

		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-Aug-2025 To Date : 20-Aug-2025					
Sales Zone	Expected	Leads	Won	LCE %	LCR %	Category
CHENNAI-01	8,287	2,182	675	26.33%	30.93%	LA
CHENNAI-02	7,353	2,123	747	28.87%	35.19%	LA
KL-SOUTH	489	145	60	29.65%	41.38%	LA
NORTH ARCOT	6,127	2,044	547	33.36%	26.76%	LL
SOUTH ARCOT	5,460	1,362	413	24.95%	30.32%	LA
SOUTH-01	11,989	3,117	921	26.00%	29.55%	LL
SOUTH-03	8,601	1,806	617	21.00%	34.16%	LA
TIRUPATI-01	3,903	2,648	1,634	67.85%	61.71%	HH
TRICHY-01	8,959	2,671	1,512	29.81%	56.61%	LH
VIJAYAWADA-01	3,935	3,536	2,616	89.86%	73.98%	HH
WEST-01	5,879	1,815	1,037	30.87%	57.13%	LH
WEST-02	7,322	2,620	1,181	35.78%	45.08%	LA
Total	78,304	26,069	11,960	33.29%	45.88%	LA

RegionCHENNAI-01 MTD   LCE 26.33%   LCR 30.93%   LA								
CH03 29 x 32 LA	CGL1 51 x 45 AA	CH45 15 x 33 LA	GUD1 29 x 36 LA	GUD2 11 x 39 LA	MC10 33 x 34 LA	MRM1 38 x 18 LL	SKL1 12 x 33 LA	TKM1 46 x 29 LL
CH05 33 x 25 LL	AVD1 22 x 32 LA	CH05 23 x 31 LA	CH14 60 x 24 HL	CH26 5 x 71 LH	CH30 32 x 18 LL	CH35 35 x 24 LL	CH37 20 x 22 LL	
CH06 24 x 38 LA	CH08 44 x 21 LL	CH11 16 x 78 LH	CH16 16 x 58 LH	CH19 20 x 65 LH	CH29 11 x 18 LL	CH39 57 x 28 AL	CH40 11 x 21 LL	CH42 11 x 28 LL
CH08 19 x 29 LL	CH07 21 x 43 LA	CH22 35 x 17 LL	CH28 32 x 26 LL	CH38 11 x 40 LA	CH48 0 x NaN LL	KNR1 21 x 38 LA	MC02 0 x NaN LL	MC09 32 x 10 LL

RegionCHENNAI-02 MTD   LCE 28.87%   LCR 35.19%   LA								
CH01 22 x 37 LA	CH03 4 x 76 LH	CH12 41 x 30 LA	CH23 12 x 45 LA	CH24 36 x 37 LA	CH41 44 x 34 LA	MC06 11 x 22 LL	MC08 16 x 100 LH	
CH04 36 x 34 LA	CH21 44 x 33 LA	CH34 37 x 28 LL	CH44 38 x 23 LL	GPD1 42 x 44 LA	MC05 38 x 12 LL	MJR1 20 x 30 LA	PON1 47 x 48 LA	UKI1 25 x 58 LH
CH07 31 x 34 LA	CH01 129 x 100 HH	CH15 45 x 26 LL	CH17 10 x 94 LH	CH18 33 x 23 LL	CH27 9 x 100 LH	CH32 16 x 100 LH	CH36 8 x 82 LH	CH43 30 x 30 LA
CH09 24 x 38 LA	CH06 29 x 23 LL	CH09 15 x 52 LH	CH20 37 x 29 LL	CH31 13 x 94 LH	CH33 5 x 100 LH	CH46 39 x 38 LA		

RegionKL-SOUTH MTD   LCE 29.65%   LCR 41.38%   LA	
TVP1 30 x 41 LA	PAS1 45 x 57 LH
	TVP1 22 x 26 LL

RegionNORTH ARCOT MTD   LCE 33.36%   LCR 26.76%   LL									
NA01 45 x 23 LL	AKM1 49 x 14 LL	ANI1 30 x 31 LA	ARC2 7 x 44 LA	CYR1 20 x 31 LA	KPM1 42 x 27 LL	KPM2 57 x 24 AL	WJD1 51 x 26 AL	WJP1 74 x 18 HL	
NA02 25 x 29 LL	ABR1 16 x 45 LA	CGM1 16 x 40 LA	GDM1 19 x 28 LL	PLR1 28 x 50 LA	TRR1 11 x 29 LL	VEL1 35 x 46 LA	VEL2 44 x 12 LL	VNB1 28 x 13 LL	
NA03 30 x 31 LA	BGR1 37 x 26 LL	CPT1 36 x 7 LL	PTU1 29 x 53 LH	SBR1 14 x 50 LA	SLG1 26 x 26 LL	TRL1 12 x 62 LH	TRT1 65 x 23 HL	UGI1 55 x 35 AA	VSI1 26 x 38 LA

