

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 Efficency (LCE)
Low <= 50%
Average 50-60%
High 60+

Follow-Up Lead Converion Rate (LCR)								
Low <= 30%	Average 30 to 50 %	High 50%+						
LL- Week Funnel	LA-Good sales, but no follow-up	LH-Strong seller, no database						
AL-Missed Sales and leads	AA-Balanced Funnel	AH-High potential, improve lead capturing						
HL -Interest, no buys	HA-Good data + decent sales	HH-Best-case; data rich and high revenue						

	From Date: 01-Aug-2025 To Date: 21-Aug-2025										
Sales Zone	Expected	Leads	Won	LCE %	LCR %	Category					
CHENNAI-01	8,746	2,241	717	25.62%	31.99%	LA					
CHENNAI-02	7,711	2,204	815	28.58%	36.98%	LA					
KL-SOUTH	671	156	71	23.24%	45.51%	LA					
NORTH ARCOT	6,478	2,124	589	32.79%	27.73%	LL					
SOUTH ARCOT	5,710	1,408	452	24.66%	32.10%	LA					
SOUTH-01	12,905	3,255	1,023	25.22%	31.43%	LA					
SOUTH-03	9,103	1,863	660	20.47%	35.43%	LA					
TIRUPATI-01	4,180	2,871	1,829	68.68%	63.71%	HH					
TRICHY-01	9,442	2,782	1,615	29.47%	58.05%	LH					
VIJAYAWADA-01	4,223	3,745	2,816	88.68%	75.19%	HH					
WEST-01	6,212	1,880	1,093	30.26%	58.14%	LH					
WEST-02	7,763	2,702	1,252	34.80%	46.34%	LA					
Total	83,145	27,231	12,932	32.75%	47.49%	LA					

Region			CHENNAI-01	MTD LC	E 25.62%	LCR 31.99	% LA		
CH03	CGL1	CH45	GUD1	GUD2	MC10	MRM1	SKL1	TKM1	
27 x 32	49 x 44	14 x 34	29 x 36	12 x 33	30 x 34	37 x 18	11 x 29	45 x 30	
LA	LA	LA	LA	LA	LA	LL	LL	LA	
CH05 32 x 27 LL	AVD1 21 x 33 LA	CH05 21 x 30 LL	CH14 60 x 27 HL	CH26 6 x 75 LH		CH30 31 x 17 LL	CH35 35 x 26 LL	CH37 20 x 24 LL	
CH06	CH08	CH11	CH16	CH19	CH29	CH39	CH40	CH42	
23 x 39	43 x 22	16 x 80	16 x 60	20 x 67	10 x 18	54 x 28	10 x 21	11 x 30	
LA	LL	LH	LH	LH	LL	AL	LL	LL	
CH08	CH07	CH22	CH28	CH38	CH48	KNR1	MCO2	MC09	
19 x 30	21 x 46	34 x 16	31 x 27	10 x 40	0 x NaN	22 x 41	O x NaN	30 x 10	
LL	LA	LL	LL	LA	LL	LA	LL	LL	

Region			CHENNAI-0)2 MTD LO	CE 28.58%	LCR 36.98%	6 LA	
CH01	CH03	CH12	CH23	CH24		H41	MC06	MC08
22 x 40	5 x 78	41 x 32	14 x 58	35 x 3		3 x 36	10 x 22	15 x 100
LA	LH	LA	LH	LA		A	LL	LH
CH04	CH21	CH34	CH44	GPD1	MC05	MJR1	PON1	UKI1
35 x 36	44 x 36	38 x 33	37 x 23	41 x 44	36 x 12	20 x 33	47 x 48	24 x 58
LA	LA	LA	LL	LA	LL	LA	LA	LH
CH07	CH01	CH15	CH17	CH18	CH27	CH32	CH36	CH43
31 x 35	139 x 100	43 x 27	10 x 94	32 x 24	9 x 100	17 x 100	8 x 82	30 x 33
LA	HH	LL	LH	LL	LH	LH	LH	LA
CH09 23 x 40 LA	CH06 28 x 25 LL	CH09 15 x 53 LH	3	CH20 37 x 32 A	CH31 13 x 88 LH	CH33 5 x 100 LH		CH46 40 x 41 LA

