



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 Efficiency (LCE)	Follow-Up Lead Conversion 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-Mar-2026 To Date : 20-Mar-2026						
Sales Zone	Expected	Leads	Won	LCE %	LCR %	Category
CHENNAI-01	9,602	1,182	983	12.31%	83.16%	LH
CHENNAI-02	8,432	1,415	1,204	16.78%	85.09%	LH
KL-NORTH	793	48	44	6.06%	91.67%	LH
KL-SOUTH	846	174	159	20.58%	91.38%	LH
NORTH ARCOT	7,350	965	686	13.13%	71.09%	LH
SOUTH ARCOT	5,456	404	237	7.40%	58.66%	LH
SOUTH-01	12,545	2,334	1,765	18.60%	75.62%	LH
SOUTH-03	9,616	681	451	7.08%	66.23%	LH
TIRUPATI-01	4,610	1,320	1,074	28.64%	81.36%	LH
TRICHY-01	8,517	1,090	936	12.80%	85.87%	LH
VIJAYAWADA-01	5,241	1,957	1,680	37.34%	85.85%	LH
WEST-01	6,057	2,020	1,758	33.35%	87.03%	LH
WEST-02	7,848	1,707	1,402	21.75%	82.13%	LH
Total	86,913	15,297	12,379	17.60%	80.92%	LH

Region **CHENNAI-01 MTD | LCE 12.31% | LCR 83.16% | LH**

CH03 15 x 82 LH	CGL1 3 x 100 LH	CH45 3 x 91 LH	GUD1 14 x 93 LH	GUD2 19 x 92 LH	MC10 2 x 100 LH	MRM1 12 x 52 LH	SKL1 22 x 87 LH	TKM1 57 x 77 AH		
CH05 15 x 82 LH	AVD1 11 x 82 LH	CH05 7 x 96 LH	CH14 18 x 81 LH	CH26 3 x 100 LH	CH30 23 x 72 LH	CH35 33 x 87 LH	CH37 13 x 62 LH			
CH06 13 x 84 LH	CH08 27 x 80 LH	CH11 ∞ x 100 HH	CH16 18 x 85 LH	CH19 14 x 86 LH	CH25 12 x 96 LH	CH29 1 x 100 LH	CH39 10 x 85 LH	CH40 5 x 50 LA	CH42 8 x 100 LH	CH49 8 x 64 LH
CH08 5 x 88 LH	CH07 8 x 86 LH	CH22 9 x 84 LH	CH28 2 x 100 LH	CH38 6 x 87 LH	CH47 3 x 100 LH	CH48 6 x 87 LH	KNR1 3 x 83 LH	MC09 4 x 100 LH		

Region **CHENNAI-02 MTD | LCE 16.78% | LCR 85.09% | LH**

CH01 12 x 88 LH	CH03 2 x 100 LH	CH06 4 x 100 LH	CH12 26 x 87 LH	CH23 3 x 100 LH	CH24 26 x 86 LH	MC06 1 x 100 LH		
CH04 14 x 85 LH	CH21 32 x 82 LH	CH31 4 x 100 LH	CH34 16 x 81 LH	CH51 14 x 88 LH	GPD1 12 x 93 LH	MJR1 4 x 92 LH	PON1 10 x 95 LH	UKI1 2 x 100 LH
CH07 22 x 82 LH	CH01 49 x 100 LH	CH15 38 x 77 LH	CH17 7 x 96 LH	CH18 31 x 85 LH	CH27 7 x 100 LH	CH32 11 x 100 LH	CH36 3 x 100 LH	CH43 10 x 89 LH
CH09 19 x 87 LH	CH09 ∞ x 100 HH	CH20 20 x 76 LH	CH33 15 x 86 LH	CH41 23 x 85 LH	CH44 27 x 90 LH	CH46 32 x 98 LH	CH50 9 x 73 LH	MC05 4 x 100 LH

Region **KL-NORTH MTD | LCE 6.06% | LCR 91.67% | LH**

TVP1 6 x 92 LH	KZD1 6 x 92 LH							
----------------------	----------------------	--	--	--	--	--	--	--

Region **KL-SOUTH MTD | LCE 20.58% | LCR 91.38% | LH**

TVP1 21 x 91 LH	KLR1 56 x 100 AH	PAS1 30 x 78 LH	PNL1 5 x 100 LH	TVP1 10 x 95 LH				
-----------------------	------------------------	-----------------------	-----------------------	-----------------------	--	--	--	--

