

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				
HL -Interest, no buys	HA-Good data + decent sales	HH-Best-case; data rich and high revenue				

	From Date: 01-Aug-2025 To Date: 14-Aug-2025									
Sales Zone	Expected	Leads	Won	LCE %	LCR %	Category				
CHENNAI-01	5,284	1,832	509	34.67%	27.78%	LL				
CHENNAI-02	4,770	1,750	531	36.68%	30.34%	LA				
KL-SOUTH	315	108	37	34.30%	34.26%	LA				
NORTH ARCOT	3,987	1,736	412	43.54%	23.73%	LL				
SOUTH ARCOT	3,513	1,154	328	32.84%	28.42%	LL				
SOUTH-01	7,468	2,673	828	35.79%	30.98%	LA				
SOUTH-03	5,701	1,461	464	25.63%	31.76%	LA				
TIRUPATI-01	2,494	2,068	1,188	82.91%	57.45%	HH				
TRICHY-01	5,806	2,173	1,149	37.43%	52.88%	LH				
VIJAYAWADA-01	2,536	2,789	1,946	109.98%	69.77%	HH				
WEST-01	4,031	1,404	679	34.83%	48.36%	LA				
WEST-02	4,868	2,209	863	45.38%	39.07%	LA				
Total	50,775	21,357	8,934	42.06%	41.83%	LA				

Region			CHENNAI-0	1 MTD L0	CE 34.67%	LCR 27.78	3% LL		
CH03	CGL1	CH45	GUD1	GUD2	MC10	MRM1	SKL1	TKM1	
35 x 29	63 x 41	23 x 32	36 x 32	17 x 35	43 x 38	46 x 19	10 x 8	50 x 21	
LL	HA	LA	LA	LA	LA	LL	LL	AL	
CH05 48 x 28 LL	AVD1 28 x 24 LL	CH05 33 x 26 LL	CH14 80 x 24 HL	CH26 5 x 50 LA		H30 D x 44 A	CH35 55 x 25 AL	CH37 29 x 28 LL	
CH06	CH08	CH11	CH16	CH19	CH29	CH39	CH40	CH42	
31 x 30	58 x 14	19 x 74	22 x 54	21 x 52	13 x 11	73 x 19	15 x 23	15 x 18	
LL	AL	LH	LH	LH	LL	HL	LL	LL	
CH08	CH07	CH22	CH28	CH38	CH48	KNR1	MC02	MC09	
26 x 22	28 x 36	47 x 12	40 x 20	15 x 38	0 x NaN	26 x 25	0 x NaN	43 x 5	
LL	LA	LL	LL	LA	LL	LL	LL	LL	

Region			CHENNAI-02	2 MTD L	CE 36.68%	LCR 30.34	% LA		
CH01 28 x 33 LA	CH03 5 x 72 LH	CH12 47 x 27 LL	CH23 23 x 31 LA	CH24 46 x 2 LL		x 33	MC06 20 x 22 LL	MC08 0 x NaN LL	
CH04 46 x 32 LA	CH21 55 x 28 AL	CH34 47 x 29 LL	CH44 48 x 19 LL	GPD1 52 x 37 AA	MC05 58 x 10 AL	MJR1 28 x 31 LA	PON1 59 x 53 AH	UKI1 35 x 56 LH	
CH07 39 x 27 LL	CH01 90 x 100 HH	CH15 53 x 20 AL	CH17 16 x 93 LH	CH18 43 x 20 LL	CH27 11 x 100 LH	CH32 18 x 100 LH	CH36 8 x 83 LH	CH43 43 x 21 LL	
CH09 28 x 28 LL	CH06 37 x 14 LL	CH09 12 x 39 LA		120) x 22	CH31 10 x 88 LH	CH33 3 x 10 LH		CH46 54 x 35 AA	

Region	KL-SOUTH MTD LCE 34.30% LCR 34.26% LA
TVP1 34 x 34 LA	PAS1 TVP1 48 x 46 28 x 26 LA LL
Region	NORTH ARCOT MTD LCE 43.54% LCR 23.73% LL

Region			NORTH A	RCOI MID	LCE 43.54%	6 LCR 23./3%	o LL	
NA01	AKM1	ANI1	ARC2	CYR1	KPM1	KPM2	WJD1	WJP1
59 x 20	66 x 14	41 x 23	9 x 55	30 x 27	65 x 21	64 x 23	66 x 23	104 x 15
AL	HL	LL	LH	LL	HL	HL	HL	HL
NA02	ABR1	CGM1	GDM1	PLR1	TRR1	VEL1	VEL2	VNB1
34 x 27	20 x 36	20 x 38	25 x 21	38 x 45	13 x 26	51 x 49	59 x 11	43 x 11
LL	LA	LA	LL	LA	LL	AA	AL	LL
NA03	BGR1	CPT1	PTU1	SBR1		RL1 TRT1	UGI1	VSI1
38 x 26	51 x 24	45 x 6	40 x 56	18 x 42		4 x 52 73 x 14	76 x 29	28 x 36
LL	AL	LL	LH	LA		HL	HL	LA

