Follow-Up Lead Capturing Effectiveness as on 12/6/2025 10:00:29 AM

SATHYA SPREADING HAPPINESS

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)	Follow-Up Lead Converion Rate (LCR)		
	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-Dec-2025 To Date : 06-Dec-2025

Sales Zone	Expected	Leads	Won	LCE %	LCR %	Category
CHENNAI-01	1,587	722	656	45.49%	90.86%	LH
CHENNAI-02	1,343	723	687	53.85%	95.02%	AH
KL-SOUTH	149	71	64	47.73%	90.14%	LH
NORTH ARCOT	1,313	613	533	46.70%	86.95%	LH
SOUTH ARCOT	1,212	288	255	23.76%	88.54%	LH
SOUTH-01	2,633	1,907	1,591	72.42%	83.43%	HH
SOUTH-03	1,997	610	529	30.55%	86.72%	LH
TIRUPATI-01	866	714	641	82.42%	89.78%	HH
TRICHY-01	1,998	990	914	49.55%	92.32%	LH
VIJAYAWADA-01	933	979	870	104.97%	88.87%	HH
WEST-01	1,276	739	646	57.93%	87.42%	AH
WEST-02	1,658	895	782	53.99%	87.37%	AH
Total	16,963	9,251	8,168	54.54%	88.29%	AH

CHENNAI-01 MTD | LCE 45.49% | LCR 90.86% | LH

Region								
CH03 30 x 88 LH	CGL1 44 x 100 LH	CH45 1 x 100 LH	GUD1 35 x 95 LH	GUD2 15 x 88 LH	MC10 27 x 100 LH	MRM1 49 x 85 LH	SKL1 6 x 50 LA	TKM1 60 x 81 AH
CH05 59 x 92 AH	AVD1 58 x 97 AH	CH05 35 x 94 LH	CH14 55 x 92 AH	CH26 0 x NaN LL	CH30 83 x 100 HH	CH35 97 x 88 HH	CH37 78 x 81 HH	
CH06 50 x 90 LH	CH08 92 x 90 HH	CH11 14 x 100 LH	CH16 37 x 86 LH	CH19 28 x 100 LH	CH29 12 x 100 LH	CH39 100 x 88 HH	CH40 76 x 81 HH	CH42 37 x 100 LH
CH08 43 x 92 LH	CH07 18 x 100 LH	CH22 103 x 93 HH	CH28 3 x 100 LH	CH38 96 x 88 HH	CH48 40 x 93 LH	KNR1 9 x 100 LH	MC02 ∞ x 100 HH	MC09 11 x 100 LH

CHENNAI-02 MTD | LCE 53.85% | LCR 95.02% | AH

Region								
CH01 37 x 94 LH	CH03 12 x 100 LH	CH06 9 x 100 LH	CH12 83 x 92 HH	CH23 0 x NaN LL	CH24 52 x 96 AH	MC06 6 x 100 LH		
CH04 60 x 96 AH	CH21 93 x 97 HH	CH34 88 x 93 HH	CH44 74 x 96 HH	GPD1 66 x 100 HH	MC05 14 x 100 LH	MJR1 28 x 100 LH	PON1 48 x 100 LH	UKI1 0 x NaN LL
CH07 70 x 93 HH	CH01 149 x 100 HH	CH15 104 x 94 HH	CH17 38 x 84 LH	CH18 95 x 99 HH	CH27 20 x 100 LH	CH32 15 x 50 LA	CH36 11 x 67 LH	CH43 52 x 86 AH
CH09 41 x 98 LH	CH09 9 x 100 LH	CH20 76 x 98 HH	CH31 0 x NaN LL	CH33 10 x 83 LH	CH41 48 x 100 LH	CH46 89 x 100 HH		

