



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 : 19-Oct-2025					
Sales Zone	Expected	Leads	Won	LCE %	LCR %	Category
CHENNAI-01	8,654	886	611	10.24%	68.96%	LH
CHENNAI-02	7,746	1,170	664	15.10%	56.75%	LH
KL-SOUTH	586	51	40	8.70%	78.43%	LH
NORTH ARCOT	6,721	932	421	13.87%	45.17%	LA
SOUTH ARCOT	6,172	561	360	9.09%	64.17%	LH
SOUTH-01	14,672	2,500	1,627	17.04%	65.08%	LH
SOUTH-03	12,670	923	526	7.29%	56.99%	LH
TIRUPATI-01	5,330	1,172	944	21.99%	80.55%	LH
TRICHY-01	10,246	1,136	974	11.09%	85.74%	LH
VIJAYAWADA-01	5,767	1,798	1,559	31.18%	86.71%	LH
WEST-01	7,255	1,556	1,348	21.45%	86.63%	LH
WEST-02	9,324	1,021	735	10.95%	71.99%	LH
Total	95,143	13,706	9,809	14.41%	71.57%	LH

RegionCHENNAI-01 MTD LCE 10.24% LCR 68.96% LH								
CH03 8 x 70 LH	CGL1 8 x 85 LH	CH45 2 x 43 LA	GUD1 12 x 69 LH	GUD2 0 x 100 LH	MC10 8 x 22 LL	MRM1 17 x 72 LH	SKL1 3 x 71 LH	TKM1 9 x 78 LH
CH05 13 x 69 LH	AVD1 4 x 71 LH	CH05 15 x 59 LH	CH14 11 x 48 LA	CH26 6 x 100 LH	CH30 9 x 74 LH	CH35 14 x 68 LH	CH37 50 x 93 LH	
CH06 9 x 76 LH	CH08 16 x 66 LH	CH11 7 x 90 LH	CH16 3 x 80 LH	CH19 11 x 88 LH	CH29 4 x 100 LH	CH39 25 x 62 LH	CH40 2 x 100 LH	CH42 5 x 96 LH
CH08 11 x 61 LH	CH07 4 x 86 LH	CH22 18 x 47 LA	CH28 27 x 71 LH	CH38 5 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 15.10% LCR 56.75% LH								
CH01 11 x 67 LH	CH03 5 x 68 LH	CH06 10 x 58 LH	CH12 25 x 59 LH	CH23 13 x 100 LH	CH24 14 x 78 LH	MC06 1 x 100 LH		
CH04 17 x 50 LA	CH21 24 x 43 LA	CH34 13 x 57 LH	CH44 15 x 44 LA	GPD1 29 x 64 LH	MC05 4 x 100 LH	MJR1 20 x 41 LA	PON1 14 x 48 LA	UKI1 1 x 100 LH
CH07 20 x 54 LH	CH01 50 x 100 LH	CH15 28 x 46 LA	CH17 20 x 100 LH	CH18 15 x 71 LH	CH27 4 x 100 LH	CH32 14 x 100 LH	CH36 4 x 100 LH	CH43 21 x 32 LA
CH09 12 x 65 LH	CH09 4 x 89 LH	CH20 19 x 42 LA	CH31 4 x 83 LH	CH33 5 x 94 LH	CH41 19 x 60 LH	CH46 16 x 96 LH	CH51 NaN x NaN LL	

RegionKL-SOUTH MTD LCE 8.70% LCR 78.43% LH					
TVP1 9 x 78 LH	KLR1 1 x 100 LH	NYK1 NaN x NaN LL	PAS1 14 x 76 LH	PNL1 NaN x NaN LL	TVP1 10 x 79 LH

