

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)
Low <= 50%
Average 50-60%
High 60+

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

	From Date: 01-Sep-2025 To Date: 13-Sep-2025									
Sales Zone	Expected	Leads	Won	LCE %	LCR %	Category				
CHENNAI-01	4,001	940	885	23.49%	94.15%	LH				
CHENNAI-02	3,380	1,098	1,037	32.48%	94.44%	LH				
KL-SOUTH	872	91	79	10.43%	86.81%	LH				
NORTH ARCOT	3,102	906	851	29.21%	93.93%	LH				
SOUTH ARCOT	2,509	658	618	26.22%	93.92%	LH				
SOUTH-01	6,357	2,199	2,104	34.59%	95.68%	LH				
SOUTH-03	4,204	670	631	15.94%	94.18%	LH				
TIRUPATI-01	1,709	1,228	1,191	71.88%	96.99%	HH				
TRICHY-01	3,866	1,149	1,111	29.72%	96.69%	LH				
VIJAYAWADA-01	1,604	1,303	1,254	81.24%	96.24%	HH				
WEST-01	2,858	832	800	29.11%	96.15%	LH				
WEST-02	3,425	1,051	997	30.69%	94.86%	LH				
Total	37,887	12,125	11,558	32.00%	95.32%	LH				

Region			CHENNAI-0	1 MTD   LO	CE 23.49%	LCR 94.15	5%   LH		
CH03	CGL1	CH45	GUD1	GUD2	MC10	MRM1	SKL1	TKM1	
18 x 89	35 x 94	2 x 100	30 x 98	1 x 100	21 x 91	25 x 68	2 x 100	28 x 90	
LH	LH	LH	LH	LH	LH	LH	LH	LH	
CH05 32 x 96 LH	AVD1 10 x 93 LH	CH05 15 x 100 LH	CH14 59 x 93 AH	CH26 34 x 9 LH	2	CH30 27 x 100 .H	CH35 46 x 100 LH	CH37 14 x 100 LH	
CH06	CH08	CH11	CH16	CH19	CH29	CH39	CH40	CH42	
26 x 94	55 x 93	10 × 100	6 x 100	18 x 94	9 x 100	69 x 94	4 x 100	18 x 88	
LH	AH	LH	LH	LH	LH	HH	LH	LH	
CH08	CH07	CH22	CH28	CH38	CH48	KNR1	MC02	MC09	
15 x 97	7 x 100	38 x 93	16 x 96	8 x 100	3 x 100	26 x 100	15 x 100	53 x 100	
LH	LH	LH	LH	LH	LH	LH	LH	AH	

LH	LH	LH	LH	LH	LH	LN	LH	АП	
Region			CHENNAI-02	MTD   L	CE 32.48%	LCR 94.44%	LH		
CH01 22 x 94 LH	CH03 4 x 93 LH	CH06 24 x 92 LH	CH12 49 x 96 LH	CH23 23 x LH		2 x 89	MC06 6 x 100 LH	MC08 0 x NaN LL	
CH04 40 x 94 LH	CH21 55 x 93 AH	CH34 42 x 90 LH	CH44 49 x 95 LH	GPD1 37 x 98 LH	MC05 32 x 94 LH	MJR1 33 x 93 LH	PON1 49 x 100 LH	UKI1 18 x 96 LH	
CH07 36 x 94 LH	CH01 60 x 100 AH	CH15 63 x 92 HH	CH17 15 x 100 LH	CH18 31 x 94 LH	CH27 16 x 100 LH	CH32 17 x 100 LH	CH36 13 x 100 LH	CH43 29 x 98 LH	
CH09 29 x 96 LH	CH09 16 x 100 LH	CH20 55 x 96 AH	CH 16 LH	x 90	CH33 6 x 100 LH	CH41 35 x 98 LH		CH46 35 x 88 LH	
Region			KL-SOUTH	MTD   LC	E 10.43%	LCR 86.81%	LH		

TVP1 10 x 87 LH	KLR1 O x NaN LL			AS1 6 x 86 H					
Region			NORTH ARC	OT MTD   L	CE 29.21%	LCR 93.93	%   LH		
NA01 40 x 91 LH	AKM1 63 x 97 HH	ANI1 37 x 97 LH	ARC2 8 x 100 LH	CYR1 22 x 100 LH	KPM1 38 x 90 LH	KPM2 43 x 79 LH	WJD1 42 x 97 LH	WJP1 66 x 99 HH	

40 x 91 LH	63 X 9 / HH	LH	8 X 100 LH	LH	38 X 90 LH	LH	42 X S LH	66 X 99 HH
NA02 21 x 97 LH	ABR1 6 x 100 LH	CGM1 7 x 100 LH	GDM1 15 x 71 LH	PLR1 10 x 100 LH	TRR1 11 x 100 LH	VEL1 33 x 10 LH	VEL2 51 x 9 AH	
NA03 25 x 96 LH	BGR1 35 x 94 LH	CPT1 32 x 100 LH	PTU1 24 x 92 LH	6 x 100	24 x 100	TRL1 11 x 100 LH		UGI1 VSI1 46 x 94 18 x 100 LH LH

