



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-Nov-2025 To Date : 10-Nov-2025					
Sales Zone	Expected	Leads	Won	LCE %	LCR %	Category
CHENNAI-01	3,847	380	222	9.88%	58.42%	LH
CHENNAI-02	3,505	512	320	14.61%	62.50%	LH
KL-SOUTH	366	20	13	5.47%	65.00%	LH
NORTH ARCOT	2,761	309	169	11.19%	54.69%	LH
SOUTH ARCOT	2,544	204	85	8.02%	41.67%	LA
SOUTH-01	5,225	689	476	13.19%	69.09%	LH
SOUTH-03	3,840	299	193	7.79%	64.55%	LH
TIRUPATI-01	1,601	564	486	35.22%	86.17%	LH
TRICHY-01	3,794	296	201	7.80%	67.91%	LH
VIJAYAWADA-01	1,591	804	719	50.53%	89.43%	AH
WEST-01	2,839	396	296	13.95%	74.75%	LH
WEST-02	3,254	424	300	13.03%	70.75%	LH
Total	35,166	4,897	3,480	13.93%	71.06%	LH

RegionCHENNAI-01 MTD LCE 9.88% LCR 58.42% LH								
CH03 10 x 58 LH	CGL1 24 x 64 LH	CH45 2 x 33 LA	GUD1 14 x 61 LH	GUD2 2 x 100 LH	MC10 5 x 50 LA	MRM1 9 x 50 LA	SKL1 1 x 100 LH	TKM1 26 x 53 LH
CH05 12 x 49 LA	AVD1 9 x 42 LA	CH05 7 x 53 LH	CH14 9 x 45 LA	CH26 6 x 100 LH	CH30 18 x 68 LH	CH35 18 x 42 LA	CH37 22 x 32 LA	
CH06 10 x 73 LH	CH08 18 x 53 LH	CH11 5 x 100 LH	CH16 8 x 90 LH	CH19 11 x 95 LH	CH29 0 x NaN LL	CH39 13 x 47 LA	CH40 0 x NaN LL	CH42 6 x 93 LH
CH08 8 x 49 LA	CH07 4 x 100 LH	CH22 17 x 48 LA	CH28 8 x 38 LA	CH38 7 x 44 LA	CH48 12 x 42 LA	KNR1 5 x 50 LA	MC02 0 x NaN LL	MC09 0 x NaN LL

RegionCHENNAI-02 MTD LCE 14.61% LCR 62.50% LH								
CH01 13 x 77 LH	CH03 13 x 71 LH	CH06 2 x 100 LH	CH12 22 x 76 LH	CH23 8 x 83 LH	CH24 10 x 94 LH	MC06 2 x 100 LH		
CH04 18 x 54 LH	CH21 35 x 46 LA	CH34 20 x 49 LA	CH44 23 x 76 LH	GPD1 22 x 65 LH	MC05 3 x 100 LH	MJR1 10 x 29 LL	PON1 17 x 73 LH	UKI1 1 x 100 LH
CH07 16 x 56 LH	CH01 119 x 100 HH	CH15 27 x 39 LA	CH17 4 x 100 LH	CH18 20 x 67 LH	CH27 6 x 100 LH	CH32 4 x 100 LH	CH36 4 x 100 LH	CH43 11 x 65 LH
CH09 10 x 74 LH	CH09 9 x 80 LH	CH20 13 x 75 LH	CH31 6 x 100 LH	CH33 5 x 88 LH	CH41 19 x 61 LH	CH46 8 x 83 LH		

