



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-Oct-2025 To Date : 18-Oct-2025					
Sales Zone	Expected	Leads	Won	LCE %	LCR %	Category
CHENNAI-01	7,885	792	548	10.04%	69.19%	LH
CHENNAI-02	6,748	1,065	662	15.78%	62.16%	LH
KL-SOUTH	544	46	35	8.46%	76.09%	LH
NORTH ARCOT	6,011	861	398	14.32%	46.23%	LA
SOUTH ARCOT	5,507	486	307	8.82%	63.17%	LH
SOUTH-01	12,619	2,342	1,608	18.56%	68.66%	LH
SOUTH-03	10,839	853	488	7.87%	57.21%	LH
TIRUPATI-01	4,850	1,062	852	21.90%	80.23%	LH
TRICHY-01	8,917	1,040	895	11.66%	86.06%	LH
VIJAYAWADA-01	5,306	1,610	1,406	30.34%	87.33%	LH
WEST-01	6,417	1,463	1,264	22.80%	86.40%	LH
WEST-02	8,180	950	681	11.61%	71.68%	LH
Total	83,824	12,570	9,144	15.00%	72.74%	LH

RegionCHENNAI-01 MTD LCE 10.04% LCR 69.19% LH								
CH03 7 x 68 LH	CGL1 7 x 82 LH	CH45 2 x 33 LA	GUD1 12 x 66 LH	GUD2 0 x 100 LH	MC10 8 x 78 LH	MRM1 16 x 68 LH	SKL1 3 x 71 LH	TKM1 6 x 64 LH
CH05 13 x 74 LH	AVD1 4 x 71 LH	CH05 16 x 69 LH	CH14 13 x 63 LH	CH26 5 x 100 LH	CH30 10 x 82 LH	CH35 13 x 67 LH	CH37 39 x 90 LH	
CH06 9 x 75 LH	CH08 15 x 67 LH	CH11 7 x 88 LH	CH16 3 x 80 LH	CH19 11 x 89 LH	CH29 4 x 100 LH	CH39 24 x 58 LH	CH40 2 x 100 LH	CH42 5 x 95 LH
CH08 12 x 59 LH	CH07 4 x 83 LH	CH22 16 x 32 LA	CH28 28 x 71 LH	CH38 6 x 20 LL	CH48 9 x 48 LA	KNR1 5 x 62 LH	MC02 0 x NaN LL	MC09 9 x 100 LH

RegionCHENNAI-02 MTD LCE 15.78% LCR 62.16% LH								
CH01 12 x 70 LH	CH03 4 x 67 LH	CH06 9 x 80 LH	CH12 26 x 59 LH	CH23 15 x 100 LH	CH24 14 x 84 LH	MC06 1 x 100 LH		
CH04 18 x 57 LH	CH21 27 x 54 LH	CH34 13 x 55 LH	CH44 16 x 50 LA	GPD1 37 x 78 LH	MC05 1 x 100 LH	MJR1 22 x 45 LA	PON1 15 x 56 LH	UKI1 2 x 100 LH
CH07 20 x 56 LH	CH01 53 x 100 AH	CH15 28 x 52 LH	CH17 16 x 100 LH	CH18 16 x 74 LH	CH27 4 x 100 LH	CH32 17 x 100 LH	CH36 3 x 100 LH	CH43 22 x 32 LA
CH09 12 x 76 LH	CH09 4 x 89 LH	CH20 21 x 68 LH	CH31 3 x 67 LH	CH33 6 x 100 LH	CH41 19 x 62 LH	CH46 14 x 100 LH	CH51 NaN x NaN LL	

RegionKL-SOUTH MTD LCE 8.46% LCR 76.09% LH					
TVP1 8 x 76 LH	KLR1 1 x 100 LH	NYK1 NaN x NaN LL	PAS1 14 x 74 LH	PNL1 NaN x NaN LL	TVP1 10 x 77 LH

