Follow-Up Lead Capturing Effectiveness as on 8/11/2025 10:00:42 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-Aug-2025 To Date : 11-Aug-2025

Sales Zone	Expected	Leads	Won	LCE %	LCR %	Category
CHENNAI-01	4,569	1,696	399	37.12%	23.53%	LL
CHENNAI-02	4,125	1,628	436	39.46%	26.78%	LL
KL-SOUTH	258	99	30	38.38%	30.30%	LA
NORTH ARCOT	3,418	1,618	334	47.34%	20.64%	LL
SOUTH ARCOT	2,981	1,064	267	35.69%	25.09%	LL
SOUTH-01	6,317	2,436	620	38.56%	25.45%	LL
SOUTH-03	4,785	1,329	368	27.77%	27.69%	LL
TIRUPATI-01	2,134	1,803	942	84.49%	52.25%	HH
TRICHY-01	4,870	1,867	870	38.34%	46.60%	LA
VIJAYAWADA-01	2,152	2,452	1,628	113.94%	66.39%	HH
WEST-01	3,470	1,227	524	35.36%	42.71%	LA
WEST-02	4,136	2,049	724	49.54%	35.33%	LA
Total	43,214	19,268	7,142	44.59%	37.07%	LA

CHENNAI-01 MTD | LCE 37.12% | LCR 23.53% | LL

Region								
CH03 38 x 26 LL	CGL1 64 x 42 HA	CH45 26 x 30 LL	GUD1 38 x 28 LL	GUD2 19 x 35 LA	MC10 43 x 30 LL	MRM1 50 x 14 AL	SKL1 11 x 0 LL	TKM1 58 x 20 AL
CH05 50 x 22 AL	AVD1 31 x 18 LL	CH05 38 x 30 LL	CH14 83 x 18 HL	CH26 4 x 33 LA	CH30 51 x 29 AL	CH35 60 x 21 AL	CH37 29 x 14 LL	
CH06 33 x 26 LL	CH08 63 x 13 HL	CH11 18 x 67 LH	CH16 24 x 51 LH	CH19 21 x 46 LA	CH29 15 x 11 LL	CH39 86 x 17 HL	CH40 17 x 23 LL	CH42 16 x 11 LL
CH08 28 x 19 LL	CH07 28 x 30 LL	CH22 52 x 13 AL	CH28 43 x 17 LL	CH38 16 x 29 LL	CH48 0 x NaN LL	KNR1 28 x 17 LL	MC02 0 x NaN LL	MC09 55 x 5 AL

CHENNAI-02 MTD | LCE 39.46% | LCR 26.78% | LL

Region								
CH01 30 x 29 LL	CH03 5 x 67 LH	CH12 52 x 24 AL	CH23 24 x 27 LL	CH24 50 x 26 AL	CH41 63 x 29 HL	MC06 23 x 22 LL	MC08 0 x NaN LL	
CH04 50 x 30 AL	CH21 59 x 24 AL	CH34 53 x 25 AL	CH44 53 x 16 AL	GPD1 52 x 29 AL	MC05 69 x 10 HL	MJR1 31 x 34 LA	PON1 63 x 54 HH	UKI1 39 x 53 LH
CH07 42 x 23 LL	CH01 75 x 100 HH	CH15 56 x 15 AL	CH17 16 x 92 LH	CH18 47 x 18 LL	CH27 7 x 100 LH	CH32 18 x 100 LH	CH36 6 x 75 LH	CH43 49 x 20 LL
CH09 30 x 24 LL	CH06 41 x 13 LL	CH09 12 x 27 LL	CH20 55 x 21 AL	CH31 7 x 80 LH	CH33 3 x 100 LH	CH46 56 x 31 AA		

KL-SOUTH MTD | LCE 38.38% | LCR 30.30% | LA

Region				
TVP1 38 x 30 LA	KOM1 NaN x NaN LL	PAS1 50 x 38 AA	PLD1 NaN x NaN LL	TVP1 33 x 25 LL