RegionNORTH ARCOT MTD LCE 13.87% LCR 45.17% LA									
NA01 23 x 33 LA	AKM1 36 x 20 LL	ANI1 5 x 100 LH	ARC2 4 x 100 LH	CYR1 8 x 47 LA	KPM1 11 x 72 LH	KPM2 41 x 22 LL	WJD1 13 x 68 LH	WJP1 16 x 78 LH	
NA02 9 x 62 LH	ABR1 8 x 83 LH	CGM1 0 x 100 LH	GDM1 12 x 41 LA	PLR1 5 x 100 LH	TRR1 8 x 66 LH	VEL1 15 x 71 LH	VEL2 14 x 53 LH	VEL3 NaN x NaN LL	VNB1 1 x 33 LA
NA03 8 x 71 LH	BGR1 12 x 70 LH	CPT1 6 x 91 LH	PTU1 7 x 83 LH	SBR1 0 x NaN LL	SLG1 4 x 33 LA	TRL1 7 x 96 LH	TRT1 7 x 39 LA	UGI1 18 x 68 LH	VSI1 15 x 75 LH

RegionSOUTH ARCOT MTD LCE 9.09% LCR 64.17% LH					
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SA01 13 x 58 LH	CUD1 23 x 50 LA		KLM1 10 x 55 LH		MKM1 3 x 100 LH		POY1 8 x 83 LH		POY2 7 x 71 LH	
SA02 8 x 67 LH	CDM1 15 x 42 LA	KKI2 18 x 74 LH	KML1 1 x 100 LH	NVL2 5 x 80 LH	PRT1 7 x 94 LH	STP1 2 x 100 LH	ULP1 1 x 100 LH	VCM1 8 x 90 LH		
SA03 6 x 72 LH	SJI1 NaN x NaN LL	SJI2 1 x 100 LH	TDM1 6 x 67 LH	TRK1 17 x 59 LH	TVM1 10 x 100 LH	TVM2 2 x 100 LH	VPM1 14 x 94 LH	VPM2 0 x 100 LH		

RegionSOUTH-01 MTD | LCE 17.04% | LCR 65.08% | LH

KVT1 16 x 62 LH	KVT1 7 x 72 LH	KYR1 3 x 57 LH	PKD1 31 x 45 LA	RND1 27 x 71 LH	SKD1 10 x 62 LH	SNL1 12 x 61 LH	STU2 15 x 93 LH	VKM1 17 x 67 LH
NGR1 11 x 62 LH	COL1 21 x 71 LH	KGL1 15 x 75 LH	KSM1 8 x 56 LH	MAR1 11 x 90 LH	MMT1 9 x 73 LH	NGR1 12 x 49 LA	TKY1 3 x 25 LL	
TKS1 16 x 78 LH	PD11 6 x 60 LH	RPM1 11 x 83 LH	SDI1 10 x 68 LH	SGT1 10 x 75 LH	TKS1 16 x 65 LH	TKS2 28 x 87 LH		
TUT1 17 x 65 LH	ERL1 ∞ x 100 HH	ERL2 23 x 66 LH	TCN1 12 x 74 LH	TUT1 14 x 62 LH	TUT2 15 x 57 LH	TYI1 15 x 81 LH	UDN1 51 x 65 AH	
TVL1 24 x 80 LH	ARM1 22 x 54 LH	ASM1 24 x 88 LH	TVL1 27 x 87 LH	TVL2 27 x 88 LH	VLY1 15 x 54 LH			
VNR1 20 x 40 LA	APK1 26 x 26 LL	APK2 39 x 48 LA	SVK1 7 x 52 LH	VNR1 30 x 34 LA	VNR2 13 x 46 LA			