RegionKL-SOUTH MTD LCE 5.47% LCR 65.00% LH			
TVP1 5 x 65 LH	KLR1 0 x NaN LL	PAS1 15 x 64 LH	TVP1 6 x 67 LH

RegionNORTH ARCOT MTD LCE 11.19% LCR 54.69% LH									
NA01 16 x 41 LA	AKM1 12 x 38 LA	ANI1 7 x 50 LA	ARC2 2 x 100 LH	CYR1 7 x 100 LH	KPM1 11 x 27 LL	KPM2 37 x 34 LA	WJD1 11 x 69 LH	WJP1 5 x 33 LA	
NA02 11 x 71 LH	ABR1 4 x 100 LH	CGM1 1 x 100 LH	GDM1 3 x 100 LH	PLR1 1 x 100 LH	TRR1 2 x 100 LH	VEL1 27 x 53 LH	VEL2 34 x 74 LH	VNB1 0 x NaN LL	
NA03 5 x 76 LH	BGR1 12 x 88 LH	CPT1 0 x NaN LL	PTU1 2 x 0 LL	SBR1 1 x 100 LH	SLG1 9 x 100 LH	TRL1 1 x 100 LH	TRT1 4 x 67 LH	UGI1 9 x 67 LH	VSI1 14 x 64 LH

RegionSOUTH ARCOT MTD LCE 8.02% LCR 41.67% LA			
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SA01 15 x 32 LA	CUD1 36 x 26 LL		KLM1 10 x 57 LH		MKM1 3 x 50 LA		POY1 3 x 100 LH		POY2 4 x 0 LL							
SA02 5 x 59 LH	CDM1 2 x 100 LH		KKI2 19 x 52 LH		KML1 0 x NaN LL		NVL2 4 x 67 LH		PRT1 5 x 60 LH		STP1 0 x NaN LL		ULP1 2 x 50 LA		VCM1 2 x 100 LH	
SA03 4 x 57 LH	SJI1 NaN x NaN LL		SJI2 0 x NaN LL		TDM1 11 x 23 LL		TRK1 9 x 85 LH		TVM1 0 x NaN LL		TVM2 0 x NaN LL		VPM1 4 x 100 LH		VPM2 0 x NaN LL	

RegionSOUTH-01 MTD | LCE 13.19% | LCR 69.09% | LH

KVT1 12 x 60 LH	KVT1 5 x 75 LH	KYR1 3 x 100 LH	PKD1 16 x 60 LH	RND1 21 x 58 LH	RND2 NaN x NaN LL	SKD1 33 x 63 LH	SNL1 8 x 67 LH	STU2 13 x 62 LH	VKM1 16 x 31 LA
NGR1 15 x 72 LH	COL1 15 x 100 LH	KGL1 21 x 62 LH	KSM1 17 x 86 LH	MAR1 19 x 81 LH	MMT1 8 x 29 LL	NGR1 17 x 69 LH	TKY1 5 x 100 LH		
TKS1 10 x 73 LH	PDI1 3 x 67 LH	RPM1 8 x 42 LA	SDI1 3 x 33 LA	SGT1 13 x 62 LH	TKS1 5 x 78 LH	TKS2 22 x 88 LH			
TUT1 16 x 65 LH	ERL1 NaN x NaN LL	ERL2 10 x 83 LH	TCN1 12 x 76 LH	TUT1 13 x 61 LH	TUT2 17 x 62 LH	TYI1 19 x 65 LH	UDN1 43 x 66 LH		
TVL1 13 x 85 LH	ARM1 10 x 100 LH	ASM1 19 x 73 LH	TVL1 13 x 88 LH	TVL2 22 x 75 LH	VLY1 9 x 87 LH				
VNR1 13 x 64 LH	APK1 11 x 36 LA	APK2 38 x 85 LH	SVK1 8 x 57 LH	VNR1 14 x 50 LA	VNR2 6 x 47 LA				

