



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-Dec-2025 To Date : 07-Dec-2025 | | | | | |
|---------------|----------------------------------------------|--------|--------|---------|--------|----------|
| Sales Zone | Expected | Leads | Won | LCE % | LCR % | Category |
| CHENNAI-01 | 1,965 | 970 | 904 | 49.36% | 93.20% | LH |
| CHENNAI-02 | 1,650 | 922 | 886 | 55.87% | 96.10% | AH |
| KL-SOUTH | 176 | 97 | 90 | 55.05% | 92.78% | AH |
| NORTH ARCOT | 1,526 | 756 | 676 | 49.55% | 89.42% | LH |
| SOUTH ARCOT | 1,404 | 350 | 317 | 24.93% | 90.57% | LH |
| SOUTH-01 | 3,104 | 2,378 | 2,062 | 76.61% | 86.71% | HH |
| SOUTH-03 | 2,415 | 780 | 699 | 32.30% | 89.62% | LH |
| TIRUPATI-01 | 1,016 | 913 | 840 | 89.83% | 92.00% | HH |
| TRICHY-01 | 2,314 | 1,197 | 1,121 | 51.74% | 93.65% | AH |
| VIJAYAWADA-01 | 1,074 | 1,173 | 1,064 | 109.22% | 90.71% | HH |
| WEST-01 | 1,500 | 926 | 833 | 61.73% | 89.96% | HH |
| WEST-02 | 1,897 | 1,063 | 950 | 56.04% | 89.37% | AH |
| Total | 20,040 | 11,525 | 10,442 | 57.51% | 90.60% | AH |

| RegionCHENNAI-01 MTD LCE 49.36% LCR 93.20% LH | | | | | | | | |
|-----------------------------------------------------|------------------------|------------------------|-----------------------|------------------------|------------------------|------------------------|-----------------------|------------------------|
| CH03 36 x 92 LH | CGL1 52 x 100 AH | CH45 2 x 100 LH | GUD1 40 x 96 LH | GUD2 18 x 92 LH | MC10 25 x 100 LH | MRM1 52 x 88 AH | SKL1 41 x 94 LH | TKM1 66 x 86 HH |
| CH05 62 x 94 HH | AVD1 59 x 97 AH | CH05 33 x 95 LH | CH14 62 x 94 HH | CH26 0 x NaN LL | CH30 91 x 100 HH | CH35 95 x 91 HH | CH37 88 x 86 HH | |
| CH06 55 x 93 AH | CH08 104 x 92 HH | CH11 12 x 100 LH | CH16 44 x 90 LH | CH19 40 x 100 LH | CH29 10 x 100 LH | CH39 96 x 90 HH | CH40 72 x 84 HH | CH42 41 x 100 LH |
| CH08 42 x 94 LH | CH07 17 x 100 LH | CH22 111 x 95 HH | CH28 3 x 100 LH | CH38 96 x 90 HH | CH48 41 x 94 LH | KNR1 10 x 100 LH | MC02 ∞ x 100 HH | MC09 9 x 100 LH |

| RegionCHENNAI-02 MTD LCE 55.87% LCR 96.10% AH | | | | | | | | |
|-----------------------------------------------------|-------------------------|------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|-----------------------|
| CH01 40 x 95 LH | CH03 12 x 100 LH | CH06 11 x 100 LH | CH12 90 x 94 HH | CH23 0 x NaN LL | CH24 54 x 97 AH | MC06 5 x 100 LH | | |
| CH04 60 x 97 HH | CH21 87 x 97 HH | CH34 93 x 94 HH | CH44 79 x 97 HH | GPD1 62 x 100 HH | MC05 15 x 100 LH | MJR1 32 x 100 LH | PON1 47 x 100 LH | UKI1 0 x NaN LL |
| CH07 74 x 95 HH | CH01 224 x 100 HH | CH15 106 x 95 HH | CH17 35 x 85 LH | CH18 106 x 99 HH | CH27 26 x 100 LH | CH32 19 x 67 LH | CH36 10 x 67 LH | CH43 52 x 88 AH |
| CH09 44 x 99 LH | CH09 10 x 100 LH | CH20 84 x 98 HH | CH31 0 x NaN LL | CH33 12 x 89 LH | CH41 47 x 100 LH | CH46 89 x 100 HH | | |

| RegionKL-SOUTH MTD LCE 55.05% LCR 92.78% AH | | | |
|---------------------------------------------------|-----------------------|-------------------------|------------------------|
| TVP1 55 x 93 AH | KLR1 44 x 72 LH | PAS1 125 x 100 HH | TVP1 36 x 100 LH |