RegionNORTH ARCOT MTD LCE 14.32% LCR 46.23% LA									
NA01 24 x 36 LA	AKM1 38 x 18 LL	ANI1 3 x 100 LH	ARC2 3 x 100 LH	CYR1 8 x 67 LH	KPM1 10 x 67 LH	KPM2 45 x 31 LA	WJD1 12 x 69 LH	WJP1 12 x 72 LH	
NA02 9 x 61 LH	ABR1 8 x 81 LH	CGM1 0 x 100 LH	GDM1 12 x 38 LA	PLR1 5 x 100 LH	TRR1 9 x 65 LH	VEL1 15 x 72 LH	VEL2 13 x 49 LA	VEL3 NaN x NaN LL	VNB1 2 x 67 LH
NA03 8 x 68 LH	BGR1 12 x 68 LH	CPT1 5 x 89 LH	PTU1 7 x 80 LH	SBR1 0 x NaN LL	SLG1 4 x 33 LA	TRL1 7 x 100 LH	TRT1 7 x 39 LA	UGI1 19 x 67 LH	VSI1 13 x 67 LH

RegionSOUTH ARCOT MTD LCE 8.82% LCR 63.17% LH					
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SA01 13 x 58 LH	CUD1 21 x 48 LA	KLM1 11 x 56 LH		MKM1 2 x 100 LH		POY1 9 x 83 LH		POY2 8 x 71 LH	
SA02 8 x 66 LH	CDM1 18 x 48 LA	KKI2 14 x 64 LH	KML1 1 x 100 LH	NVL2 5 x 75 LH	PRT1 7 x 93 LH	STP1 2 x 100 LH	ULP1 1 x 100 LH	VCM1 9 x 100 LH	
SA03 6 x 70 LH	SJI1 NaN x NaN LL	SJI2 1 x 100 LH	TDM1 5 x 62 LH	TRK1 16 x 57 LH	TVM1 10 x 100 LH	TVM2 2 x 100 LH	VPM1 13 x 92 LH	VPM2 0 x 100 LH	

RegionSOUTH-01 MTD | LCE 18.56% | LCR 68.66% | LH

KVT1 17 x 60 LH	KVT1 7 x 69 LH	KYR1 3 x 50 LA	PKD1 34 x 40 LA	RND1 30 x 70 LH	SKD1 9 x 50 LA	SNL1 12 x 56 LH	STU2 17 x 93 LH	VKM1 16 x 77 LH
NGR1 11 x 62 LH	COL1 13 x 44 LA	KGL1 15 x 76 LH	KSM1 9 x 67 LH	MAR1 13 x 90 LH	MMT1 8 x 71 LH	NGR1 14 x 53 LH	TKY1 3 x 14 LL	
TKS1 18 x 83 LH	PD11 7 x 67 LH	RPM1 12 x 84 LH	SDI1 11 x 67 LH	SGT1 11 x 80 LH	TKS1 18 x 77 LH	TKS2 32 x 89 LH		
TUT1 18 x 64 LH	ERL1 ∞ x 100 HH	ERL2 24 x 63 LH	TCN1 12 x 70 LH	TUT1 15 x 63 LH	TUT2 15 x 54 LH	TYI1 16 x 79 LH	UDN1 56 x 64 AH	
TVL1 26 x 80 LH	ARM1 23 x 52 LH	ASM1 27 x 87 LH	TVL1 29 x 87 LH	TVL2 29 x 91 LH	VLY1 16 x 53 LH			
VNR1 23 x 62 LH	APK1 43 x 85 LH	APK2 46 x 74 LH	SVK1 7 x 48 LA	VNR1 32 x 39 LA	VNR2 14 x 44 LA			