Region SOUTH ARCOT MTD | LCE 32.84% | LCR 28.42% | LL



Follow-Up Lead Capturing Effectiveness as on 8/14/2025 10:00:27 AM

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401 5 x 31	CUD1 57 x 22	e Efficiency (LCE) = Follow KLM1 46×20	1	MKM1 36 x 6	; Leads Conver	POY1 24 x 52	POY 58 x	/2
	AL	LL		Ш		LH	АН	
02 x 29	CDM1 35 x 38 LA	KKI2 58 x 21 AL	KML1 5 x 57 LH	NVL2 11 x 29 LL	PRT1 5 x 67 LH	STP1 5 x 20 LL	ULP1 7 x 27 LL	VCM1 14 x 24 LL
3 < 25	SJI1 21 x 14 LL	TDM1 39 x 24 LL	TRK1 57 x 29 AL	TVM1 27 x 40 LA		TVM2 29 x 18 LL	VPM1 52 x 19 AL	VPM2 8 x 6 LL
egion			SOUTH-01	MTD LCE	35.79%	LCR 30.98 ^c	% LA	
T1 x 19	KVT1 22 x 12 LL	KYR1 11 x 16 LL	PKD1 50 x 22 LL	RND1 56 x 27 AL	SKD1 0 x NaN LL	SNL1 41 x 25 LL	STU2 38 x 11 LL	VKM1 60 x 11 AL
GR1 x 28	COL1 21 x 9 LL	KGL1 31 x 3 LL	KSM1 15 x 9 LL	MAR1 12 x 41 LA		MMT1 18 x 11 LL	NGR1 6 x 88 LH	TKY1 11 x 36 LA
S1 x 27	PDI1 20 x 25 LL	RPM1 6 x 33 LA	SDI: 41 x LA	. x 32	SGT1 67 x 8 HL	TKS: 45 x LL		TKS2 17 x 41 LA
JT1 - x 26	ERL1 94 x 48 HA	ERL2 0 x NaN LL	TCN1 55 x 16 AL	TUT1 51 x 23 AL		TUT2 16 x 11 LL	TYI1 22 x 29 LL	UDN1 91 x 44 HA
VL1 1 x 48	ARM1 43 x 40 LA	ASM1 30 x 6: LH		TVL1 28 x 51 LH		TVL2 30 x 54 LH	VLY1 35 x LA	
NR1 2 x 39 A	APK1 53 x 36 AA		SVK1 63 x 22 HL		VNR1 75 x 30 HL		VNR2 89 x 51 HH	
Region			SOUTH-03	MTD LCE	25.63%	LCR 31.76°	% LA	
GL1 1 x 54 H	DGL1 4 x 100 LH	DGL2 2 x 100 LH	MDU1 6 x 100 LH	MDU5 18 x 52 LH		MPA1 0 x NaN LL	NTM1 30 x 24 LL	PNI1 57 x 32 AA
KD2 5 x 21	ATG1 5 x 67 LH	48 x 11 3		NM1 PNV1 0 x 62 21 x 1		VI1 SGP 8 x 8 4 x 1 - LH		TPT1 3 x 80 LH
RR1 x 100 H	KRR1 15 x 100 LH				ODM1 3 x 100 LH			
1DU2 4 x 29	ADP1 41 x 29 LL	BNR1 CBM1 77 x 21 26 x 1: HL LL		MDU2 21 x 23 LL	MDU3 3 x 100 LH	MDU4 21 x 41 LA	MDU6 TEN 46 x 29 31 x LL LL	
VG1 O x 29 L	BTU1 101 x 30 HL	KPT1 14 x 13 LL	MLR1 4 x 67 LH	NKI1 45 x 12 LL	PKM1 58 x 51 AH	SVG1 32 x 12 LL	TMM1 69 x 17 HL	USL1 108 x 53 HH
Region			TIRUPATI-01			LCR 57.45	5% HH	
TP1 5 x 71 H	ADI1 80 x 16 HL	ATP1 24 x 56 LH	DHN1 136 x 76 HH	GTL1 246 x 94 HH	KNL1 127 x 79 HH	KNL2 94 x 91 HH	NDL1 72 x 13 HL	TPI1 225 x 85 HH
DA1 1 x 53 H	BVL1 30 x 29 LL	KDA1 49 x 48 LA	KOU1 40 x 42 LA	MPL1 23 x 73 LH	PDT1 96 x 75 HH	PIL1 50 x 61 AH	RCY1 65 x 44 HA	RJP1 71 x 36 HA
PY1 1 x 48 A	CTO1 61 x 35 HA	KHT1 NLR1 84 x 45 148 x 62 HA HH	NYP1 116 x 71 HH	PGR1 PM 117 x 63 86 HH HH	x 53 70 x	< 22 113 x 64	90 x 39	TPY2 VKI1 77 x 32 151 x 58 HA HH
Region			TRICHY-01	MTD LCE	37.43%	LCR 52.88°	% LH	
UM1 7 x 47 4	JKM1 20 x 74 LH	KUM1 71 x 40 HA		VM1 - x 37 A	NCK1 45 x 89 LH	TVR 15 x LH		TVR2 7 x 74 LH
TK1 8 x 35 4	APM1 57 x 26 AL	MDI1 15 x 97 LH	NGT 21 x LL	. x 19	NMM1 68 x 18 HL	PTK: 3 x 1 LH		TTP1 26 x 40 LA
NJ1 9 x 83 H	AYR1 25 x 98 LH	KIK1 28 x 67 LH	KRN1 25 x 89 LH	ORU1 30 x 72 LH		PDK1 130 x 71 HH	TNJ1 32 x 94 LH	TNJ2 33 x 93 LH