| RegionNORTH ARCOT MTD LCE 49.55% LCR 89.42% LH | | | | | | | | | |
|------------------------------------------------------|------------------------|------------------------|-----------------------|------------------------|-----------------------|-----------------------|------------------------|------------------------|-----------------------|
| NA01 86 x 89 HH | AKM1 101 x 95 HH | ANI1 73 x 100 HH | ARC2 15 x 56 LH | CYR1 43 x 100 LH | KPM1 63 x 93 HH | KPM2 98 x 84 HH | WJD1 92 x 90 HH | WJP1 192 x 88 HH | |
| NA02 37 x 88 LH | ABR1 7 x 75 LH | CGM1 0 x NaN LL | GDM1 0 x NaN LL | PLR1 0 x NaN LL | TRR1 2 x 0 LL | VEL1 95 x 87 HH | VEL2 108 x 91 HH | VNB1 0 x NaN LL | |
| NA03 24 x 94 LH | BGR1 89 x 91 HH | CPT1 32 x 100 LH | PTU1 4 x 100 LH | SBR1 1 x 100 LH | SLG1 49 x 88 LH | TRL1 3 x 100 LH | TRT1 0 x NaN LL | UGI1 31 x 100 LH | VSI1 39 x 95 LH |

| RegionSOUTH ARCOT MTD LCE 24.93% LCR 90.57% LH | | | |
|------------------------------------------------------|--|--|--|
|------------------------------------------------------|--|--|--|



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|-----------------------|-------------------------|-----------------------|-----------------------|-----------------------|------------------------|-----------------------|-----------------------|-----------------------|-----------------------|--|
| SA01 43 x 91 LH | CUD1 100 x 89 HH | | KLM1 51 x 95 AH | | MKM1 3 x 100 LH | | POY1 7 x 100 LH | | POY2 7 x 100 LH | |
| SA02 15 x 92 LH | CDM1 3 x 100 LH | KKI2 69 x 91 HH | KML1 0 x NaN LL | NVL2 4 x 100 LH | PRT1 12 x 100 LH | STP1 3 x 100 LH | ULP1 0 x NaN LL | VCM1 0 x NaN LL | | |
| SA03 17 x 86 LH | SJI1 NaN x NaN LL | SJI2 0 x NaN LL | TDM1 67 x 83 HH | TRK1 36 x 90 LH | TVM1 3 x 100 LH | TVM2 4 x 100 LH | VPM1 10 x 67 LH | VPM2 0 x NaN LL | | |

SOUTH-01 MTD | LCE 76.61% | LCR 86.71% | HH

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|-----------------------|-------------------------|------------------------|------------------------|------------------------|------------------------|-----------------------|------------------------|-----------------------|
| KVT1 76 x 89 HH | KVT1 75 x 88 HH | KYR1 54 x 97 AH | PKD1 105 x 95 HH | RND1 88 x 84 HH | SKD1 83 x 89 HH | SNL1 83 x 87 HH | STU2 18 x 100 LH | VKM1 75 x 93 HH |
| NGR1 83 x 84 HH | COL1 68 x 90 HH | KGL1 96 x 84 HH | KSM1 24 x 80 LH | MAR1 88 x 89 HH | MMT1 105 x 85 HH | NGR1 94 x 81 HH | TKY1 37 x 94 LH | |
| TKS1 63 x 83 HH | PDI1 31 x 84 LH | RPM1 69 x 85 HH | SDI1 69 x 82 HH | SGT1 77 x 64 HH | TKS1 83 x 88 HH | TKS2 51 x 82 AH | | |
| TUT1 86 x 87 HH | ERL1 NaN x NaN LL | ERL2 74 x 88 HH | TCN1 78 x 84 HH | TUT1 77 x 87 HH | TUT2 90 x 89 HH | TYI1 89 x 82 HH | UDN1 161 x 87 HH | |
| TVL1 69 x 90 HH | ARM1 88 x 91 HH | ASM1 44 x 100 LH | TVL1 80 x 89 HH | TVL2 11 x 100 LH | VLY1 47 x 90 LH | | | |
| VNR1 81 x 85 HH | APK1 86 x 85 HH | APK2 125 x 87 HH | SVK1 48 x 87 LH | VNR1 129 x 82 HH | VNR2 66 x 87 HH | | | |