SOUTH ARCOT MTD | LCE 26.22% | LCR 93.92% | LH Region



## Follow-Up Lead Capturing Effectiveness as on 9/13/2025 10:00:59 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

SA01 46 x 94 _H	CUD1 55 x 88 AH	<mark>3</mark> (	KLM1 30 x 98 LH	MKM 22 x 1 LH		POY1 74 x 97 HH		POY2 21 x 97 LH	
A02 5 x 95 H	CDM1 8 x 93 LH	KKI2 50 x 96 LH	KML1 2 x 100 LH	NVL2 10 x 92 LH	PRT1 11 x 9 LH		x 100	ULP1 16 x 100 LH	VCM1 3 x 50 LA
6A03 20 x 93 .H	SJI1 5 x 100 LH	TDM1 36 x 84 LH	TRK1 40 x 94 LH	4	TVM1 22 x 100 LH	TVM2 2 x 100 LH	VPM1 32 x 95 LH		VPM2 6 x 100 LH
Region			SOUTH-(	01 MTD	LCE 34.59	)%   LCR 9	5.68%   LH	1	
KVT1 34 x 96 LH	KVT1 31 x 99 LH	KYR1 21 x 100 LH	PKD1 51 x 95 AH	RND1 33 x 99 LH	SKD1 19 × 8 LH		L x 92	STU2 45 x 100 LH	VKM1 42 x 89 LH
NGR1 16 x 97 <sub>-</sub> H	COL1 33 x 94 LH	KGL1 41 x 100 LH	KSM1 2 x 100 LH	0	MAR1 15 x 97 LH	MMT1 47 x 98 LH	NGR1 10 x 95 LH		TKY1 5 x 100 LH
TKS1 27 x 98 <sub>-</sub> H	PDI1 29 x 94 LH	RPM1 5 x 93 LH		SDI1 11 × 100 LH	SGT1 35 x 1 LH		TKS1 47 x 99 LH		KS2 -7 x 98 H
TUT1 49 x 93 LH	ERL1 ∞ x 100 HH	ERL2 45 x 96 LH	TCN1 37 x 92 LH	2	TUT1 40 x 96 LH	TUT2 46 x 95 LH	TYI1 55 x 95 AH		UDN1 120 x 84 HH
TVL1 42 x 97 LH	ARM1 45 x 97 LH	38	ASM1 38 x 93 LH	TVL1 50 x 9 LH		TVL2 51 x 100 AH	0	VLY1 27 x 91 LH	
VNR1 43 x 96 LH	APK1 38 x 98 LH	2:	APK2 23 x 100 LH	SVK1 36 x 9 LH		VNR1 83 x 93 HH		VNR2 42 x 96 LH	
Region			SOUTH-	03 MTD	LCE 15.9 <sup>2</sup>	ŀ%   LCR 9	4.18%   LF	1	
DGL1 7 x 94 LH	DGL1 3 x 100 LH	DGL2 0 x NaN LL	MDU1 4 x 100 LH	0	MDU5 8 x 89 LH	MPA1 5 x 100 LH	NTM1 5 x 80 LH		PNI1 57 x 92 AH
KKD2 13 x 97 LH	ATG1 4 x 80 LH	DKI1 21 x 95 LH	KKD2 11 x 100 LH	MNM1 2 x 100 LH	PNV1 10 x 100 LH	PVI1 30 x 97 LH	SGP1 3 x 100 LH	TDI1 4 x 100 LH	TPT1 2 x 100 LH
KRR1 6 x 100 LH	KRR1 12 x 100 LH				ODM 1 x 10 LH				
MDU2 19 x 91 LH	ADP1 11 x 92 LH	49 x 98	CBM1 CMR 15 x 100 48 x LH LH				MDU6 37 x 88 LH	TEN1 9 x 89 LH	TEN2 6 x 80 LH
SVG1 29 x 95 LH	BTU1 28 x 83 LH	KPT1 5 x 100 LH	KYK1 3 x 100 LH	MLR1 5 x 100 LH	NKI1 23 x 100 LH	PKM1 93 x 92 HH	SVG1 10 x 100 LH	TMM1 67 x 97 HH	USL1 33 x 100 LH
Region			TIRUPATI	01 MTD	LCE 71.8	88%   LCR	96.99%   F	ΗΗ	
ATP1 121 x 99 HH	ADI1 54 x 96 AH	ATP1 57 x 94 AH	DHN1 130 x 99 HH	GTL1 333 x 100 HH	KNL1	L KN	NL2 I	NDL1 41 x 91 LH	TPI1 203 x 98 HH
KDA1 30 x 96 LH	BVL1 8 x 100 LH	KDA1 19 x 88 LH	KOU1 26 x 93 LH	MPL1 54 x 100 AH	PDT1 26 x 1 LH		3 x 100	RCY1 16 x 100 LH	RJP1 51 x 94 AH
TPY1 67 x 96 HH	CTO1 34 x 97 LH	KHT1 KVL1 91 x 100 1 x 100 HH LH	NLR1 61 x 97 HH	136 x 98 78	PGR1 PMR1 78 x 98 95 x 1 HH HH		84 x 94		PY2 VKI1 15 x 90 153 x 93 H HH
Region			TRICHY-		LCE 29.77	2%   LCR 9	96.69%   LH	Н	
KUM1 33 x 98 LH	JKM1 8 x 91 LH	KUM1 68 x 96 HH		MVM1 49 x 99 LH	NCK1 43 x 1 LH		TVR1 11 x 100 LH		VR2 ) x NaN L
PTK1 24 x 97 LH	APM1 45 x 97 LH	MDI1 17 x 97 LH		NGT1 21 x 97 LH	NMN 67 x 9 HH		PTK1 5 x 100 LH		TP1 5 x 100 H
TNJ1 50 x 95 AH	AYR1 25 x 92 LH	KIK1 20 x 89 LH	KRN1 69 x 91 HH	1	ORU1 45 x 94 LH	PDK1 119 x 95 HH	TNJ1 40 x 100 LH	0	TNJ2 54 x 97 AH