RegionSOUTH ARCOT MTD   LCE 24.95%   LCR 30.32%   LA
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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 32 x 30 LL	CUD1 42 x 28 LL		KLM1 35 x 21 LL		MKM1 26 x 17 LL		POY1 19 x 59 LH		POY2 30 x 24 LL		
SA02 17 x 34 LA	CDM1 28 x 38 LA	KKI2 45 x 29 LL	KML1 3 x 57 LH	NVL2 9 x 37 LA	PRT1 3 x 71 LH		STP1 3 x 20 LL	ULP1 5 x 35 LA	VCM1 11 x 22 LL		
SA03 27 x 29 LL	SJI1 15 x 11 LL	TDM1 31 x 24 LL		TRK1 44 x 29 LL		TVM1 22 x 50 LA		TVM2 20 x 26 LL		VPM1 40 x 31 LA	VPM2 9 x 35 LA

SOUTH-01 MTD | LCE 26.00% | LCR 29.55% | LL

KVT1 24 x 21 LL	KVT1 16 x 18 LL	KYR1 8 x 15 LL	PKD1 37 x 23 LL	RND1 42 x 23 LL	SKD1 0 x NaN LL	SNL1 28 x 27 LL	STU2 29 x 21 LL	VKM1 48 x 16 LL
NGR1 10 x 37 LA	COL1 13 x 0 LL	KGL1 24 x 8 LL	KSM1 11 x 29 LL	MAR1 10 x 57 LH	MMT1 12 x 19 LL	NGR1 5 x 92 LH	TKY1 9 x 26 LL	
TKS1 20 x 32 LA	PDI1 17 x 35 LA	RPM1 5 x 45 LA	SDI1 26 x 37 LA	SGT1 47 x 20 LL	TKS1 34 x 27 LL	TKS2 11 x 45 LA		
TUT1 31 x 29 LL	ERL1 107 x 43 HA	ERL2 0 x NaN LL	TCN1 40 x 18 LL	TUT1 38 x 27 LL	TUT2 12 x 15 LL	TYI1 22 x 39 LA	UDN1 74 x 42 HA	
TVL1 25 x 53 LH	ARM1 32 x 34 LA	ASM1 28 x 64 LH	TVL1 23 x 60 LH	TVL2 28 x 68 LH	VLY1 26 x 31 LA			
VNR1 47 x 20 LL	APK1 40 x 34 LA	SVK1 43 x 23 LL	VNR1 56 x 32 AA	VNR2 48 x 10 LL				

SOUTH-03 MTD | LCE 21.00% | LCR 34.16% | LA

DGL1 9 x 62 LH	DGL1 4 x 100 LH		DGL2 2 x 100 LH		MDU1 6 x 100 LH		MDU5 17 x 64 LH		MPA1 0 x 100 LH		NTM1 20 x 22 LL		PNI1 51 x 42 AA							
KKD2 13 x 31 LA	ATG1 5 x 77 LH		DKI1 34 x 7 LL		KKD2 4 x 100 LH		MNM1 7 x 67 LH		PNV1 17 x 24 LL		PVI1 34 x 28 LL		SGP1 2 x 100 LH		TDI1 2 x 33 LA		TPT1 3 x 89 LH			
KRR1 8 x 100 LH	KRR1 12 x 100 LH								ODM1 4 x 100 LH											
MDU2 27 x 32 LA	ADP1 30 x 25 LL		BNR1 57 x 22 AL		CBM1 21 x 20 LL		CMR1 45 x 77 LH		MDU2 16 x 32 LA		MDU3 6 x 100 LH		MDU4 15 x 44 LA		MDU6 45 x 34 LA		TEN1 20 x 24 LL		TEN2 22 x 4 LL	
SVG1 40 x 26 LL	BTU1 75 x 31 HA		KPT1 11 x 17 LL		MLR1 3 x 71 LH		NKI1 42 x 22 LL		PKM1 57 x 64 AH		SVG1 27 x 21 LL		TMM1 55 x 12 AL		USL1 57 x 20 AL					

TIRUPATI-01 MTD | LCE 67.85% | LCR 61.71% | HH

ATP1 88 x 76 HH	ADI1 62 x 18 HL		ATP1 25 x 63 LH		DHN1 120 x 79 HH		GTL1 235 x 94 HH		KNL1 109 x 86 HH		KNL2 79 x 93 HH		NDL1 61 x 15 HL		TPI1 203 x 88 HH							
KDA1 42 x 60 LH	BVL1 23 x 32 LA		KDA1 36 x 56 LH		KOU1 32 x 50 LA		MPL1 18 x 78 LH		PDT1 75 x 82 HH		PIL1 40 x 66 LH		RCY1 49 x 53 LH		RJP1 69 x 43 HA							
TPY1 67 x 50 HA	CTO1 44 x 36 LA		KHT1 83 x 51 HH		NLR1 101 x 61 HH		NYP1 45 x 69 LH		PGR1 79 x 61 HH		PMR1 67 x 56 HH		PUT1 57 x 22 AL		SPE1 95 x 69 HH		TPY1 71 x 44 HA		TPY2 55 x 34 AA		VKI1 86 x 53 HH	