SOUTH-03 MTD | LCE 32.30% | LCR 89.62% | LH

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|-----------------------|------------------------|------------------------|-------------------------|------------------------|------------------------|-------------------------|------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| KKD2 29 x 90 LH | ATG1 9 x 100 LH | DKI1 27 x 82 LH | KKD2 NaN x NaN LL | KKD3 45 x 91 LH | MNM1 9 x 100 LH | PNV1 NaN x NaN LL | PNV2 3 x 100 LH | PVI1 57 x 87 AH | SGP1 17 x 86 LH | TDI1 0 x NaN LL | TPT1 43 x 97 LH |
| KRR1 26 x 90 LH | KRR1 45 x 100 LH | MPA1 5 x 100 LH | NTM1 18 x 100 LH | ODM1 3 x 100 LH | PNI1 70 x 74 HH | | | | | | |
| MDU1 18 x 89 LH | DGL1 3 x 100 LH | DGL2 0 x NaN LL | MDU1 5 x 100 LH | MDU2 3 x 100 LH | MDU3 1 x 100 LH | MDU4 68 x 97 HH | MDU5 64 x 89 HH | MDU6 47 x 79 LH | | | |
| SVG1 49 x 89 LH | BTU1 13 x 60 LH | KPT1 14 x 100 LH | KYK1 2 x 100 LH | MLR1 22 x 71 LH | NKI1 38 x 88 LH | SVG1 29 x 83 LH | TMM1 126 x 90 HH | USL1 61 x 94 HH | | | |
| TEN1 52 x 90 AH | ADP1 40 x 96 LH | BNR1 67 x 88 HH | CBM1 42 x 90 LH | CMR1 102 x 91 HH | PKM1 123 x 87 HH | TEN1 14 x 100 LH | TEN2 33 x 90 LH | | | | |

TIRUPATI-01 MTD | LCE 89.83% | LCR 92.00% | HH

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|------------------------|------------------------|------------------------|------------------------|-----------------------|------------------------|-----------------------|-------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|-----------------------|--|------------------------|--|
| ATP1 111 x 96 HH | ADI1 81 x 94 HH | | ATP1 82 x 100 HH | | DHN1 177 x 98 HH | | GTL1 178 x 100 HH | | KNL1 109 x 84 HH | | KNL2 158 x 96 HH | | NDL1 92 x 98 HH | | TPI1 89 x 100 HH | |
| KDA1 75 x 91 HH | BVL1 39 x 100 LH | | KDA1 54 x 100 AH | | KOU1 45 x 95 LH | | MPL1 161 x 87 HH | | PDT1 104 x 93 HH | | PIL1 6 x 100 LH | | RCY1 77 x 80 HH | | RJP1 128 x 91 HH | |
| TPY1 85 x 89 HH | CTO1 55 x 93 AH | KHT1 136 x 97 HH | KVL1 100 x 88 HH | NLR1 84 x 81 HH | NYP1 72 x 89 HH | PGR1 97 x 96 HH | PMR1 57 x 74 AH | PUT1 101 x 93 HH | SPE1 94 x 87 HH | TPY1 146 x 91 HH | TPY2 61 x 80 HH | VKI1 91 x 100 HH | | | | |

TRICHY-01 MTD | LCE 51.74% | LCR 93.65% | AH

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|-----------------------|------------------------|------------------------|------------------------|-----------------------|------------------------|-----------------------|-----------------------|
| KUM1 48 x 95 LH | KIK1 13 x 100 LH | KUM1 127 x 94 HH | NCK1 35 x 100 LH | NGT1 93 x 98 HH | TTP1 13 x 80 LH | TVR1 2 x 100 LH | TVR2 5 x 100 LH |
| PBR1 40 x 92 LH | AYR1 88 x 100 HH | JKM1 1 x 100 LH | MSI1 6 x 100 LH | MVM1 59 x 86 AH | PBR1 21 x 100 LH | PBR2 41 x 94 LH | TYR1 43 x 90 LH |
| TNJ1 85 x 94 HH | APM1 121 x 94 HH | MDI1 94 x 95 HH | NMM1 109 x 96 HH | ORU1 76 x 95 HH | PTK1 75 x 91 HH | TNJ1 66 x 93 HH | TNJ2 92 x 91 HH |



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|-----------------------|-----------------------|------------------------|-----------------------|-----------------------|-----------------------|------------------------|
| TRY1 32 x 94 LH | KRN1 39 x 86 LH | PDK1 154 x 95 HH | TRY1 18 x 93 LH | TRY2 65 x 95 HH | TRY3 9 x 100 LH | TRY4 15 x 100 LH |
|-----------------------|-----------------------|------------------------|-----------------------|-----------------------|-----------------------|------------------------|