RegionSOUTH-03 MTD | LCE 7.29% | LCR 56.99% | LH

DGL1 4 x 87 LH	DGL1 2 x 100 LH		DGL2 2 x 100 LH		MDU1 4 x 96 LH		MDU5 8 x 100 LH		MPA1 3 x 100 LH		NTM1 4 x 60 LH		PNI1 14 x 56 LH		
KKD2 2 x 88 LH	ATG1 1 x 100 LH	DKI1 2 x 67 LH	KKD2 9 x 100 LH	KKD3 1 x 100 LH	MNM1 0 x NaN LL	PNV1 2 x 100 LH	PVI1 8 x 91 LH	SGP1 1 x 100 LH	TDI1 1 x 67 LH	TPT1 1 x 67 LH					
KRR1 3 x 93 LH	KRR1 5 x 93 LH					ODM1 0 x 100 LH									
MDU2 14 x 43 LA	ADP1 1 x 100 LH	BNR1 11 x 64 LH	CBM1 3 x 50 LA	CMR1 19 x 88 LH	MDU2 8 x 69 LH	MDU3 1 x 100 LH	MDU4 5 x 57 LH	MDU6 55 x 29 AL	TEN1 4 x 92 LH	TEN2 2 x 67 LH					
SVG1 9 x 61 LH	BTU1 13 x 72 LH	KPT1 2 x 75 LH	KYK1 1 x 100 LH	MLR1 2 x 100 LH	NKI1 2 x 50 LA	PKM1 39 x 60 LH	SVG1 3 x 80 LH	TMM1 11 x 66 LH	USL1 11 x 32 LA						

RegionTIRUPATI-01 MTD | LCE 21.99% | LCR 80.55% | LH

ATP1 28 x 92 LH	ADI1 28 x 66 LH		ATP1 10 x 89 LH		DHN1 6 x 100 LH		GTL1 1 x 100 LH		HPR1 NaN x NaN LL		KNL1 64 x 99 HH		KNL2 13 x 92 LH		NDL1 16 x 79 LH		TPI1 110 x 97 HH								
KDA1 5 x 84 LH	BVL1 2 x 100 LH			KDA1 4 x 86 LH			KOU1 9 x 100 LH			MPL1 3 x 67 LH			PDT1 11 x 100 LH			PIL1 1 x 100 LH			RCY1 1 x 100 LH			RJP1 11 x 57 LH			
TPY1 28 x 73 LH	CTO1 6 x 95 LH		KHT1 28 x 82 LH		KVL1 14 x 40 LA		NLR1 18 x 78 LH		NYP1 38 x 88 LH		PGR1 28 x 89 LH		PMR1 49 x 98 LH		PUT1 17 x 62 LH		SPE1 23 x 83 LH		TPY1 48 x 45 LA		TPY2 31 x 53 LH		VKI1 52 x 99 AH		

RegionTRICHY-01 MTD | LCE 11.09% | LCR 85.74% | LH

KUM1 7 x 85 LH	KIK1 8 x 85 LH	KUM1 10 x 88 LH	NCK1 28 x 81 LH	NGT1 5 x 84 LH	TTP1 4 x 79 LH	TVR1 4 x 89 LH	TVR2 2 x 100 LH	
PBR1 9 x 85 LH	AYR1 18 x 100 LH	JKM1 1 x 100 LH	MSI1 3 x 83 LH	MVM1 15 x 84 LH	PBR1 6 x 91 LH	PBR2 11 x 71 LH	TYR1 6 x 92 LH	
TNJ1 17 x 84 LH	APM1 22 x 70 LH	MDI1 30 x 92 LH	NMM1 20 x 85 LH	ORU1 7 x 75 LH	PTK1 6 x 79 LH	TNJ1 13 x 82 LH	TNJ2 19 x 82 LH	