KL-SOUTH MTD | LCE 47.73% | LCR 90.14% | LH

Region			
TVP1 48 x 90 LH	KLR1 48 x 72 LH	PAS1 126 x 100 HH	TVP1 20 x 100 LH

NORTH ARCOT MTD | LCE 46.70% | LCR 86.95% | LH

Region								
NA01 81 x 86 HH	AKM1 100 x 94 HH	ANI1 75 x 100 HH	ARC2 15 x 50 LA	CYR1 45 x 100 LH	KPM1 62 x 91 HH	KPM2 90 x 79 HH	WJD1 80 x 87 HH	WJP1 173 x 85 HH
NA02 35 x 86 LH	ABR1 6 x 67 LH	CGM1 0 x NaN LL	GDM1 0 x NaN LL	PLR1 0 x NaN LL	TRR1 3 x 0 LL	VEL1 95 x 84 HH	VEL2 108 x 89 HH	VNB1 0 x NaN LL
NA03 23 x 92 LH	BGR1 78 x 87 HH	CPT1 31 x 100 LH	PTU1 4 x 100 LH	SBR1 0 x NaN LL	SLG1 49 x 86 LH	TRL1 3 x 100 LH	TRT1 0 x NaN LL	UGI1 29 x 100 LH	VSI1 39 x 94 LH

SOUTH ARCOT MTD | LCE 23.76% | LCR 88.54% | LH

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SA01 41 x 90 LH	CUD1 100 x 87 HH	KLM1 49 x 94 LH	MKM1 0 x NaN LL	POY1 5 x 100 LH	POY2 7 x 100 LH
SA02 14 x 90 LH	CDM1 3 x 100 LH	KKI2 63 x 88 HH	KML1 0 x NaN LL	NVL2 4 x 100 LH	PRT1 12 x 100 LH	STP1 0 x NaN LL	ULP1 0 x NaN LL	VCM1 0 x NaN LL
SA03 15 x 83 LH	SJI1 NaN x NaN LL	SJI2 0 x NaN LL	TDM1 64 x 80 HH	TRK1 32 x 88 LH	TVM1 0 x NaN LL	TVM2 2 x 100 LH	VPM1 7 x 50 LA	VPM2 0 x NaN LL

Region   SOUTH-01 MTD | LCE 72.42% | LCR 83.43% | HH

KVT1 72 x 86 HH	KVT1 77 x 85 HH	KYR1 45 x 96 LH	PKD1 99 x 92 HH	RND1 80 x 79 HH	SKD1 82 x 86 HH	SNL1 82 x 85 HH	STU2 12 x 100 LH	VKM1 65 x 91 HH
NGR1 80 x 81 HH	COL1 64 x 89 HH	KGL1 77 x 78 HH	KSM1 16 x 67 LH	MAR1 90 x 87 HH	MMT1 103 x 82 HH	NGR1 91 x 76 HH	TKY1 37 x 92 LH
TKS1 57 x 78 AH	PDI1 28 x 79 LH	RPM1 62 x 80 HH	SDI1 58 x 74 AH	SGT1 75 x 55 HH	TKS1 78 x 85 HH	TKS2 45 x 76 LH
TUT1 81 x 83 HH	ERL1 NaN x NaN LL	ERL2 69 x 85 HH	TCN1 74 x 80 HH	TUT1 71 x 83 HH	TUT2 85 x 87 HH	TYI1 73 x 74 HH	UDN1 158 x 84 HH
TVL1 66 x 88 HH	ARM1 81 x 88 HH	ASM1 43 x 100 LH	TVL1 76 x 87 HH	TVL2 12 x 100 LH	VLY1 46 x 88 LH
VNR1 78 x 82 HH	APK1 79 x 79 HH	APK2 125 x 85 HH	SVK1 47 x 85 LH	VNR1 124 x 78 HH	VNR2 66 x 84 HH