Region VIJAYAWADA-01 MTD | LCE 109.22% | LCR 90.71% | HH

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|------------------------|------------------------|------------------------|------------------------|------------------------|-------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| BVR1 106 x 90 HH | AMP1 75 x 82 HH | BVR1 85 x 77 HH | DPE1 82 x 71 HH | ELU1 123 x 98 HH | JGG1 84 x 92 HH | KND1 213 x 95 HH | NPR1 46 x 100 LH | PAP1 107 x 96 HH | PPM1 158 x 97 HH | RMV1 139 x 90 HH | TDD1 96 x 80 HH | TNI1 76 x 93 HH | TNK1 103 x 87 HH |
| GNT1 111 x 93 HH | BPP1 72 x 87 HH | CKT1 137 x 96 HH | CRL1 142 x 95 HH | GNT1 75 x 97 HH | GNT2 165 x 100 HH | KDR1 177 x 95 HH | NRT1 79 x 90 HH | OGL1 95 x 98 HH | PNR1 110 x 86 HH | PRL1 100 x 73 HH | RAL1 97 x 82 HH | VKN1 91 x 100 HH | |
| VJW1 111 x 90 HH | GDV1 125 x 90 HH | GVM1 153 x 86 HH | JPT1 71 x 82 HH | MTM1 114 x 92 HH | TEL1 171 x 85 HH | TVU1 129 x 90 HH | VJW1 63 x 87 HH | VJW2 72 x 100 HH | VJW3 117 x 92 HH | VJW4 119 x 89 HH | VJW5 125 x 94 HH | VUY1 81 x 92 HH | |

Region WEST-01 MTD | LCE 61.73% | LCR 89.96% | HH

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|-----------------------|------------------------|------------------------|-------------------------|------------------------|------------------------|------------------------|-----------------------|-----------------------|------------------------|
| CBE1 69 x 86 HH | CBE1 88 x 74 HH | CBE2 89 x 82 HH | CBE3 66 x 100 HH | CBE4 40 x 93 LH | CBE5 54 x 100 AH | CBE6 41 x 100 LH | KMR1 67 x 84 HH | SNR1 27 x 71 LH | SUL1 119 x 95 HH |
| PLI1 39 x 93 LH | DPM2 23 x 82 LH | KGM1 41 x 87 LH | PDM1 80 x 96 HH | PLI1 44 x 96 LH | UMP1 9 x 100 LH | | | | |
| TPR1 78 x 94 HH | TPR1 104 x 89 HH | TPR2 0 x NaN LL | TPR3 162 x 100 HH | | | | | | |
| TPR4 86 x 93 HH | ANR1 7 x 100 LH | AVI1 14 x 100 LH | GBM1 193 x 95 HH | PPI1 73 x 89 HH | SYM2 78 x 91 HH | TPR4 111 x 93 HH | | | |
| UAM1 32 x 94 LH | CNR1 25 x 100 LH | GDR1 17 x 100 LH | KGI1 32 x 100 LH | KMD1 17 x 100 LH | MPM1 66 x 89 HH | UAM1 21 x 93 LH | | | |

Region WEST-02 MTD | LCE 56.04% | LCR 89.37% | AH

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|-----------------------|------------------------|------------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|
| ERD1 97 x 90 HH | CMI1 113 x 92 HH | ERD1 106 x 93 HH | ERD2 77 x 84 HH | KMM1 94 x 88 HH | NKL2 84 x 84 HH | PDR1 90 x 93 HH | RSP1 107 x 98 HH | SGG1 110 x 86 HH | TCG1 104 x 95 HH | VKL1 125 x 93 HH |
| HSR1 33 x 87 LH | HSR1 81 x 89 HH | HSR2 77 x 86 HH | KRI1 4 x 100 LH | KVP1 0 x NaN LL | PLC1 10 x 83 LH | PMP1 0 x NaN LL | SGI1 0 x NaN LL | | | |
| MTR1 20 x 82 LH | BMD1 0 x NaN LL | DPR1 5 x 100 LH | DPR2 41 x 82 LH | HRR1 0 x NaN LL | MCR1 45 x 76 LH | MTR1 0 x NaN LL | OML1 56 x 81 AH | TRM1 11 x 100 LH | | |
| SLM1 61 x 91 HH | APN1 155 x 84 HH | ATU1 116 x 91 HH | EDP1 0 x NaN LL | EPI1 0 x NaN LL | SLM1 93 x 91 HH | SLM2 44 x 92 LH | SLM3 15 x 100 LH | VPD1 37 x 100 LH | | |