NORTH ARCOT MTD | LCE 47.34% | LCR 20.64% | LL

Region								
NA01 65 x 17 HL	AKM1 71 x 9 HL	ANI1 45 x 22 LL	ARC2 9 x 44 LA	CYR1 35 x 25 LL	KPM1 77 x 21 HL	KPM2 71 x 20 HL	WJD1 71 x 15 HL	WJP1 112 x 14 HL
NA02 36 x 23 LL	ABR1 20 x 29 LL	CGM1 22 x 34 LA	GDM1 28 x 18 LL	PLR1 39 x 41 LA	TRR1 14 x 31 LA	VEL1 54 x 43 AA	VEL2 65 x 9 HL	VNB1 48 x 10 LL
NA03 41 x 24 LL	BGR1 57 x 21 AL	CPT1 49 x 3 LL	PTU1 44 x 54 LH	SBR1 18 x 32 LA	SLG1 42 x 17 LL	TRL1 17 x 52 LH	TRT1 82 x 20 HL	UGI1 84 x 23 HL	VSI1 28 x 26 LL

SOUTH ARCOT MTD | LCE 35.69% | LCR 25.09% | LL

Region

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Region — SOUTH-01 MTD | LCE 38.56% | LCR 25.45% | LL

Branch								
SA01 49 x 27 LL	CUD1 65 x 18 HL	KLM1 51 x 16 AL	MKM1 44 x 13 LL	POY1 24 x 44 LA	POY2 58 x 55 AH			
SA02 23 x 25 LL	CDM1 35 x 32 LA	KKI2 64 x 22 HL	KML1 5 x 50 LA	NVL2 13 x 29 LL	PRT1 3 x 33 LA	STP1 5 x 20 LL	ULP1 7 x 21 LL	VCM1 13 x 14 LL
SA03 38 x 22 LL	SJI1 25 x 15 LL	TDM1 40 x 14 LL	TRK1 65 x 31 HA	TVM1 28 x 29 LL	TVM2 30 x 7 LL	VPM1 55 x 18 AL	VPM2 9 x 7 LL	

Region — SOUTH-03 MTD | LCE 27.77% | LCR 27.69% | LL

Branch								
KVT1 35 x 14 LL	KVT1 26 x 11 LL	KYR1 12 x 6 LL	PKD1 57 x 16 AL	RND1 56 x 17 AL	SKD1 0 x NaN LL	SNL1 43 x 17 LL	STU2 47 x 11 LL	VKM1 70 x 9 HL
NGR1 14 x 22 LL	COL1 23 x 0 LL	KGL1 36 x 7 LL	KSM1 16 x 9 LL	MAR1 13 x 40 LA	MMT1 21 x 11 LL	NGR1 4 x 82 LH	TKY1 10 x 18 LL	
TKS1 29 x 22 LL	PDI1 20 x 14 LL	RPM1 6 x 23 LL	SDI1 45 x 31 LA	SGT1 80 x 9 HL	TKS1 45 x 17 LL	TKS2 19 x 40 LA		
TUT1 51 x 24 AL	ERL1 90 x 44 HA	TCN1 64 x 14 HL	TUT1 57 x 21 AL	TUT2 18 x 9 LL	TYI1 25 x 27 LL	UDN1 89 x 40 HA		
TVL1 31 x 41 LA	ARM1 44 x 35 LA	ASM1 26 x 50 LA	TVL1 29 x 47 LA	TVL2 29 x 45 LA	VLY1 32 x 23 LL			
VNR1 75 x 32 HA	APK1 52 x 27 AL	SVK1 73 x 23 HL	VNR1 81 x 24 HL	VNR2 86 x 42 HA				