Region   SOUTH-03 MTD | LCE 30.55% | LCR 86.72% | LH

KKD2 26 x 88 LH	ATG1 8 x 100 LH	DKI1 25 x 79 LH	KKD2 NaN x NaN LL	KKD3 37 x 88 LH	MNM1 11 x 100 LH	PNV1 NaN x NaN LL	PNV2 3 x 100 LH	PVI1 46 x 81 LH	SGP1 20 x 86 LH	TDI1 0 x NaN LL	TPT1 46 x 96 LH
KRR1 22 x 87 LH	KRR1 34 x 100 LH	MPA1 5 x 100 LH	NTM1 14 x 100 LH	ODM1 3 x 100 LH	PNI1 79 x 68 HH
MDU1 18 x 86 LH	DGL1 3 x 100 LH	DGL2 0 x NaN LL	MDU1 3 x 100 LH	MDU2 4 x 100 LH	MDU3 2 x 100 LH	MDU4 67 x 97 HH	MDU5 73 x 89 HH	MDU6 44 x 73 LH
SVG1 50 x 87 LH	BTU1 14 x 50 LA	KPT1 18 x 100 LH	KYK1 2 x 100 LH	MLR1 15 x 50 LA	NKI1 24 x 75 LH	SVG1 31 x 81 LH	TMM1 130 x 88 HH	USL1 70 x 93 HH
TEN1 48 x 87 LH	ADP1 37 x 94 LH	BNR1 61 x 84 HH	CBM1 37 x 86 LH	CMR1 98 x 88 HH	PKM1 121 x 82 HH	TEN1 16 x 100 LH	TEN2 24 x 85 LH

Region   TIRUPATI-01 MTD | LCE 82.42% | LCR 89.78% | HH

ATP1 100 x 95 HH	ADI1 76 x 93 HH	ATP1 76 x 100 HH	DHN1 136 x 97 HH	GTL1 161 x 100 HH	KNL1 102 x 80 HH	KNL2 143 x 96 HH	NDL1 78 x 97 HH	TPI1 92 x 100 HH
KDA1 65 x 88 HH	BVL1 40 x 100 LH	KDA1 43 x 100 LH	KOU1 41 x 93 LH	MPL1 129 x 82 HH	PDT1 87 x 90 HH	PIL1 3 x 100 LH	RCY1 70 x 73 HH	RJP1 119 x 88 HH
TPY1 81 x 86 HH	CTO1 53 x 90 AH	KHT1 138 x 96 HH	KVL1 95 x 85 HH	NLR1 85 x 79 HH	NYP1 59 x 84 AH	PGR1 98 x 95 HH	PMR1 63 x 71 HH	PUT1 96 x 92 HH	SPE1 83 x 83 HH	TPY1 134 x 89 HH	TPY2 60 x 76 AH	VKI1 72 x 100 HH

Region   TRICHY-01 MTD | LCE 49.55% | LCR 92.32% | LH

KUM1 45 x 94 LH	KIK1 15 x 100 LH	KUM1 128 x 92 HH	NCK1 25 x 100 LH	NGT1 88 x 97 HH	TTP1 9 x 67 LH	TVR1 2 x 100 LH	TVR2 4 x 100 LH
PBR1 39 x 90 LH	AYR1 88 x 100 HH	JKM1 1 x 100 LH	MSI1 5 x 100 LH	MVM1 57 x 83 AH	PBR1 16 x 100 LH	PBR2 39 x 92 LH	TYR1 46 x 88 LH
TNJ1 83 x 92 HH	APM1 119 x 93 HH	MDI1 95 x 95 HH	NMM1 106 x 95 HH	ORU1 75 x 94 HH	PTK1 75 x 90 HH	TNJ1 64 x 92 HH	TNJ2 89 x 90 HH

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| TRY1 28 x 92 LH | KRN1 34 x 81 LH | PDK1 146 x 94 HH | TRY1 15 x 91 LH | TRY2 55 x 93 AH | TRY3 9 x 100 LH | TRY4 10 x 100 LH |