Region			KL-SOUT	H MTD LC	E 23.24% 1	LCR 45.51%	LA		
TVP1 23 x 46 LA	KLR1 1 x 100 LH			PAS1 47 x 62 LH		TVP1 20 x 26 LL			
Region			NORTH AR	COT MTD	LCE 32.79%	LCR 27.73	% LL		
NA01 44 x 23	AKM1 48 x 15	ANI1 30 x 33	ARC2 8 x 50	CYR1 20 x 33	KPM1 41 x 28	KPM2 56 x 24	WJD1 50 x 24	WJP1 72 x 19	

44 x 23	48 x 15	30 x 33	8 x 50	20 x 33	41 x 28		56 x 24	50 x 24	72 x 19	
LL	LL	LA	LA	LA	LL		AL	AL	HL	
NA02	ABR1	CGM1	GDM1	PLR1	TRR1	,	VEL1	VEL2	VNB1	
25 x 31	16 x 45	16 x 41	20 x 33	26 x 50	11 x 32	:	34 x 47	44 x 15	27 x 13	
LA	LA	LA	LA	LA	LA		LA	LL	LL	
NA03	BGR1	CPT1	PTU1	SBR1	SLG1	TRL1	TRT1	UGI1	VSI1	
29 x 32	36 x 28	35 x 9	29 x 55	13 x 50	25 x 25	11 x 64	66 x 26	52 x 34	25 x 38	
LA	LL	LL	LH	LA	LL	LH	HL	AA	LA	