Region — TIRUPATI-01 MTD | LCE 84.49% | LCR 52.25% | HH

Branch									
DGL1 11 x 51 LH	DGL1 2 x 100 LH	DGL2 2 x 100 LH	MDU1 6 x 100 LH	MDU5 20 x 48 LA	MPA1 0 x NaN LL	NTM1 35 x 36 LA	PNI1 68 x 29 HL		
KKD2 17 x 19 LL	ATG1 3 x 40 LA	DKI1 54 x 8 AL	KKD2 2 x 100 LH	MNM1 13 x 62 LH	PNV1 24 x 24 LL	PVI1 44 x 12 LL	SGP1 3 x 100 LH	TDI1 2 x 0 LL	TPT1 3 x 80 LH
KRR1 8 x 100 LH	KRR1 13 x 100 LH				ODM1 2 x 100 LH				
MDU2 37 x 26 LL	ADP1 47 x 26 LL	BNR1 87 x 23 HL	CBM1 27 x 9 LL	CMR1 61 x 78 HH	MDU2 23 x 20 LL	MDU3 1 x 100 LH	MDU4 25 x 43 LA	MDU6 49 x 20 LL	TEN1 35 x 24 LL / TEN2 37 x 5 LL
SVG1 53 x 23 AL	BTU1 109 x 30 HL	KPT1 16 x 13 LL	MLR1 4 x 67 LH	NKI1 50 x 4 AL	PKM1 54 x 45 AA	SVG1 37 x 10 LL	TMM1 70 x 6 HL	USL1 116 x 50 HA	

Region — TRICHY-01 MTD | LCE 38.34% | LCR 46.60% | LA

Branch										
ATP1 91 x 65 HH	ADI1 91 x 15 HL	ATP1 25 x 54 LH	DHN1 133 x 70 HH	GTL1 197 x 91 HH	KNL1 118 x 71 HH	KNL2 100 x 89 HH	NDL1 85 x 12 HL	TPI1 237 x 81 HH		
KDA1 54 x 49 AA	BVL1 33 x 29 LL	KDA1 54 x 52 AH	KOU1 40 x 28 LL	MPL1 29 x 73 LH	PDT1 97 x 72 HH	PIL1 52 x 58 AH	RCY1 71 x 39 HA	RJP1 70 x 24 HL		
TPY1 96 x 44 HA	CTO1 66 x 33 HA	KHT1 88 x 40 HA	NLR1 156 x 59 HH	NYP1 126 x 69 HH	PGR1 131 x 61 HH	PMR1 95 x 49 HA	PUT1 70 x 18 HL	SPE1 126 x 60 HH	TPY1 91 x 36 HA	TPY2 81 x 27 HL / VKI1 133 x 49 HA

(Region — bottom)

Branch						
KUM1 50 x 41 LA	JKM1 21 x 71 LH	KUM1 75 x 34 HA	MVM1 94 x 34 HA	NCK1 34 x 88 LH	TVR1 13 x 80 LH	TVR2 8 x 71 LH
PTK1 30 x 30 LL	APM1 72 x 19 HL	MDI1 13 x 96 LH	NGT1 25 x 23 LL	NMM1 79 x 18 HL	PTK1 3 x 100 LH	TTP1 27 x 30 LA
TNJ1 35 x 79 LH	AYR1 27 x 100 LH	KIK1 20 x 50 LA	KRN1 22 x 85 LH	ORU1 21 x 50 LA	PDK1 134 x 68 HH	TNJ1 23 x 95 LH / TNJ2 32 x 91 LH

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| TRY1 36 x 36 LA | MSI1 11 x 93 LH | PBR1 6 x 50 LA | PBR2 62 x 25 HL | TRY1 30 x 45 LA | TRY2 74 x 30 HL | TRY3 30 x 80 LH | TYR1 33 x 10 LL |

