

		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-Sep-2025 To Date : 19-Sep-2025					
Sales Zone	Expected	Leads	Won	LCE %	LCR %	Category
CHENNAI-01	5,521	1,308	1,229	23.69%	93.96%	LH
CHENNAI-02	4,652	1,548	1,458	33.28%	94.19%	LH
KL-SOUTH	1,060	126	114	11.89%	90.48%	LH
NORTH ARCOT	4,310	1,302	1,205	30.21%	92.55%	LH
SOUTH ARCOT	3,397	909	843	26.76%	92.74%	LH
SOUTH-01	8,614	3,359	3,212	38.99%	95.62%	LH
SOUTH-03	5,864	1,007	917	17.17%	91.06%	LH
TIRUPATI-01	2,399	1,916	1,869	79.86%	97.55%	HH
TRICHY-01	5,325	1,807	1,752	33.93%	96.96%	LH
VIJAYAWADA-01	2,171	2,000	1,942	92.13%	97.10%	HH
WEST-01	3,945	1,434	1,382	36.35%	96.37%	LH
WEST-02	4,718	1,457	1,383	30.88%	94.92%	LH
Total	51,976	18,173	17,306	34.96%	95.23%	LH

RegionCHENNAI-01 MTD LCE 23.69% LCR 93.96% LH								
CH03 17 x 90 LH	CGL1 25 x 91 LH	CH45 3 x 100 LH	GUD1 28 x 96 LH	GUD2 1 x 100 LH	MC10 24 x 95 LH	MRM1 27 x 73 LH	SKL1 2 x 100 LH	TKM1 30 x 90 LH
CH05 32 x 96 LH	AVD1 11 x 95 LH	CH05 14 x 98 LH	CH14 55 x 93 AH	CH26 26 x 96 LH	CH30 30 x 98 LH	CH35 51 x 100 AH	CH37 19 x 100 LH	
CH06 26 x 94 LH	CH08 53 x 92 AH	CH11 8 x 100 LH	CH16 6 x 100 LH	CH19 21 x 94 LH	CH29 9 x 100 LH	CH39 62 x 94 HH	CH40 3 x 100 LH	CH42 21 x 93 LH
CH08 18 x 95 LH	CH07 8 x 100 LH	CH22 39 x 95 LH	CH28 15 x 94 LH	CH38 14 x 100 LH	CH48 18 x 83 LH	KNR1 21 x 100 LH	MC02 11 x 100 LH	MC09 41 x 100 LH

RegionCHENNAI-02 MTD LCE 33.28% LCR 94.19% LH								
CH01 23 x 94 LH	CH03 4 x 95 LH	CH12 48 x 92 LH	CH23 23 x 100 LH	CH24 34 x 93 LH	CH41 35 x 96 LH	MC06 5 x 100 LH	MC08 0 x NaN LL	
CH04 41 x 94 LH	CH21 56 x 95 AH	CH34 48 x 93 LH	CH44 49 x 92 LH	GPD1 38 x 98 LH	MC05 22 x 93 LH	MJR1 31 x 89 LH	PON1 55 x 97 AH	UKI1 19 x 97 LH
CH07 39 x 94 LH	CH01 68 x 100 HH	CH15 66 x 93 HH	CH17 16 x 100 LH	CH18 34 x 95 LH	CH27 11 x 100 LH	CH32 24 x 100 LH	CH36 13 x 100 LH	CH43 33 x 96 LH
CH09 25 x 95 LH	CH06 25 x 94 LH	CH09 13 x 94 LH	CH20 53 x 97 AH	CH31 11 x 90 LH	CH33 5 x 100 LH	CH46 40 x 89 LH		