RegionSOUTH-03 MTD | LCE 7.87% | LCR 57.21% | LH

DGL1 4 x 89 LH	DGL1 2 x 100 LH		DGL2 2 x 100 LH		MDU1 4 x 95 LH		MDU5 8 x 100 LH		MPA1 4 x 100 LH		NTM1 5 x 60 LH		PNI1 17 x 68 LH								
KKD2 2 x 86 LH	ATG1 1 x 100 LH		DKI1 2 x 60 LH		KKD2 9 x 100 LH		KKD3 1 x 100 LH		MNM1 0 x NaN LL		PNV1 2 x 100 LH		PVI1 7 x 89 LH		SGP1 1 x 100 LH		TDI1 2 x 67 LH		TPT1 1 x 50 LA		
KRR1 3 x 92 LH	KRR1 4 x 91 LH										ODM1 1 x 100 LH										
MDU2 15 x 44 LA	ADP1 1 x 100 LH		BNR1 11 x 67 LH		CBM1 3 x 50 LA		CMR1 16 x 84 LH		MDU2 8 x 67 LH		MDU3 2 x 100 LH		MDU4 6 x 57 LH		MDU6 59 x 32 AA		TEN1 5 x 92 LH		TEN2 2 x 60 LH		
SVG1 10 x 60 LH	BTU1 16 x 72 LH		KPT1 2 x 75 LH		KYK1 1 x 100 LH		MLR1 2 x 100 LH		NKI1 3 x 50 LA		PKM1 40 x 54 LH		SVG1 4 x 100 LH		TMM1 12 x 64 LH		USL1 13 x 33 LA				

RegionTIRUPATI-01 MTD | LCE 21.90% | LCR 80.23% | LH

ATP1 28 x 91 LH	ADI1 27 x 62 LH		ATP1 10 x 91 LH		DHN1 6 x 100 LH		GTL1 0 x NaN LL		HPR1 NaN x NaN LL		KNL1 65 x 99 HH		KNL2 15 x 92 LH		NDL1 16 x 77 LH		TPI1 107 x 98 HH								
KDA1 5 x 82 LH	BVL1 2 x 100 LH			KDA1 4 x 100 LH			KOU1 4 x 100 LH			MPL1 4 x 60 LH			PDT1 12 x 100 LH			PIL1 1 x 100 LH			RCY1 0 x NaN LL			RJP1 12 x 55 LH			
TPY1 28 x 73 LH	CTO1 5 x 94 LH		KHT1 28 x 82 LH		KVL1 13 x 36 LA		NLR1 19 x 77 LH		NYP1 30 x 84 LH		PGR1 29 x 88 LH		PMR1 47 x 99 LH		PUT1 17 x 73 LH		SPE1 24 x 86 LH		TPY1 50 x 49 AA		TPY2 33 x 54 LH		VKI1 50 x 98 AH		

RegionTRICHY-01 MTD | LCE 11.66% | LCR 86.06% | LH

KUM1 7 x 84 LH	KIK1 10 x 85 LH	KUM1 9 x 85 LH	NCK1 32 x 83 LH	NGT1 4 x 77 LH	TTP1 4 x 70 LH	TVR1 5 x 100 LH	TVR2 2 x 100 LH	
PBR1 9 x 87 LH	AYR1 21 x 100 LH	JKM1 1 x 100 LH	MSI1 3 x 83 LH	MVM1 16 x 88 LH	PBR1 6 x 90 LH	PBR2 12 x 69 LH	TYR1 4 x 100 LH	
TNJ1 17 x 84 LH	APM1 23 x 68 LH	MDI1 29 x 91 LH	NMM1 21 x 83 LH	ORU1 7 x 71 LH	PTK1 7 x 91 LH	TNJ1 13 x 82 LH	TNJ2 21 x 84 LH	



Follow-Up Lead Capturing Effectiveness as on 10/18/2025 10:00:46 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 89 LH	KRN1 7 x 88 LH	PDK1 70 x 86 HH	TRY1 5 x 98 LH	TRY2 25 x 89 LH	TRY3 2 x 100 LH	TRY4 2 x 100 LH	
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Region VIJAYAWADA-01 MTD | LCE 30.34% | LCR 87.33% | LH