## Follow-Up Lead Capturing Effectiveness as on 9/13/2025 10:00:59 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 15 x 98 LH	MSI1 2 x 100 LH	PBR: 15 x LH		PBR2 24 x 96 LH	TRY: 17 x LH		TRY2 36 x 100 LH	TRY3 6 x 100 LH		YR1 × 100 H
Region			VIJAY	AWADA-0	1 MTD	LCE 81.24	%   LCR 9	96.24%	HH	
BVR1 97 x 99 HH	AMP1 48 x 100 LH	90 x 95		LU1 JGG1 42 x 99 98 x : H HH		PAP1 94 x 100 HH	PPM1 215 x 100 HH		DD1 TNI1 5 x 96 0 x Na H LL	TNK1 N 36 x 100 LH
GNT1 73 x 94 HH	BPP1 33 x 73 LH	143 x 94		NT1 GNT2 5 x 100 86 x 3 H HH		NRT1 9 x 100 LH	OGL1 248 x 96 HH		RL1 RAL1 x 100 37 x 10 H LH	VKN1 4 x 50 LA
VJW1 75 x 95 HH	GDV1 68 x 100 HH	106 x 89		TEL1 8 x 100 65 x 9 H HH	TVU1 95 85 x 10 HH	VJW1 71 x 100 HH	VJW2 17 x 100 LH		W4 VJW5 9 x 81 97 x 10 H HH	VUY1 00 106 x 94 HH
Region			V	/EST-01 N	1TD   LC	E 29.11%	LCR 96.1	.5%   LH		
CBE1 24 x 98 LH	CBE1 62 x 98 HH	CBE2 8 x 100 LH	CBE3 16 x 10 LH	CBE4 0 4 x 10 LH	00 0	x NaN	CBE6 56 x 99 AH	KMR1 37 x 96 LH	SNR1 15 x 100 LH	SUL1 30 x 100 LH
PLI1 20 x 96 LH	DPM2 12 x 100 LH		KGM1 23 x 94 LH		PDM1 33 x 88 LH		PLI1 21 x 100 LH		UMP1 17 x 100 LH	
ГРR1 51 x 97 АН	TPR1 58 x 97 AH			TPR2 1 x 10 LH				TPR3 91 x 98 HH		
TPR4 59 x 94 AH	ANR1 3 x 100 LH		AVI1 51 x 100 AH	GBM 95 x 9 HH		PPI1 60 x 88 HH		SYM2 29 x 100 LH	TPR4 91 x 98 HH	8
JAM1 11 x 93 _H	CNR1 3 x 100 LH		GDR1 6 x 100 LH	KGI1 3 x 10 LH	00	KMD1 0 x NaN LL		MPM1 44 x 97 LH	UAM1 8 x 70 LH	
Region			V	/EST-02 N	1TD   LC	E 30.69%	LCR 94.8	86%   LH		
ERD1 42 x 95 LH	CMI1 46 x 77 LH	ERD1 56 x 97 AH	ERD2 13 x 100 LH	KMM1 21 x 90 LH	NKL2 38 x 92 LH	PDR1 53 x 96 AH	RSP1 47 x 100 LH	SGG1 60 x 100 HH	TCG1 36 x 96 LH	VKL1 73 x 93 HH
HSR1 L8 x 95 .H	HSR1 24 x 97 LH	HSR: 36 X LH		KRI1 18 x 100 LH	KVP 0 x f LL		PLC1 0 x NaN LL	PMP1 13 x 100 LH		GI1 4 x 100 H
MTR1 21 x 95 .H	BMD1 5 x 100 LH	DPR1 10 x 100 LH	61	PR2 1 x 97 H	HRR1 44 x 100 LH	MCR1 15 x 94 LH	MTR1 1 x 100 LH		ML1 0 x 89 1	TRM1 24 x 91 LH
SLM1 39 x 95	APN1 92 x 89 HH	ATU1 54 x 97 AH	5	DP1 x 100	EPI1 4 x 100 LH	SLM1 53 x 98 AH	SLM2 41 x 10 LH		.M3 x 75 ł	VPD1 27 x 95 LH