Follow-Up Lead Capturing Effectiveness as on 11/17/2025 10:00:16 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-Nov-2025 To Date : 17-Nov-2025

Sales Zone	Expected	Leads	Won	LCE %	LCR %	Category
CHENNAI-01	6,103	1,277	1,101	20.92%	86.22%	LH
CHENNAI-02	5,759	1,555	1,341	27.00%	86.24%	LH
KL-SOUTH	559	50	41	8.94%	82.00%	LH
NORTH ARCOT	4,531	1,079	907	23.81%	84.06%	LH
SOUTH ARCOT	4,108	536	400	13.05%	74.63%	LH
SOUTH-01	8,536	2,594	2,306	30.39%	88.90%	LH
SOUTH-03	6,508	931	805	14.30%	86.47%	LH
TIRUPATI-01	2,671	1,252	1,154	46.87%	92.17%	LH
TRICHY-01	5,902	1,139	1,033	19.30%	90.69%	LH
VIJAYAWADA-01	2,738	1,965	1,852	71.78%	94.25%	HH
WEST-01	4,580	1,093	977	23.86%	89.39%	LH
WEST-02	5,233	1,368	1,217	26.14%	88.96%	LH
Total	57,229	14,839	13,134	25.93%	88.51%	LH

CHENNAI-01 MTD | LCE 20.92% | LCR 86.22% | LH

Region							
CH03 20 x 86 LH	CGL1 40 x 85 LH	CH45 2 x 60 LH	GUD1 29 x 89 LH	GUD2 2 x 67 LH	MC10 13 x 78 LH	MRM1 34 x 92 LH	SKL1 3 x 100 LH	TKM1 37 x 78 LH
CH05 24 x 83 LH	AVD1 28 x 89 LH	CH05 15 x 85 LH	CH14 11 x 66 LH	CH26 4 x 100 LH	CH30 38 x 91 LH	CH35 34 x 80 LH	CH37 45 x 78 LH
CH06 21 x 91 LH	CH08 37 x 83 LH	CH11 5 x 100 LH	CH16 22 x 98 LH	CH19 26 x 99 LH	CH29 4 x 100 LH	CH39 22 x 76 LH	CH40 6 x 100 LH	CH42 15 x 98 LH
CH08 18 x 82 LH	CH07 11 x 100 LH	CH22 39 x 82 LH	CH28 10 x 59 LH	CH38 26 x 90 LH	CH48 21 x 77 LH	KNR1 5 x 60 LH	MC02 0 x NaN LL	MC09 0 x NaN LL

CHENNAI-02 MTD | LCE 27.00% | LCR 86.24% | LH

Region							
CH01 24 x 93 LH	CH03 15 x 85 LH	CH06 5 x 100 LH	CH12 47 x 93 LH	CH23 17 x 95 LH	CH24 31 x 99 LH	MC06 1 x 100 LH
CH04 31 x 83 LH	CH21 50 x 76 LH	CH34 40 x 83 LH	CH44 41 x 88 LH	GPD1 33 x 86 LH	MC05 3 x 100 LH	MJR1 21 x 80 LH	PON1 38 x 91 LH	UKI1 1 x 100 LH
CH07 33 x 84 LH	CH01 192 x 100 HH	CH15 46 x 74 LH	CH17 4 x 100 LH	CH18 50 x 90 LH	CH27 6 x 100 LH	CH32 3 x 100 LH	CH36 13 x 100 LH	CH43 40 x 93 LH
CH09 17 x 89 LH	CH09 8 x 87 LH	CH20 33 x 93 LH	CH31 5 x 100 LH	CH33 4 x 91 LH	CH41 29 x 82 LH	CH46 17 x 90 LH