Region **NORTH ARCOT MTD | LCE 13.13% | LCR 71.09% | LH**

NA01 27 x 70 LH	AKM1 28 x 78 LH	ANI1 10 x 88 LH	ARC2 1 x 100 LH	CYR1 5 x 89 LH	KPM1 26 x 68 LH	KPM2 43 x 54 LH	WJD1 32 x 90 LH	WJP1 32 x 85 LH
-----------------------	-----------------------	-----------------------	-----------------------	----------------------	-----------------------	-----------------------	-----------------------	-----------------------



Follow-Up Lead Capturing Effectiveness as on 3/20/2026 10:00:12 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)

NA02 9 x 70 LH	ABR1 0 x 100 LH	CGM1 0 x NaN LL	GDM1 1 x 100 LH	PLR1 3 x 100 LH	TRR1 1 x 100 LH	VEL1 20 x 65 LH	VEL2 26 x 70 LH	VNB1 0 x 100 LH	
NA03 3 x 85 LH	BGR1 16 x 80 LH	CPT1 0 x 100 LH	PTU1 0 x NaN LL	SBR1 1 x 100 LH	SLG1 2 x 80 LH	TRL1 4 x 100 LH	TRT1 1 x 100 LH	UGI1 1 x 50 LA	VSI1 1 x 33 LA

Region SOUTH ARCOT MTD | LCE 7.40% | LCR 58.66% | LH

SA01 18 x 51 LH	CUD1 41 x 45 LA	KLM1 8 x 86 LH	MKM1 0 x NaN LL	POY1 4 x 100 LH	POY2 14 x 48 LA			
SA02 2 x 100 LH	CDM1 1 x 100 LH	KKI2 4 x 100 LH	KML1 1 x 100 LH	NVL2 2 x 100 LH	PRT1 0 x 100 LH	STP1 0 x NaN LL	ULP1 1 x 100 LH	VCM1 4 x 100 LH
SA03 3 x 86 LH	SJI1 NaN x NaN LL	SJI2 0 x 100 LH	TDM1 4 x 60 LH	TRK1 3 x 78 LH	TVM1 5 x 100 LH	TVM2 2 x 100 LH	VPM1 11 x 100 LH	VPM2 0 x NaN LL

Region SOUTH-01 MTD | LCE 18.60% | LCR 75.62% | LH

KVT1 18 x 78 LH	KVT1 10 x 86 LH	KYR1 6 x 80 LH	PKD1 31 x 76 LH	RND1 24 x 70 LH	SKD1 27 x 77 LH	SNL1 26 x 78 LH	STU2 13 x 100 LH	VKM1 22 x 78 LH
NGR1 17 x 77 LH	COL1 11 x 88 LH	KGL1 12 x 72 LH	KSM1 17 x 100 LH	MAR1 19 x 85 LH	MMT1 12 x 84 LH	NGR1 21 x 68 LH	TKY1 2 x 100 LH	
TKS1 22 x 90 LH	PDI1 10 x 89 LH	RPM1 18 x 93 LH	SDI1 5 x 64 LH	SGT1 45 x 94 LH	TKS1 20 x 84 LH	TKS2 30 x 92 LH		
TUT1 19 x 66 LH	ERL1 NaN x NaN LL	ERL2 25 x 70 LH	TCN1 15 x 80 LH	TUT1 16 x 63 LH	TUT2 14 x 68 LH	TYI1 29 x 61 LH	UDN1 48 x 68 LH	
TVL1 19 x 84 LH	ARM1 31 x 73 LH	ASM1 23 x 89 LH	TVL1 17 x 88 LH	VLY1 17 x 73 LH				
VNR1 17 x 62 LH	APK1 10 x 61 LH	APK2 28 x 77 LH	SVK1 8 x 82 LH	VNR1 37 x 77 LH	VNR2 15 x 28 LL			