TRICHY-01 MTD | LCE 29.81% | LCR 56.61% | LH

KUM1 37 x 51 LH	JKM1 14 x 71 LH	KUM1 57 x 50 AH	MVM1 66 x 39 HA	NCK1 39 x 82 LH	TVR1 15 x 82 LH	TVR2 5 x 76 LH	
PTK1 19 x 40 LA	APM1 48 x 29 LL	MDI1 8 x 92 LH	NGT1 15 x 31 LA	NMM1 49 x 27 LL	PTK1 3 x 100 LH	TTP1 18 x 43 LA	
TNJ1 35 x 81 LH	AYR1 27 x 97 LH	KIK1 26 x 61 LH	KRN1 32 x 89 LH	ORU1 24 x 63 LH	PDK1 106 x 72 HH	TNJ1 29 x 91 LH	TNJ2 28 x 91 LH



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TRY1 27 x 44 LA	MSI1 9 x 95 LH	PBR1 6 x 73 LH	PBR2 42 x 29 LL	TRY1 24 x 55 LH	TRY2 50 x 35 AA	TRY3 24 x 82 LH	TYR1 24 x 17 LL	
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Region VIJAYAWADA-01 MTD | LCE 89.86% | LCR 73.98% | HH

BVR1 113 x 76 HH	AMP1 76 x 66 HH	BVR1 65 x 49 HA	DPE1 134 x 88 HH	ELU1 133 x 76 HH	JGG1 163 x 83 HH	KND1 99 x 94 HH	PAP1 130 x 76 HH	PPM1 189 x 80 HH	RMV1 178 x 91 HH	TDD1 80 x 65 HH	TNK1 85 x 61 HH	
GNT1 85 x 75 HH	BPP1 53 x 57 AH	CKT1 143 x 91 HH	CRL1 85 x 83 HH	GNT1 53 x 68 AH	GNT2 105 x 89 HH	KDR1 148 x 84 HH	NRT1 35 x 48 LA	OGL1 187 x 87 HH	PNR1 68 x 37 HA	PRL1 57 x 66 AH	RAL1 40 x 16 LL	VKN1 37 x 34 LA
VJW1 73 x 71 HH	GDV1 121 x 83 HH	GVM1 71 x 71 HH	JPT1 59 x 67 AH	MTM1 69 x 60 HH	TEL1 71 x 57 HH	TVU1 66 x 57 HH	VJW1 47 x 92 LH	VJW2 75 x 72 HH	VJW3 86 x 58 HH	VJW4 55 x 58 AH	VJW5 72 x 90 HH	VUY1 112 x 82 HH

Region WEST-01 MTD | LCE 30.87% | LCR 57.13% | LH

CBE1 24 x 78 LH	CBE1 46 x 65 LH	CBE2 8 x 98 LH	CBE3 13 x 100 LH	CBE4 20 x 92 LH	CBE6 47 x 92 LH	KMR1 31 x 87 LH	SNR1 20 x 63 LH	SUL1 35 x 27 LL	
PLI1 19 x 46 LA	DPM2 17 x 40 LA	KGM1 24 x 23 LL	PDM1 27 x 44 LA	PLI1 14 x 59 LH	UMP1 20 x 69 LH				
TPR1 40 x 56 LH	TPR1 58 x 28 AL	TPR2 4 x 75 LH	TPR3 76 x 87 HH						
TPR4 66 x 53 HH	ANR1 32 x 48 LA	AVI1 50 x 85 LH	GBM1 73 x 28 HL	PPI1 123 x 53 HH	SYM2 62 x 34 HA	TPR4 38 x 77 LH			
UAM1 20 x 23 LL	CNR1 7 x 56 LH	GDR1 12 x 20 LL	KGI1 34 x 16 LL	KMD1 0 x NaN LL	MPM1 41 x 19 LL	UAM1 16 x 33 LA			

Region WEST-02 MTD | LCE 35.78% | LCR 45.08% | LA

ERD1 49 x 47 LA	CMI1 40 x 27 LL	ERD1 70 x 57 HH	ERD2 15 x 70 LH	KMM1 30 x 34 LA	NKL2 50 x 40 AA	PDR1 41 x 35 LA	RSP1 44 x 37 LA	SGG1 59 x 38 AA	TCG1 57 x 48 AA	VKL1 111 x 62 HH	
HSR1 22 x 37 LA	HSR1 36 x 64 LH	HSR2 34 x 20 LL	KRI1 18 x 60 LH	KVP1 1 x 100 LH	PLC1 14 x 33 LA	PMP1 12 x 43 LA	SGI1 27 x 7 LL				
MTR1 37 x 44 LA	BMD1 10 x 16 LL	DPR1 11 x 82 LH	DPR2 56 x 39 AA	HRR1 88 x 88 HH	MCR1 37 x 14 LL	MTR1 20 x 14 LL	OML1 38 x 14 LL	TRM1 32 x 28 LL			
SLM1 33 x 47 LA	APN1 52 x 38 AA	ATU1 49 x 21 LL	EDP1 7 x 42 LA	EPI1 7 x 18 LL	SLM1 44 x 82 LH	SLM2 26 x 64 LH	SLM3 23 x 20 LL	VPD1 43 x 33 LA			