KL-SOUTH MTD | LCE 8.94% | LCR 82.00% | LH

Region			
TVP1 9 x 82 LH	KLR1 1 x 100 LH	PAS1 29 x 88 LH	TVP1 6 x 64 LH

NORTH ARCOT MTD | LCE 23.81% | LCR 84.06% | LH

Region							
NA01 35 x 78 LH	AKM1 32 x 80 LH	ANI1 24 x 91 LH	ARC2 4 x 100 LH	CYR1 13 x 100 LH	KPM1 26 x 79 LH	KPM2 57 x 65 AH	WJD1 41 x 95 LH	WJP1 29 x 92 LH
NA02 21 x 89 LH	ABR1 9 x 100 LH	CGM1 2 x 100 LH	GDM1 5 x 86 LH	PLR1 5 x 100 LH	TRR1 2 x 80 LH	VEL1 49 x 82 LH	VEL2 83 x 91 HH	VNB1 1 x 100 LH
NA03 13 x 95 LH	BGR1 45 x 98 LH	CPT1 21 x 100 LH	PTU1 3 x 75 LH	SBR1 1 x 100 LH	SLG1 29 x 100 LH	TRL1 2 x 100 LH	TRT1 3 x 75 LH	UGI1 19 x 91 LH	VSI1 16 x 87 LH

SOUTH ARCOT MTD | LCE 13.05% | LCR 74.63% | LH

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)

SA01 23 x 67 LH	CUD1 50 x 60 LH	KLM1 24 x 89 LH	MKM1 4 x 75 LH	POY1 5 x 100 LH	POY2 5 x 57 LH
SA02 8 x 85 LH	CDM1 1 x 100 LH	KKI2 40 x 86 LH	KML1 0 x NaN LL	NVL2 4 x 80 LH	PRT1 5 x 78 LH	STP1 0 x NaN LL	ULP1 1 x 67 LH	VCM1 2 x 100 LH
SA03 9 x 86 LH	SJI1 NaN x NaN LL	SJI2 0 x NaN LL	TDM1 21 x 74 LH	TRK1 24 x 92 LH	TVM1 2 x 100 LH	TVM2 0 x NaN LL	VPM1 3 x 100 LH	VPM2 0 x NaN LL

Region — **SOUTH-01 MTD | LCE 30.39% | LCR 88.90% | LH**

KVT1 31 x 89 LH	KVT1 14 x 93 LH	KYR1 26 x 96 LH	PKD1 42 x 89 LH	RND1 41 x 83 LH	RND2 NaN x NaN LL	SKD1 50 x 82 AH	SNL1 32 x 95 LH	STU2 38 x 93 LH	VKM1 45 x 85 LH
NGR1 33 x 91 LH	COL1 45 x 100 LH	KGL1 33 x 83 LH	KSM1 26 x 94 LH	MAR1 30 x 93 LH	MMT1 29 x 86 LH	NGR1 38 x 91 LH	TKY1 22 x 100 LH		
TKS1 21 x 90 LH	PDI1 18 x 93 LH	RPM1 10 x 71 LH	SDI1 9 x 87 LH	SGT1 38 x 84 LH	TKS1 22 x 95 LH	TKS2 34 x 95 LH		
TUT1 39 x 86 LH	ERL1 ∞ x 100 HH	ERL2 34 x 95 LH	TCN1 35 x 92 LH	TUT1 33 x 82 LH	TUT2 42 x 89 LH	TYI1 36 x 87 LH	UDN1 76 x 84 HH	
TVL1 22 x 93 LH	ARM1 29 x 100 LH	ASM1 18 x 85 LH	TVL1 24 x 93 LH	TVL2 22 x 83 LH	VLY1 18 x 92 LH			
VNR1 32 x 88 LH	APK1 29 x 80 LH	APK2 56 x 92 AH	SVK1 29 x 91 LH	VNR1 43 x 89 LH	VNR2 21 x 87 LH			