HL

LL

LL

АН

LH

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				ollow-up Leads Expect	<u>'</u>			7	Leaus)
TRY1 34 x 41	MSI1 11 x 94	PBR1 7 x 62	PBR2 54 x 25	TRY1 30 x 5		TRY2 68 x 32	TRY3 31 x 83	TYR1 32 x 16	
_A	LH	LH	AL	LH		НА	LH	LL	
Region			VIJAYAWAD	A-01 MTD	LCE 109.98	3% LCR (59.77% HF	1	
BVR1	AMP1	BVR1 DP				P1 PPM1 8 x 76 173 x			TNK1 112 x 56
133 x 71 HH	92 x 59 HH	82 x 48 128 HA HH			HH HH		70 208 x 88 HH		HH
SNT1 .09 x 71	BPP1 69 x 50	CKT1 CRL1 165 x 89 118 x	GNT1 86 76 x 68	GNT2 KDR1 123 x 85 173 x 7	NRT1 9 51 x 43		PNR1 PRL1 89 x 35 79 x 60	RAL1 62 x 15	VKN1 55 x 31
109 x 71	HA	HH HH	HH	HH HH	AA AA	HH	HA HH	HL	AA
/JW1	GDV1	GVM1 JPT1	MTM1	TEL1 TVU1	VJW1	VJW2	VJW3 VJW4	VJW5	VUY1
00 x 67 HH	141 x 79 HH	87 x 69 75 x 6 HH HH	84 x 54 HH	78 x 52 81 x 52 HH HH	53 x 89 AH	92 x 67 HH	125 x 54 69 x 57 HH HH	103 x 89 HH	122 x 77 HH
Region			WEST-(01 MTD LCI	E 34.83%	LCR 48.3	6% LA		
CBE1	CBE1 63 x 60	CBE2 7 x 97	CBE3 11 x 100	CBE4 24 x 90	CBE6 43 x 87	KMR1 27 x 84	SNR1 24 x 52	SUL1 49 x 22	
25 x 71 _H	HH	LH	LH	LH	45 X 87 LH	27 X 84 LH	LH	LL LL	
PLI1 23 x 38	DPM2 20 x 25		KGM1 31 x 17	PDM1 33 x 31		PLI1 15 x 56		UMP1 27 x 67	
A X 38	LL 20 x 23		LL	LA		LH		LH	
ΓPR1	TPR1 76 x 21			TPR2 4 x 67			TPR3 76 x 84		
15 x 47 .A	HL			LH			HH		
ΓPR4	ANR1	AVI1		GBM1	PPI1		SYM2	TPR4	
70 x 45 HA	42 x 36 LA	67 x 8 HH	4	88 x 27 HL	121 x 44 HA		67 x 23 HL	25 x 57 LH	
JAM1	CNR1	GDR1		KGI1	KMD1		MPM1	UAM1	
27 x 16 .L	9 x 50 LA	16 x 2 LL	.1	46 x 8 LL	0 x NaN LL		58 x 11 AL	21 x 29 LL	
Region			WEST-(D2 MTD LCE	E 45.38%	LCR 39.0	7% LA		
ERD1 60 x 40	CMI1 51 x 28		ERD2 KM 21 x 67 48 >		PDR1 54 x 29	RSP1 52 x 30	SGG1 69 x 28		<l1 13 x 49</l1
AA	AL	НА	LH LA	НА	AL	AA	HL	НА Н	
ISR1 0 x 31	HSR1 47 x 58	HSR2 48 x 13	KRI1 26 x 59	KVP1		PLC1 18 x 22	PMP1 17 x 41	SGI1 39 x 7	
A	LH	LL	LH	LL		LL	LA	LL	
MTR1	BMD1	DPR1	DPR2 75 x 36	HRR1 94 x 83	MCR1	MTR1	OML1	TRM1 38 x 19	
15 x 37 A	14 x 16 LL	10 x 73 LH	HA	94 x 83 HH	53 x 16 AL	26 x 8 LL	52 x 16 AL	LL LL	
LM1	APN1 72 x 39	ATU1 66 x 23	EDP1 9 x 22	EPI1 11 x 18	SLM1 59 x 80	SLM2 27 x 54	SLM3 33 x 22	VPD1 53 x 27	
4 x 44	72 X 39	00 X Z3	9 X 22	11 X 18	29 X 80	27 x 54	33 X 22	53 X 2/	