Region — VIJAYAWADA-01 MTD | LCE 104.97% | LCR 88.87% | HH

| BVR1 105 x 88 HH | AMP1 75 x 78 HH | BVR1 83 x 73 HH | DPE1 92 x 69 HH | ELU1 131 x 97 HH | JGG1 78 x 91 HH | KND1 224 x 94 HH | NPR1 54 x 100 AH | PAP1 88 x 94 HH | PPM1 159 x 97 HH | RMV1 127 x 89 HH | TDD1 87 x 71 HH | TNI1 75 x 93 HH | TNK1 108 x 85 HH |

| GNT1 108 x 91 HH | BPP1 71 x 82 HH | CKT1 142 x 95 HH | CRL1 135 x 94 HH | GNT1 72 x 96 HH | GNT2 149 x 100 HH | KDR1 182 x 94 HH | NRT1 72 x 88 HH | OGL1 106 x 97 HH | PNR1 114 x 85 HH | PRL1 85 x 65 HH | RAL1 87 x 76 HH | VKN1 77 x 100 HH |

| VJW1 102 x 87 HH | GDV1 104 x 87 HH | GVM1 130 x 82 HH | JPT1 75 x 82 HH | MTM1 109 x 91 HH | TEL1 169 x 82 HH | TVU1 117 x 88 HH | VJW1 55 x 83 AH | VJW2 67 x 100 HH | VJW3 118 x 90 HH | VJW4 122 x 87 HH | VJW5 97 x 91 HH | VUY1 47 x 83 LH |

Region — WEST-01 MTD | LCE 57.93% | LCR 87.42% | AH

| CBE1 63 x 81 HH | CBE1 82 x 70 HH | CBE2 86 x 78 HH | CBE3 59 x 100 AH | CBE4 30 x 88 LH | CBE5 50 x 100 LH | CBE6 32 x 100 LH | KMR1 57 x 79 AH | SNR1 27 x 64 LH | SUL1 94 x 92 HH |

| PLI1 37 x 91 LH | DPM2 25 x 82 LH | KGM1 38 x 85 LH | PDM1 68 x 95 HH | PLI1 47 x 96 LH | UMP1 7 x 100 LH |

| TPR1 81 x 94 HH | TPR1 100 x 87 HH | TPR2 0 x NaN LL | TPR3 166 x 100 HH |

| TPR4 81 x 92 HH | ANR1 9 x 100 LH | AVI1 13 x 100 LH | GBM1 184 x 94 HH | PPI1 67 x 87 HH | SYM2 73 x 90 HH | TPR4 100 x 92 HH |

| UAM1 29 x 92 LH | CNR1 33 x 100 LH | GDR1 22 x 100 LH | KGI1 20 x 100 LH | KMD1 9 x 100 LH | MPM1 59 x 86 AH | UAM1 20 x 92 LH |

Region — WEST-02 MTD | LCE 53.99% | LCR 87.37% | AH

| ERD1 92 x 88 HH | CMI1 108 x 90 HH | ERD1 101 x 92 HH | ERD2 72 x 80 HH | KMM1 85 x 83 HH | NKL2 83 x 81 HH | PDR1 82 x 91 HH | RSP1 107 x 97 HH | SGG1 103 x 80 HH | TCG1 92 x 94 HH | VKL1 116 x 90 HH |

| HSR1 31 x 84 LH | HSR1 79 x 87 HH | HSR2 69 x 81 HH | KRI1 2 x 100 LH | KVP1 0 x NaN LL | PLC1 12 x 83 LH | PMP1 0 x NaN LL | SGI1 0 x NaN LL |

| MTR1 19 x 79 LH | BMD1 0 x NaN LL | DPR1 6 x 100 LH | DPR2 35 x 77 LH | HRR1 0 x NaN LL | MCR1 39 x 69 LH | MTR1 0 x NaN LL | OML1 58 x 79 AH | TRM1 13 x 100 LH |

| SLM1 62 x 90 HH | APN1 158 x 83 HH | ATU1 115 x 90 HH | EDP1 0 x NaN LL | EPI1 0 x NaN LL | SLM1 96 x 90 HH | SLM2 47 x 91 LH | SLM3 16 x 100 LH | VPD1 34 x 100 LH |