Region — **SOUTH-03 MTD | LCE 14.30% | LCR 86.47% | LH**

DGL1 9 x 92 LH	DGL1 8 x 100 LH	DGL2 0 x NaN LL	MDU1 6 x 97 LH	MDU5 22 x 91 LH	MPA1 3 x 100 LH	NTM1 11 x 100 LH	PNI1 32 x 76 LH		
KKD2 12 x 94 LH	ATG1 5 x 100 LH	DKI1 4 x 86 LH	KKD2 NaN x NaN LL	KKD3 14 x 88 LH	MNM1 4 x 100 LH	PNV1 NaN x NaN LL	PNV2 1 x 100 LH	PVI1 36 x 100 LH	SGP1 2 x 100 LH	TDI1 2 x 100 LH	TPT1 25 x 92 LH
KRR1 5 x 100 LH	KRR1 6 x 100 LH				ODM1 3 x 100 LH				
MDU2 15 x 89 LH	ADP1 37 x 85 LH	BNR1 38 x 100 LH	CBM1 11 x 84 LH	CMR1 22 x 100 LH	MDU2 5 x 88 LH	MDU3 0 x 100 LH	MDU4 19 x 89 LH	MDU6 26 x 84 LH	TEN1 2 x 100 LH	TEN2 4 x 86 LH
SVG1 24 x 77 LH	BTU1 7 x 67 LH	KPT1 7 x 92 LH	KYK1 5 x 100 LH	MLR1 5 x 100 LH	NKI1 15 x 75 LH	PKM1 57 x 76 AH	SVG1 8 x 92 LH	TMM1 54 x 76 AH	USL1 16 x 59 LH

Region — **TIRUPATI-01 MTD | LCE 46.87% | LCR 92.17% | LH**

ATP1 73 x 94 HH	ADI1 51 x 91 AH	ATP1 40 x 96 LH	DHN1 80 x 97 HH	GTL1 194 x 99 HH	KAR1 NaN x NaN LL	KNL1 63 x 98 HH	KNL2 71 x 99 HH	NDL1 56 x 72 AH	TPI1 136 x 96 HH
KDA1 24 x 92 LH	BVL1 13 x 100 LH	KDA1 14 x 100 LH	KOU1 19 x 93 LH	MPL1 40 x 92 LH	PDT1 42 x 87 LH	PIL1 6 x 100 LH	RCY1 28 x 94 LH	RJP1 32 x 88 LH	
TPY1 41 x 90 LH	CTO1 20 x 91 LH	KHT1 47 x 95 LH	KVL1 54 x 85 AH	NLR1 65 x 94 HH	NYP1 18 x 92 LH	PGR1 78 x 90 HH	PMR1 36 x 97 LH	PUT1 40 x 91 LH	SPE1 34 x 94 LH	TPY1 59 x 80 AH	TPY2 25 x 80 AH	VKI1 55 x 97 AH

Region — **TRICHY-01 MTD | LCE 19.30% | LCR 90.69% | LH**

KUM1 19 x 86 LH	KIK1 8 x 100 LH	KUM1 40 x 82 LH	NCK1 27 x 90 LH	NGT1 45 x 86 LH	TTP1 4 x 100 LH	TVR1 1 x 100 LH	TVR2 0 x NaN LL
PBR1 19 x 92 LH	AYR1 23 x 97 LH	JKM1 1 x 100 LH	MSI1 8 x 100 LH	MVM1 23 x 94 LH	PBR1 23 x 96 LH	PBR2 29 x 86 LH	TYR1 16 x 96 LH
TNJ1 27 x 93 LH	APM1 72 x 97 HH	MDI1 23 x 96 LH	NMM1 42 x 87 LH	ORU1 17 x 100 LH	PTK1 12 x 86 LH	TNJ1 20 x 94 LH	TNJ2 31 x 91 LH

Follow-Up Lead Capturing Effectiveness as on 11/17/2025 10:00:16 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 12 x 92 LH | KRN1 21 x 92 LH | PDK1 56 x 86 AH | TRY1 4 x 100 LH | TRY2 41 x 96 LH | TRY3 1 x 100 LH | TRY4 3 x 100 LH |