RegionSOUTH-03 MTD | LCE 7.79% | LCR 64.55% | LH

DGL1 5 x 82 LH	DGL1 1 x 100 LH		DGL2 0 x NaN LL		MDU1 5 x 100 LH		MDU5 15 x 80 LH		MPA1 4 x 100 LH		NTM1 0 x NaN LL		PNI1 16 x 40 LA							
KKD2 6 x 92 LH	ATG1 2 x 100 LH		DKI1 5 x 100 LH		KKD2 ∞ x 100 HH		KKD3 4 x 62 LH		MNM1 4 x 100 LH		PNV1 NaN x NaN LL		PVI1 13 x 100 LH		SGP1 0 x NaN LL		TDI1 3 x 100 LH		TPT1 14 x 94 LH	
KRR1 4 x 100 LH	KRR1 5 x 100 LH										ODM1 2 x 100 LH									
MDU2 8 x 73 LH	ADP1 25 x 67 LH		BNR1 5 x 100 LH		CBM1 6 x 50 LA		CMR1 15 x 100 LH		MDU2 5 x 100 LH		MDU3 0 x NaN LL		MDU4 8 x 86 LH		MDU6 11 x 58 LH		TEN1 2 x 100 LH		TEN2 3 x 67 LH	
SVG1 13 x 35 LA	BTU1 8 x 50 LA		KPT1 1 x 0 LL		KYK1 1 x 100 LH		MLR1 4 x 100 LH		NKI1 11 x 43 LA		PKM1 32 x 37 LA		SVG1 6 x 80 LH		TMM1 27 x 29 LL		USL1 10 x 0 LL			

RegionTIRUPATI-01 MTD | LCE 35.22% | LCR 86.17% | LH

ATP1 67 x 92 HH	ADI1 27 x 72 LH	ATP1 21 x 88 LH	DHN1 96 x 98 HH	GTL1 251 x 98 HH	KAR1 NaN x NaN LL	KNL1 37 x 95 LH	KNL2 66 x 98 HH	NDL1 36 x 54 LH	TPI1 172 x 100 HH			
KDA1 16 x 84 LH	BVL1 0 x NaN LL	KDA1 10 x 100 LH	KOU1 12 x 83 LH	MPL1 21 x 80 LH	PDT1 52 x 87 AH	PIL1 8 x 100 LH	RCY1 8 x 67 LH	RJP1 18 x 75 LH				
TPY1 25 x 76 LH	CTO1 7 x 75 LH	KHT1 24 x 83 LH	KVL1 18 x 40 LA	NLR1 35 x 82 LH	NYP1 11 x 83 LH	PGR1 84 x 83 HH	PMR1 24 x 92 LH	PUT1 15 x 62 LH	SPE1 14 x 75 LH	TPY1 41 x 55 LH	TPY2 18 x 74 LH	VKI1 52 x 95 AH

RegionTRICHY-01 MTD | LCE 7.80% | LCR 67.91% | LH

KUM1 8 x 50 LA	KIK1 3 x 100 LH	KUM1 16 x 32 LA	NCK1 17 x 75 LH	NGT1 13 x 53 LH	TTP1 2 x 100 LH	TVR1 0 x NaN LL	TVR2 0 x NaN LL		
PBR1 8 x 71 LH	AYR1 20 x 95 LH	JKM1 1 x 100 LH	MSI1 1 x 100 LH	MVM1 5 x 58 LH	PBR1 7 x 80 LH	PBR2 10 x 36 LA	TYR1 12 x 93 LH		
TNJ1 10 x 71 LH	APM1 17 x 89 LH	MDI1 17 x 92 LH	NMM1 15 x 44 LA	ORU1 1 x 100 LH	PTK1 4 x 25 LL	TNJ1 7 x 82 LH	TNJ2 9 x 59 LH		



Follow-Up Lead Capturing Effectiveness as on 11/10/2025 10:00:42 AM

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)

TRY1 6 x 80 LH	KRN1 5 x 60 LH	PDK1 34 x 72 LH	TRY1 2 x 100 LH	TRY2 24 x 90 LH	TRY3 2 x 100 LH	TRY4 0 x NaN LL
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Region VIJAYAWADA-01 MTD | LCE 50.53% | LCR 89.43% | AH