BVR1 46 x 93 LH	AMP1 34 x 88 LH	BVR1 96 x 88 HH	DPE1 0 x NaN LL	ELU1 66 x 97 HH	JGG1 18 x 93 LH	KND1 70 x 99 HH	NPR1 0 x NaN LL	PAP1 62 x 86 HH	PPM1 133 x 99 HH	RMV1 37 x 98 LH	TDD1 17 x 85 LH	TNI1 1 x 100 LH	TNK1 13 x 97 LH	
GNT1 24 x 85 LH	BPP1 2 x 50 LA	CKT1 101 x 97 HH	CRL1 19 x 92 LH	GNT1 2 x 100 LH	GNT2 4 x 100 LH	KDR1 6 x 100 LH	NRT1 2 x 100 LH	OGL1 102 x 82 HH	PNR1 35 x 44 LA	PRL1 4 x 67 LH	RAL1 11 x 76 LH	VKN1 0 x NaN LL		
VJW1 18 x 75 LH	GDV1 4 x 100 LH	GVM1 20 x 46 LA	JPT1 32 x 49 LA	MTM1 13 x 55 LH	TEL1 19 x 78 LH	TVU1 34 x 96 LH	VJW1 14 x 100 LH	VJW2 1 x 100 LH	VJW3 15 x 67 LH	VJW4 37 x 83 LH	VJW5 21 x 80 LH	VUY1 7 x 100 LH		

Region WEST-01 MTD | LCE 22.80% | LCR 86.40% | LH

CBE1 18 x 88 LH	CBE1 19 x 91 LH	CBE2 13 x 88 LH	CBE3 7 x 100 LH	CBE4 14 x 92 LH	CBE5 4 x 100 LH	CBE6 54 x 98 AH	KMR1 29 x 85 LH	SNR1 9 x 94 LH	SUL1 10 x 50 LA	
PLI1 11 x 87 LH	DPM2 4 x 100 LH		KGM1 13 x 95 LH		PDM1 10 x 86 LH		PLI1 18 x 80 LH		UMP1 4 x 100 LH	
TPR1 27 x 89 LH	TPR1 24 x 67 LH				TPR2 8 x 100 LH		TPR3 58 x 100 AH			
TPR4 63 x 85 HH	ANR1 48 x 97 LH		AVI1 97 x 98 HH		GBM1 114 x 73 HH		PPI1 67 x 90 HH		SYM2 6 x 69 LH	TPR4 27 x 81 LH
UAM1 5 x 72 LH	CNR1 14 x 71 LH		GDR1 7 x 70 LH		KGI1 1 x 100 LH		KMD1 1 x 100 LH		MPM1 11 x 65 LH	UAM1 2 x 100 LH

Region WEST-02 MTD | LCE 11.61% | LCR 71.68% | LH

ERD1 19 x 73 LH	CMI1 7 x 45 LA	ERD1 18 x 78 LH	ERD2 9 x 74 LH	KMM1 9 x 50 LA	NKL2 17 x 75 LH	PDR1 20 x 72 LH	RSP1 15 x 53 LH	SGG1 36 x 40 LA	TCG1 3 x 100 LH	VKL1 98 x 88 HH
HSR1 7 x 67 LH	HSR1 15 x 92 LH	HSR2 12 x 55 LH		KRI1 8 x 100 LH	KVP1 1 x 100 LH	PLC1 2 x 67 LH		PMP1 5 x 18 LL	SGI1 1 x 100 LH	
MTR1 8 x 83 LH	BMD1 4 x 100 LH	DPR1 4 x 100 LH	DPR2 14 x 50 LA		HRR1 33 x 100 LH	MCR1 7 x 60 LH	MTR1 2 x 100 LH	OML1 10 x 77 LH	TRM1 3 x 50 LA	
SLM1 10 x 65 LH	APN1 31 x 44 LA	ATU1 12 x 65 LH	EDP1 4 x 100 LH		EPI1 2 x 100 LH	SLM1 13 x 72 LH	SLM2 7 x 87 LH	SLM3 2 x 56 LH	VPD1 9 x 67 LH	