Region — VIJAYAWADA-01 MTD | LCE 113.94% | LCR 66.39% | HH

BVR1 136 x 67 HH	AMP1 107 x 52 HH	BVR1 93 x 46 HA	DPE1 134 x 79 HH	ELU1 155 x 60 HH	JGG1 218 x 78 HH	KND1 100 x 91 HH	PAP1 159 x 72 HH	PPM1 171 x 65 HH	RMV1 212 x 86 HH	TDD1 101 x 59 HH	TNK1 117 x 53 HH
GNT1 112 x 68 HH	BPP1 77 x 49 HA	CKT1 171 x 86 HH	CRL1 120 x 84 HH	GNT1 78 x 66 HH	GNT2 129 x 83 HH	KDR1 176 x 78 HH	NRT1 61 x 44 HA	OGL1 202 x 84 HH	PNR1 98 x 29 HL	PRL1 90 x 60 HH	RAL1 74 x 13 HL	VKN1 62 x 29 HL
VJW1 95 x 64 HH	GDV1 139 x 74 HH	GVM1 88 x 65 HH	JPT1 82 x 64 HH	MTM1 94 x 49 HA	TEL1 89 x 55 HH	TVU1 86 x 49 HA	VJW1 59 x 88 AH	VJW2 95 x 62 HH	VJW3 119 x 50 HA	VJW4 75 x 53 HH	VJW5 116 x 90 HH	VUY1 133 x 74 HH

Region — WEST-01 MTD | LCE 35.36% | LCR 42.71% | LA

CBE1 25 x 67 LH	CBE1 64 x 54 HH	CBE2 7 x 97 LH	CBE3 8 x 100 LH	CBE4 22 x 88 LH	CBE6 41 x 84 LH	KMR1 25 x 85 LH	SNR1 23 x 44 LA	SUL1 54 x 17 AL
PLI1 23 x 28 LL	DPM2 20 x 17 LL		KGM1 35 x 14 LL		PDM1 34 x 22 LL		PLI1 11 x 25 LL		UMP1 29 x 65 LH	
TPR1 47 x 42 LA	TPR1 83 x 16 HL			TPR2 3 x 40 LA			TPR3 76 x 81 HH				
TPR4 71 x 40 HA	ANR1 47 x 30 LL	AVI1 75 x 84 HH	GBM1 87 x 32 HA	PPI1 106 x 28 HL	SYM2 76 x 22 HL	TPR4 24 x 48 LA	
UAM1 30 x 14 LL	CNR1 8 x 33 LA	GDR1 17 x 8 LL	KGI1 50 x 2 AL	KMD1 0 x NaN LL	MPM1 67 x 13 HL	UAM1 25 x 27 LL	

Region — WEST-02 MTD | LCE 49.54% | LCR 35.33% | LA

ERD1 65 x 36 HA	CMI1 58 x 26 AL	ERD1 88 x 43 HA	ERD2 21 x 62 LH	KMM1 51 x 34 AA	NKL2 70 x 29 HL	PDR1 59 x 23 AL	RSP1 57 x 26 AL	SGG1 72 x 22 HL	TCG1 81 x 38 HA	VKL1 129 x 49 HA
HSR1 34 x 29 LL	HSR1 45 x 50 LA	HSR2 54 x 15 AL	KRI1 28 x 56 LH	KVP1 0 x NaN LL	PLC1 22 x 22 LL	PMP1 22 x 41 LA	SGI1 45 x 9 LL			
MTR1 48 x 31 LA	BMD1 15 x 11 LL	DPR1 9 x 62 LH	DPR2 75 x 32 HA	HRR1 99 x 81 HH	MCR1 57 x 11 AL	MTR1 30 x 5 LL	OML1 55 x 10 AL	TRM1 41 x 11 LL		
SLM1 49 x 41 LA	APN1 79 x 33 HA	ATU1 67 x 20 HL	EDP1 10 x 22 LL	EPI1 14 x 18 LL	SLM1 65 x 79 HH	SLM2 28 x 49 LA	SLM3 35 x 16 LL	VPD1 65 x 27 HL		