RegionKL-SOUTH MTD LCE 11.89% LCR 90.48% LH			
TVP1 12 x 90 LH	KLR1 0 x NaN LL	PAS1 39 x 89 LH	TVP1 2 x 100 LH

RegionNORTH ARCOT MTD LCE 30.21% LCR 92.55% LH									
NA01 42 x 90 LH	AKM1 56 x 97 AH	ANI1 37 x 98 LH	ARC2 14 x 93 LH	CYR1 20 x 100 LH	KPM1 34 x 90 LH	KPM2 44 x 78 LH	WJD1 49 x 95 LH	WJP1 66 x 99 HH	
NA02 23 x 95 LH	ABR1 6 x 100 LH	CGM1 6 x 100 LH	GDM1 21 x 84 LH	PLR1 13 x 100 LH	TRR1 12 x 97 LH	VEL1 44 x 96 LH	VEL2 52 x 93 AH	VNB1 11 x 100 LH	
NA03 24 x 95 LH	BGR1 40 x 95 LH	CPT1 27 x 100 LH	PTU1 23 x 94 LH	SBR1 6 x 100 LH	SLG1 30 x 100 LH	TRL1 11 x 100 LH	TRT1 68 x 83 HH	UGI1 41 x 96 LH	VSI1 17 x 96 LH

RegionSOUTH ARCOT MTD LCE 26.76% LCR 92.74% LH			
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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 42 x 92 LH	CUD1 53 x 85 AH		KLM1 30 x 98 LH		MKM1 26 x 100 LH		POY1 58 x 97 AH		POY2 20 x 98 LH	
SA02 19 x 93 LH	CDM1 12 x 96 LH	KKI2 49 x 92 LH	KML1 3 x 100 LH	NVL2 17 x 84 LH	PRT1 15 x 96 LH	STP1 3 x 100 LH	ULP1 19 x 96 LH	VCM1 10 x 89 LH		
SA03 21 x 94 LH	SJI1 6 x 100 LH	TDM1 39 x 87 LH	TRK1 44 x 95 LH	TVM1 19 x 100 LH	TVM2 6 x 100 LH	VPM1 31 x 96 LH	VPM2 5 x 100 LH			

SOUTH-01 MTD | LCE 38.99% | LCR 95.62% | LH

KVT1 37 x 96 LH	KVT1 31 x 98 LH	KYR1 25 x 100 LH	PKD1 54 x 96 AH	RND1 38 x 99 LH	SKD1 22 x 87 LH	SNL1 40 x 90 LH	STU2 52 x 100 AH	VKM1 40 x 90 LH
NGR1 18 x 97 LH	COL1 39 x 96 LH	KGL1 46 x 98 LH	KSM1 4 x 100 LH	MAR1 17 x 94 LH	MMT1 47 x 99 LH	NGR1 10 x 95 LH	TKY1 5 x 100 LH	
TKS1 30 x 97 LH	PDI1 35 x 96 LH	RPM1 11 x 93 LH	SDI1 8 x 100 LH	SGT1 58 x 100 AH	TKS1 45 x 93 LH	TKS2 48 x 99 LH		
TUT1 54 x 94 AH	ERL1 ∞ x 100 HH	ERL2 55 x 98 AH	TCN1 31 x 89 LH	TUT1 45 x 97 LH	TUT2 45 x 94 LH	TYI1 60 x 93 HH	UDN1 161 x 89 HH	
TVL1 51 x 98 AH	ARM1 41 x 97 LH	ASM1 40 x 95 LH	TVL1 69 x 100 HH	TVL2 52 x 96 AH	VLY1 28 x 91 LH			
VNR1 48 x 96 LH	APK1 40 x 95 LH	APK2 44 x 100 LH	SVK1 38 x 96 LH	VNR1 79 x 92 HH	VNR2 46 x 97 LH			