BVR1 50 x 95 LH	AMP1 11 x 50 LA	BVR1 17 x 69 LH	DPE1 35 x 100 LH	ELU1 115 x 100 HH	JGG1 8 x 50 LA	KND1 117 x 100 HH	NPR1 0 x NaN LL	PAP1 6 x 50 LA	PPM1 181 x 100 HH	RMV1 81 x 94 HH	TDD1 20 x 83 LH	TNI1 52 x 95 AH	TNK1 20 x 86 LH
GNT1 53 x 84 AH	BPP1 12 x 50 LA	CKT1 122 x 91 HH	CRL1 41 x 91 LH	GNT1 52 x 91 AH	GNT2 91 x 100 HH	KDR1 45 x 84 LH	NRT1 22 x 91 LH	OGL1 146 x 85 HH	PNR1 20 x 0 LL	PRL1 16 x 50 LA	RAL1 15 x 12 LL	VKN1 5 x 100 LH	
VJW1 49 x 89 LH	GDV1 135 x 96 HH	GVM1 32 x 67 LH	JPT1 76 x 79 HH	MTM1 18 x 62 LH	TEL1 59 x 96 AH	TVU1 120 x 94 HH	VJW1 50 x 92 AH	VJW2 28 x 100 LH	VJW3 24 x 94 LH	VJW4 26 x 67 LH	VJW5 9 x 75 LH	VUY1 33 x 100 LH	

Region WEST-01 MTD | LCE 13.95% | LCR 74.75% | LH

CBE1 14 x 82 LH	CBE1 27 x 100 LH	CBE2 11 x 68 LH	CBE3 16 x 100 LH	CBE4 11 x 87 LH	CBE5 1 x 100 LH	CBE6 22 x 96 LH	KMR1 29 x 79 LH	SNR1 2 x 100 LH	SUL1 10 x 50 LA
PLI1 5 x 68 LH	DPM2 5 x 100 LH	KGM1 5 x 0 LL	PDM1 12 x 62 LH	PLI1 2 x 100 LH	UMP1 3 x 100 LH				
TPR1 22 x 64 LH	TPR1 29 x 42 LA	TPR2 4 x 80 LH	TPR3 36 x 90 LH						
TPR4 24 x 78 LH	ANR1 0 x NaN LL	AVI1 31 x 96 LH	GBM1 46 x 62 LH	PPI1 34 x 86 LH	SYM2 2 x 100 LH	TPR4 13 x 70 LH			
UAM1 5 x 45 LA	CNR1 3 x 100 LH	GDR1 7 x 0 LL	KGI1 0 x NaN LL	KMD1 0 x NaN LL	MPM1 17 x 47 LA	UAM1 0 x NaN LL			

Region WEST-02 MTD | LCE 13.03% | LCR 70.75% | LH

ERD1 24 x 69 LH	CMI1 15 x 30 LL	ERD1 38 x 75 LH	ERD2 15 x 59 LH	KMM1 17 x 50 LA	NKL2 28 x 71 LH	PDR1 28 x 64 LH	RSP1 22 x 76 LH	SGG1 25 x 67 LH	TCG1 6 x 100 LH	VKL1 54 x 79 AH
HSR1 13 x 85 LH	HSR1 23 x 86 LH	HSR2 32 x 88 LH	KRI1 2 x 100 LH	KVP1 2 x 100 LH	PLC1 7 x 40 LA	PMP1 0 x NaN LL	SGI1 0 x NaN LL			
MTR1 3 x 80 LH	BMD1 0 x NaN LL	DPR1 0 x NaN LL	DPR2 13 x 57 LH	HRR1 11 x 100 LH	MCR1 5 x 60 LH	MTR1 2 x 100 LH	OML1 1 x 100 LH	TRM1 0 x NaN LL		
SLM1 11 x 62 LH	APN1 23 x 55 LH	ATU1 20 x 33 LA	EDP1 0 x NaN LL	EPI1 1 x 100 LH	SLM1 14 x 71 LH	SLM2 13 x 88 LH	SLM3 4 x 83 LH	VPD1 6 x 57 LH		