Region — VIJAYAWADA-01 MTD | LCE 71.78% | LCR 94.25% | HH

BVR1 63 x 97 HH	AMP1 20 x 83 LH	BVR1 48 x 94 LH	DPE1 26 x 100 LH	ELU1 118 x 99 HH	JGG1 24 x 91 LH	KND1 142 x 100 HH	NPR1 30 x 100 LH	PAP1 24 x 87 LH	PPM1 171 x 100 HH	RMV1 62 x 96 HH	TDD1 26 x 86 LH	TNI1 44 x 96 LH	TNK1 45 x 96 LH
GNT1 82 x 93 HH	BPP1 50 x 92 LH	CKT1 152 x 95 HH	CRL1 77 x 93 HH	GNT1 74 x 97 HH	GNT2 139 x 98 HH	KDR1 67 x 94 HH	NRT1 33 x 96 LH	OGL1 169 x 91 HH	PNR1 65 x 73 LH	PRL1 31 x 83 LH	RAL1 62 x 86 HH	VKN1 25 x 100 LH
VJW1 71 x 93 HH	GDV1 129 x 98 HH	GVM1 51 x 76 AH	JPT1 111 x 89 HH	MTM1 49 x 87 LH	TEL1 79 x 91 HH	TVU1 143 x 97 HH	VJW1 74 x 95 HH	VJW2 25 x 100 LH	VJW3 50 x 97 LH	VJW4 61 x 92 HH	VJW5 42 x 97 LH	VUY1 41 x 100 LH

Region — WEST-01 MTD | LCE 23.86% | LCR 89.39% | LH

CBE1 21 x 91 LH	CBE1 32 x 100 LH	CBE2 16 x 85 LH	CBE3 13 x 100 LH	CBE4 23 x 96 LH	CBE5 1 x 100 LH	CBE6 45 x 99 LH	KMR1 31 x 86 LH	SNR1 2 x 100 LH	SUL1 27 x 88 LH
PLI1 13 x 93 LH	DPM2 10 x 100 LH	KGM1 18 x 82 LH	PDM1 24 x 88 LH	PLI1 14 x 100 LH	UMP1 3 x 100 LH
TPR1 40 x 85 LH	TPR1 53 x 77 AH	TPR2 4 x 88 LH	TPR3 70 x 97 HH
TPR4 43 x 90 LH	ANR1 0 x NaN LL	AVI1 52 x 97 AH	GBM1 72 x 81 HH	PPI1 52 x 91 AH	SYM2 17 x 100 LH	TPR4 38 x 93 LH
UAM1 11 x 85 LH	CNR1 7 x 100 LH	GDR1 11 x 62 LH	KGI1 0 x NaN LL	KMD1 8 x 100 LH	MPM1 30 x 80 LH	UAM1 6 x 100 LH

Region — WEST-02 MTD | LCE 26.14% | LCR 88.96% | LH

ERD1 48 x 88 LH	CMI1 41 x 77 LH	ERD1 63 x 90 HH	ERD2 37 x 87 LH	KMM1 46 x 86 LH	NKL2 54 x 88 AH	PDR1 49 x 86 LH	RSP1 41 x 90 LH	SGG1 39 x 87 LH	TCG1 38 x 97 LH	VKL1 77 x 86 HH
HSR1 20 x 93 LH	HSR1 55 x 96 AH	HSR2 41 x 91 LH	KRI1 10 x 100 LH	KVP1 3 x 100 LH	PLC1 6 x 62 LH	PMP1 0 x NaN LL	SGI1 0 x NaN LL
MTR1 11 x 95 LH	BMD1 0 x NaN LL	DPR1 21 x 100 LH	DPR2 28 x 88 LH	HRR1 8 x 100 LH	MCR1 12 x 82 LH	MTR1 1 x 100 LH	OML1 20 x 100 LH	TRM1 4 x 100 LH
SLM1 23 x 87 LH	APN1 42 x 82 LH	ATU1 37 x 74 LH	EDP1 0 x NaN LL	EPI1 4 x 100 LH	SLM1 34 x 92 LH	SLM2 18 x 94 LH	SLM3 8 x 95 LH	VPD1 26 x 90 LH

SATHYA
SPREADING HAPPINESS