SOUTH-03 MTD | LCE 17.17% | LCR 91.06% | LH

DGL1 8 x 95 LH	DGL1 4 x 100 LH		DGL2 0 x NaN LL		MDU1 5 x 100 LH		MDU5 8 x 93 LH		MPA1 5 x 100 LH		NTM1 8 x 90 LH		PNI1 61 x 93 HH							
KKD2 13 x 96 LH	ATG1 5 x 91 LH		DKI1 18 x 96 LH		KKD2 14 x 100 LH		MNM1 1 x 100 LH		PNV1 9 x 100 LH		PVI1 33 x 95 LH		SGP1 3 x 100 LH		TDI1 4 x 100 LH		TPT1 2 x 100 LH			
KRR1 8 x 100 LH	KRR1 16 x 100 LH								ODM1 1 x 100 LH											
MDU2 20 x 89 LH	ADP1 10 x 86 LH		BNR1 44 x 89 LH		CBM1 17 x 96 LH		CMR1 49 x 89 LH		MDU2 9 x 100 LH		MDU3 1 x 100 LH		MDU4 16 x 75 LH		MDU6 43 x 86 LH		TEN1 9 x 92 LH		TEN2 6 x 88 LH	
SVG1 31 x 89 LH	BTU1 33 x 85 LH		KPT1 9 x 100 LH		KYK1 3 x 100 LH		MLR1 6 x 86 LH		NKI1 28 x 96 LH		PKM1 94 x 90 HH		SVG1 8 x 100 LH		TMM1 69 x 86 HH		USL1 39 x 90 LH			

TIRUPATI-01 MTD | LCE 79.86% | LCR 97.55% | HH

ATP1 134 x 99 HH	ADI1 60 x 95 AH		ATP1 66 x 97 HH		DHN1 150 x 99 HH		GTL1 383 x 100 HH		KNL1 155 x 100 HH		KNL2 133 x 100 HH		NDL1 49 x 94 LH		TPI1 196 x 99 HH	
KDA1 31 x 97 LH	BVL1 16 x 100 LH		KDA1 19 x 90 LH		KOU1 34 x 96 LH		MPL1 64 x 100 HH		PDT1 32 x 100 LH		PIL1 17 x 100 LH		RCY1 9 x 100 LH		RJP1 51 x 93 AH	
TPY1 76 x 96 HH	CTO1 31 x 98 LH	KHT1 96 x 100 HH	KVL1 23 x 100 LH	NLR1 67 x 96 HH	NYP1 132 x 98 HH	PGR1 94 x 97 HH	PMR1 126 x 100 HH	PUT1 40 x 97 LH	SPE1 83 x 93 HH	TPY1 85 x 95 HH	TPY2 48 x 88 LH	VKI1 177 x 96 HH				

TRICHY-01 MTD | LCE 33.93% | LCR 96.96% | LH

KUM1 38 x 97 LH	JKM1 14 x 96 LH	KUM1 67 x 95 HH	MVM1 61 x 99 HH	NCK1 47 x 97 LH	TVR1 10 x 100 LH	TVR2 8 x 100 LH	
PTK1 26 x 97 LH	APM1 44 x 98 LH	MDI1 17 x 95 LH	NGT1 28 x 98 LH	NMM1 75 x 98 HH	PTK1 4 x 100 LH	TTP1 7 x 92 LH	
TNJ1 58 x 96 AH	AYR1 35 x 96 LH	KIK1 27 x 93 LH	KRN1 76 x 94 HH	ORU1 47 x 96 LH	PDK1 125 x 96 HH	TNJ1 49 x 99 LH	TNJ2 64 x 98 HH



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Leads Capture Efficiency (LCE) = Follow-Up Leads / Follow-Up Leads Expected ; Leads Conversion Rate (LCR) = (Follow-Up Leads Won) / (Follow-Up Leads)

TRY1 16 x 97 LH	MSI1 4 x 100 LH	PBR1 20 x 100 LH	PBR2 29 x 95 LH	TRY1 17 x 98 LH	TRY2 45 x 100 LH	TRY3 5 x 100 LH	TYR1 4 x 100 LH	
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Region VIJAYAWADA-01 MTD | LCE 92.13% | LCR 97.10% | HH