Region SOUTH-03 MTD | LCE 7.08% | LCR 66.23% | LH

KKD2 7 x 71 LH	ATG1 1 x 67 LH	DKI1 1 x 100 LH	KKD2 NaN x NaN LL	KKD3 14 x 85 LH	MNM1 1 x 100 LH	PNV1 NaN x NaN LL	PNV2 1 x 100 LH	PVI1 28 x 62 LH	SGP1 1 x 100 LH	TDI1 1 x 100 LH	TPT1 8 x 52 LH
KRR1 2 x 83 LH	KRR1 4 x 100 LH	MPA1 1 x 100 LH	NTM1 0 x NaN LL	ODM1 2 x 100 LH	PNI1 4 x 43 LA						
MDU1 5 x 69 LH	DGL1 2 x 100 LH	DGL2 4 x 86 LH	MDU1 2 x 100 LH	MDU2 3 x 100 LH	MDU3 3 x 100 LH	MDU4 16 x 54 LH	MDU5 3 x 100 LH	MDU6 18 x 49 LA			
SVG1 9 x 45 LA	BTU1 6 x 67 LH	KPT1 0 x 100 LH	KYK1 0 x NaN LL	MDU7 4 x 75 LH	MLR1 5 x 90 LH	NKI1 7 x 42 LA	SVG1 1 x 100 LH	TMM1 30 x 35 LA	USL1 5 x 50 LA		
TEN1 12 x 78 LH	ADP1 8 x 47 LA	BNR1 13 x 40 LA	CBM1 8 x 90 LH	CMR1 28 x 98 LH	PKM1 23 x 80 LH	TEN1 3 x 100 LH	TEN2 6 x 87 LH				

Region TIRUPATI-01 MTD | LCE 28.64% | LCR 81.36% | LH

ATP1 32 x 88 LH	ADI1 18 x 80 LH	ATP1 29 x 68 LH	DHN1 15 x 94 LH	GTL1 23 x 100 LH	KNL1 19 x 91 LH	KNL2 39 x 92 LH	NDL1 44 x 94 LH	TPI1 79 x 98 HH	
KDA1 20 x 85 LH	BVL1 3 x 100 LH	KAR1 3 x 80 LH	KDA1 11 x 95 LH	KOU1 8 x 55 LH	MPL1 69 x 96 HH	PDT1 10 x 100 LH	PIL1 3 x 67 LH	RCY1 20 x 72 LH	RJP1 41 x 70 LH
NLR1 33 x 84 LH	KDR1 89 x 99 HH	KHT1 28 x 59 LH	KVL1 38 x 77 LH	NLR1 33 x 87 LH	NYP1 22 x 73 LH	SPE1 18 x 91 LH	VKI1 24 x 85 LH		
TPY1 32 x 70 LH	CTO1 42 x 73 LH	PGR1 30 x 75 LH	PMR1 34 x 89 LH	PUT1 26 x 62 LH	TPY1 51 x 57 AH	TPY2 18 x 74 LH			

Region TRICHY-01 MTD | LCE 12.80% | LCR 85.87% | LH



Follow-Up Lead Capturing Effectiveness as on 3/20/2026 10:00:12 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)

KUM1 9 x 89 LH	KIK1 2 x 100 LH	KUM1 22 x 83 LH	NCK1 30 x 96 LH	NGT1 7 x 85 LH	TTP1 2 x 100 LH	TVR1 4 x 100 LH	TVR2 0 x NaN LL
PBR1 15 x 88 LH	AYR1 3 x 86 LH	JKM1 3 x 88 LH	MSI1 2 x 100 LH	MVM1 41 x 93 LH	PBR1 11 x 70 LH	PBR2 13 x 81 LH	TYR1 11 x 86 LH
TNJ1 23 x 83 LH	APM1 21 x 81 LH	MDI1 37 x 95 LH	NMM1 49 x 91 LH	ORU1 24 x 73 LH	PTK1 20 x 74 LH	TNJ1 10 x 80 LH	TNJ2 15 x 68 LH
TRY1 5 x 85 LH	KRN1 4 x 82 LH	PDK1 27 x 71 LH	TRY1 3 x 96 LH	TRY2 2 x 100 LH	TRY3 4 x 100 LH	TRY4 4 x 100 LH	