Follow-Up Lead Capturing Effectiveness as on 10/19/2025 10:00:02 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 11 x 89 LH	KRN1 6 x 88 LH		PDK1 66 x 85 HH		TRY1 4 x 98 LH		TRY2 24 x 90 LH		TRY3 2 x 100 LH		TRY4 2 x 100 LH						
Region VIJAYAWADA-01 MTD LCE 31.18% LCR 86.71% LH																	
BVR1 49 x 92 LH	AMP1 35 x 89 LH	BVR1 91 x 85 HH	DPE1 0 x NaN LL	ELU1 67 x 97 HH	JGG1 19 x 94 LH	KND1 71 x 99 HH	NPR1 0 x NaN LL	PAP1 63 x 86 HH	PPM1 133 x 99 HH	RMV1 43 x 99 LH	TDD1 21 x 88 LH	TNI1 2 x 100 LH	TNK1 15 x 97 LH				
GNT1 24 x 84 LH	BPP1 2 x 50 LA	CKT1 103 x 96 HH	CRL1 18 x 92 LH	GNT1 3 x 100 LH	GNT2 4 x 100 LH	KDR1 5 x 100 LH	NRT1 2 x 100 LH	OGL1 101 x 81 HH	PNR1 34 x 39 LA	PRL1 4 x 75 LH	RAL1 10 x 53 LH	VKN1 0 x NaN LL					
VJW1 18 x 74 LH	GDV1 4 x 100 LH	GVM1 19 x 42 LA	JPT1 31 x 49 LA	MTM1 13 x 48 LA	TEL1 21 x 81 LH	TVU1 33 x 96 LH	VJW1 16 x 100 LH	VJW2 1 x 100 LH	VJW3 13 x 64 LH	VJW4 36 x 83 LH	VJW5 22 x 81 LH	VUY1 6 x 100 LH					
Region WEST-01 MTD LCE 21.45% LCR 86.63% LH																	
CBE1 17 x 89 LH	CBE1 19 x 91 LH		CBE2 13 x 89 LH		CBE3 7 x 100 LH		CBE4 12 x 92 LH		CBE5 4 x 100 LH		CBE6 51 x 98 AH		KMR1 28 x 85 LH	SNR1 10 x 95 LH	SUL1 10 x 53 LH		
PLI1 10 x 87 LH	DPM2 4 x 100 LH			KGM1 12 x 96 LH			PDM1 12 x 84 LH			PLI1 16 x 81 LH			UMP1 4 x 100 LH				
TPR1 26 x 90 LH	TPR1 25 x 71 LH				TPR2 7 x 100 LH				TPR3 56 x 100 AH								
TPR4 56 x 85 AH	ANR1 44 x 97 LH		AVI1 84 x 97 HH			GBM1 103 x 73 HH			PPI1 59 x 89 AH		SYM2 6 x 69 LH		TPR4 26 x 79 LH				
UAM1 5 x 74 LH	CNR1 13 x 72 LH		GDR1 6 x 70 LH			KGI1 1 x 100 LH			KMD1 1 x 100 LH		MPM1 10 x 68 LH		UAM1 2 x 100 LH				
Region WEST-02 MTD LCE 10.95% LCR 71.99% LH																	
ERD1 18 x 73 LH	CMI1 6 x 45 LA		ERD1 17 x 79 LH		ERD2 8 x 74 LH		KMM1 8 x 54 LH		NKL2 15 x 73 LH		PDR1 22 x 77 LH		RSP1 13 x 53 LH		SGG1 33 x 40 LA	TCG1 3 x 100 LH	VKL1 88 x 88 HH
HSR1 6 x 69 LH	HSR1 14 x 93 LH		HSR2 12 x 58 LH			KRI1 7 x 100 LH			KVP1 1 x 100 LH		PLC1 1 x 67 LH		PMP1 5 x 25 LL		SGI1 1 x 100 LH		
MTR1 8 x 83 LH	BMD1 3 x 100 LH		DPR1 4 x 100 LH		DPR2 15 x 53 LH		HRR1 28 x 100 LH		MCR1 6 x 60 LH		MTR1 1 x 100 LH		OML1 11 x 81 LH		TRM1 3 x 55 LH		
SLM1 9 x 65 LH	APN1 28 x 42 LA		ATU1 12 x 59 LH		EDP1 3 x 100 LH		EPI1 2 x 100 LH		SLM1 13 x 77 LH		SLM2 7 x 88 LH		SLM3 2 x 44 LA		VPD1 9 x 65 LH		