BVR1 107 x 99 HH	AMP1 52 x 100 AH	BVR1 94 x 97 HH	DPE1 135 x 97 HH	ELU1 156 x 99 HH	JGG1 109 x 100 HH	KND1 122 x 100 HH	PAP1 92 x 100 HH	PPM1 227 x 100 HH	RMV1 267 x 99 HH	TDD1 54 x 96 AH	TNI1 0 x NaN LL	TNK1 44 x 100 LH	
GNT1 84 x 96 HH	BPP1 38 x 78 LH	CKT1 153 x 95 HH	CRL1 132 x 99 HH	GNT1 27 x 100 LH	GNT2 82 x 100 HH	KDR1 63 x 98 HH	NRT1 8 x 100 LH	OGL1 258 x 97 HH	PNR1 75 x 75 HH	PRL1 48 x 100 LH	RAL1 58 x 97 AH	VKN1 6 x 67 LH	
VJW1 87 x 97 HH	GDV1 165 x 100 HH	GVM1 100 x 90 HH	JPT1 120 x 91 HH	MTM1 47 x 100 LH	TEL1 67 x 96 HH	TVU1 104 x 100 HH	VJW1 64 x 98 HH	VJW2 27 x 100 LH	VJW3 107 x 100 HH	VJW4 53 x 86 AH	VJW5 101 x 100 HH	VUY1 99 x 96 HH	

Region WEST-01 MTD | LCE 36.35% | LCR 96.37% | LH

CBE1 27 x 98 LH	CBE1 51 x 98 AH	CBE2 9 x 100 LH	CBE3 13 x 100 LH	CBE4 5 x 100 LH	CBE5 0 x NaN LL	CBE6 86 x 99 HH	KMR1 42 x 95 LH	SNR1 12 x 95 LH	SUL1 39 x 95 LH	
PLI1 21 x 97 LH	DPM2 10 x 100 LH		KGM1 21 x 95 LH		PDM1 31 x 86 LH		PLI1 26 x 100 LH		UMP1 21 x 100 LH	
TPR1 55 x 97 AH	TPR1 64 x 96 HH				TPR2 2 x 100 LH		TPR3 97 x 98 HH			
TPR4 92 x 96 HH	ANR1 2 x 100 LH		AVI1 201 x 100 HH		GBM1 85 x 89 HH	PPI1 72 x 88 HH		SYM2 35 x 97 LH		TPR4 96 x 99 HH
UAM1 13 x 93 LH	CNR1 2 x 100 LH		GDR1 9 x 100 LH		KGI1 5 x 100 LH	KMD1 0 x NaN LL		MPM1 55 x 96 AH		UAM1 6 x 67 LH

Region WEST-02 MTD | LCE 30.88% | LCR 94.92% | LH

ERD1 44 x 94 LH	CMI1 40 x 69 LH	ERD1 58 x 96 AH	ERD2 14 x 100 LH	KMM1 21 x 93 LH	NKL2 35 x 94 LH	PDR1 56 x 95 AH	RSP1 56 x 97 AH	SGG1 71 x 97 HH	TCG1 35 x 97 LH	VKL1 83 x 94 HH
HSR1 17 x 96 LH	HSR1 25 x 97 LH		HSR2 32 x 92 LH	KRI1 19 x 100 LH	KVP1 0 x NaN LL	PLC1 0 x NaN LL		PMP1 9 x 100 LH		SGI1 17 x 100 LH
MTR1 22 x 95 LH	BMD1 5 x 100 LH	DPR1 9 x 100 LH	DPR2 58 x 96 AH	HRR1 51 x 100 AH	MCR1 20 x 97 LH		MTR1 1 x 100 LH	OML1 26 x 94 LH		TRM1 16 x 87 LH
SLM1 39 x 95 LH	APN1 95 x 90 HH	ATU1 58 x 96 AH	EDP1 5 x 100 LH	EPI1 3 x 100 LH	SLM1 56 x 98 AH		SLM2 35 x 100 LH	SLM3 7 x 85 LH		VPD1 30 x 97 LH