Region VIJAYAWADA-01 MTD | LCE 37.34% | LCR 85.85% | LH

BVR1 33 x 88 LH	AMP1 19 x 56 LH	BVR1 36 x 81 LH	DPE1 16 x 82 LH	ELU1 54 x 98 AH	JGG1 5 x 100 LH	KND1 40 x 97 LH	NPR1 12 x 100 LH	PAP1 41 x 86 LH	PPM1 54 x 100 AH	RMV1 62 x 78 HH	TDD1 12 x 92 LH	TNI1 23 x 97 LH	TNK1 8 x 78 LH
GNT1 41 x 90 LH	BPP1 30 x 81 LH	CKT1 141 x 96 HH	CRL1 14 x 69 LH	GNT1 14 x 93 LH	GNT2 24 x 93 LH	NRT1 29 x 98 LH	OGL1 85 x 90 HH	PNR1 28 x 50 LA	PRL1 16 x 73 LH	RAL1 27 x 100 LH	TEL1 86 x 90 HH	VKN1 9 x 90 LH	
VJW1 40 x 79 LH	GDV1 30 x 71 LH	GVM1 69 x 78 HH	JPT1 67 x 76 HH	MTM1 36 x 90 LH	TVU1 35 x 89 LH	VJW1 40 x 84 LH	VJW2 29 x 94 LH	VJW3 34 x 80 LH	VJW4 37 x 69 LH	VJW5 45 x 71 LH	VUY1 4 x 67 LH		

Region WEST-01 MTD | LCE 33.35% | LCR 87.03% | LH

CBE1 46 x 87 LH	CBE1 27 x 98 LH	CBE2 76 x 82 HH	CBE3 38 x 85 LH	CBE4 17 x 95 LH	CBE5 48 x 100 LH	CBE6 46 x 99 LH	KMR1 44 x 88 LH	SNR1 30 x 88 LH	SUL1 25 x 85 LH
PLI1 9 x 87 LH	DPM2 4 x 100 LH	KGM1 5 x 88 LH	PDM1 6 x 100 LH	PLI1 15 x 83 LH	UMP1 11 x 82 LH				
TPR1 27 x 91 LH	TPR1 31 x 84 LH	TPR2 2 x 100 LH	TPR3 68 x 97 HH						
TPR4 51 x 92 AH	ANR1 13 x 80 LH	AVI1 38 x 99 LH	GBM1 76 x 93 HH	PPI1 68 x 84 HH	SYM2 13 x 58 LH	TPR4 89 x 99 HH			
UAM1 10 x 52 LH	CNR1 11 x 46 LA	GDR1 21 x 52 LH	KGI1 11 x 53 LH	KMD1 1 x 100 LH	MPM1 14 x 47 LA	UAM1 5 x 70 LH			

Region WEST-02 MTD | LCE 21.75% | LCR 82.13% | LH

ERD1 42 x 84 LH	CMI1 33 x 60 LH	ERD1 50 x 80 LH	ERD2 36 x 91 LH	KMM1 31 x 79 LH	NKL2 46 x 89 LH	PDR1 34 x 88 LH	RSP1 39 x 79 LH	SGG1 98 x 94 HH	TCG1 33 x 80 LH	VKL1 33 x 90 LH
HSR1 8 x 81 LH	HSR1 13 x 85 LH	HSR2 12 x 71 LH	KAM1 7 x 50 LA	KRI1 2 x 100 LH	KVP1 3 x 100 LH	PLC1 8 x 80 LH	PMP1 4 x 100 LH	SGI1 7 x 100 LH		
MTR1 19 x 84 LH	BMD1 31 x 84 LH	DPR1 12 x 82 LH	DPR2 42 x 72 LH	HRR1 47 x 98 LH	MCR1 10 x 88 LH	MTR1 1 x 100 LH	OML1 10 x 81 LH	TRM1 16 x 74 LH		
SLM1 16 x 75 LH	APN1 33 x 63 LH	ATU1 34 x 66 LH	EDP1 2 x 100 LH	EPI1 3 x 71 LH	SLM1 18 x 86 LH	SLM2 11 x 83 LH	SLM3 8 x 100 LH	VPD1 11 x 65 LH		