 x 82 AH	TYR1 50 x 9 AL	
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Region VIJAYAWADA-01 MTD | LCE 172.38% | LCR 58.88% | HH

BVR1 191 x 56 HH	AMP1 167 x 42 HA	BVR1 166 x 39 HA	DPE1 121 x 69 HH	ELU1 189 x 44 HA	JGG1 275 x 75 HH	KND1 160 x 83 HH	PAP1 203 x 62 HH	PPM1 198 x 48 HA	RMV1 243 x 75 HH	TDD1 186 x 61 HH	TNK1 189 x 47 HA	
GNT1 169 x 61 HH	BPP1 133 x 36 HA	CKT1 217 x 85 HH	CRL1 170 x 79 HH	GNT1 152 x 63 HH	GNT2 185 x 72 HH	KDR1 263 x 73 HH	NRT1 92 x 38 HA	OGL1 326 x 80 HH	PNR1 143 x 18 HL	PRL1 171 x 58 HH	RAL1 118 x 3 HL	VKN1 97 x 24 HL
VJW1 158 x 60 HH	GDV1 293 x 69 HH	GVM1 189 x 66 HH	JPT1 92 x 50 HA	MTM1 193 x 47 HA	TEL1 133 x 56 HH	TVU1 157 x 38 HA	VJW1 80 x 83 HH	VJW2 131 x 50 HA	VJW3 179 x 38 HA	VJW4 109 x 70 HH	VJW5 192 x 91 HH	VUY1 234 x 78 HH

Region WEST-01 MTD | LCE 51.83% | LCR 35.43% | AA

CBE1 30 x 61 LH	CBE1 107 x 46 HA	CBE2 6 x 100 LH	CBE3 0 x NaN LL	CBE4 34 x 86 LH	CBE6 58 x 78 AH	KMR1 22 x 84 LH	SNR1 30 x 28 LL	SUL1 71 x 22 HL	
PLI1 35 x 16 LL	DPM2 33 x 10 LL	KGM1 62 x 10 HL	PDM1 56 x 11 AL	PLI1 17 x 17 LL	UMP1 33 x 42 LA				
TPR1 76 x 32 HA	TPR1 142 x 9 HL	TPR2 6 x 25 LL	TPR3 94 x 79 HH						
TPR4 112 x 35 HA	ANR1 75 x 21 HL	AVI1 96 x 82 HH	GBM1 141 x 22 HL	PPI1 153 x 27 HL	SYM2 115 x 13 HL	TPR4 61 x 45 HA			
UAM1 53 x 10 AL	CNR1 15 x 40 LA	GDR1 33 x 8 LL	KGI1 102 x 2 HL	KMD1 0 x NaN LL	MPM1 113 x 7 HL	UAM1 38 x 24 LL			

Region WEST-02 MTD | LCE 85.06% | LCR 29.70% | HL

ERD1 106 x 30 HL	CMI1 83 x 13 HL	ERD1 148 x 39 HA	ERD2 37 x 60 LH	KMM1 100 x 28 HL	NKL2 96 x 18 HL	PDR1 109 x 19 HL	RSP1 98 x 16 HL	SGG1 131 x 14 HL	TCG1 135 x 34 HA	VKL1 191 x 43 HA
HSR1 57 x 21 AL	HSR1 60 x 29 AL	HSR2 103 x 14 HL	KRI1 49 x 45 LA	KVP1 0 x NaN LL	PLC1 39 x 11 LL	PMP1 34 x 44 LA	SGI1 80 x 0 HL			
MTR1 79 x 21 HL	BMD1 28 x 7 LL	DPR1 9 x 25 LL	DPR2 143 x 24 HL	HRR1 99 x 79 HH	MCR1 96 x 3 HL	MTR1 58 x 6 AL	OML1 112 x 6 HL	TRM1 83 x 12 HL		
SLM1 93 x 41 HA	APN1 110 x 40 HA	ATU1 128 x 18 HL	EDP1 23 x 12 LL	EPI1 32 x 19 LL	SLM1 125 x 84 HH	SLM2 63 x 53 HH	SLM3 75 x 9 HL	VPD1 108 x 25 HL		