SOUTH ARCOT MTD | LCE 24.66% | LCR 32.10% | LA



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02				LL		LH	LL	
x 36	CDM1 28 x 39 LA	KKI2 44 x 31 LA	KML1 4 x 62 LH	NVL2 9 x 43 LA	PRT1 5 x 82 LH	STP1 3 x 20 LL	ULP1 5 x 39 LA	VCM1 10 × 22 LL
03 x 30	SJI1 15 x 11 LL	TDM1 32 x 24 LL	TRK1 44 x 32 LA	TVM 22 x LH		TVM2 19 x 26 LL	VPM1 39 x 31 LA	VPM2 9 x 35 LA
egion			SOUTH-01	MTD LO	CE 25.22%	LCR 31.43 ^o	% LA	
Γ1 x 22	KVT1 16 x 21 LL	KYR1 8 x 15 LL	PKD1 34 x 23 LL	RND1 39 x 24 LL	SKD1 0 x NaN LL	SNL1 27 x 29 LL	STU2 29 x 23 LL	VKM1 47 x 15 LL
R1 40	COL1 12 x 0 LL	KGL1 23 x 11 LL	KSM1 11 x 29 LL	MAF 10 x LH		MMT1 12 x 23 LL	NGR1 4 x 93 LH	TKY1 8 x 30 LL
S1 x 37	PDI1 16 x 35 LA	RPM1 6 x 48 LA	2	DI1 5 x 37 A	SGT1 44 x 21 LL	TKS 33 x LL	1 < 28	TKS2 15 x 62 LH
T1 x 30	ERL1 107 x 41 HA	ERL2 0 x NaN LL	TCN1 36 x 17 LL	TUT 35 x LL		TUT2 12 x 20 LL	TYI1 21 x 35 LA	UDN1 75 x 42 HA
.1 x 55	ARM1 30 x 35 LA	ASM1 28 x 6 LH		TVL1 23 x 62 LH		TVL2 29 x 71 LH	VLY 26: LA	1 x 33
R1 x 21	APK1 39 x 35 LA		SVK1 42 x 24 LL		VNR1 58 x 37 AA		VNR2 46 x 10 LL	
egion			SOUTH-03	MTD LO	CE 20.47%	LCR 35.43 ^o	% LA	
L1 63	DGL1 3 x 100 LH	DGL2 2 x 100 LH	MDU1 6 x 100 LH	MDI 17 x LH		MPA1 1 x 100 LH	NTM1 20 x 26 LL	PNI1 50 x 41 LA
)2 x 34	ATG1 5 x 79 LH	33 x 10	x 100 7	x 70		VI1 SGF 5 x 32 3 x A LH		TPT1 4 x 91 LH
R1 100	KRR1 12 x 100 LH				ODM1 3 x 100 LH			
0U2 x 33	ADP1 29 x 25 LL	BNR1 CBM2 55 x 21 20 x 2 AL LL		MDU2 15 x 31 LA	MDU3 6 x 100 LH	MDU4 14 x 46 LA	MDU6 TEN 44 x 35 19 : LA LL	TEN2 x 24 21 x 4 LL
G1 x 27	BTU1 70 x 31 HA	KPT1 10 x 17 LL	MLR1 3 x 71 LH	NKI1 42 x 26 LL	PKM1 59 x 63 AH	SVG1 25 x 21 LL	TMM1 53 x 12 AL	USL1 56 x 23 AL
egion		-	TIRUPATI-0	1 MTD L	CE 68.68%	LCR 63.71	L% HH	
P1 x 78	ADI1 65 x 24 HL	ATP1 25 x 65 LH	DHN1 121 x 81 HH	GTL1 246 x 95 HH	KNL1 113 x 87 HH	KNL2 84 x 94 HH	NDL1 57 x 16 AL	TPI1 199 x 89 HH
A1 x 63	BVL1 23 x 39 LA	KDA1 37 x 58 LH	KOU1 32 x 52 LH	MPL1 18 x 79 LH	PDT1 77 x 82 HH	PIL1 38 x 67 LH	RCY1 51 x 58 AH	RJP1 76 x 50 HA
/1 x 51	CTO1 42 x 37 LA	KHT1 NLR1 81 x 51 101 x 63 HH HH	NYP1 46 x 72 LH	PGR1 77 x 62 HH	PMR1 PUT 67 x 59 55 x HH AL	SPE1 x 22 92 x 68 HH	73 x 44	TPY2 VKI1 55 x 35 91 x 57 AA HH
egion			TRICHY-01	MTD LO	CE 29.47%	LCR 58.05	% LH	
M1 x 52	JKM1 13 x 71 LH	KUM1 56 x 52 AH	6	//VM1 3 x 39 IA	NCK1 42 x 84 LH	TVF 14 x LH		TVR2 5 x 76 LH
<1 x 41	APM1 46 x 29 LL	MDI1 9 x 93 LH		IGT1 4 x 32 A	NMM1 48 x 28 LL	PTK 2 x LH		TTP1 17 x 43 LA



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TRY1 26 x 45 LA	MSI1 9 x 95 LH	PBR1 7 x 77 LH		PBR2 41 x 30 LL	TRY1 24 x 57 LH	1	TRY2 50 x 37 LA		Y3 x 82	TYR1 22 x 17 LL	
Region			VIJAYA	WADA-01	MTD	LCE 88.68	3% LCF	R 75.19%	HH		
BVR1 112 x 77 HH	AMP1 69 x 66 HH	BVR1 64 x 51 HH	133 x 89		52 x 83 9	7 x 95 1	21 x 77	L98 x 83	RMV1 180 x 91 HH	TDD1 78 x 65 HH	TNK1 83 x 62 HH
GNT1 84 x 76 HH	BPP1 50 x 55 AH		RL1 GNT1 4 x 84 52 x 70 H AH		KDR1 152 x 86 HH	NRT1 33 x 50 LA	OGL1 187 x 87 HH	PNR1 63 x 33 HA	PRL1 57 x 68 AH	RAL1 37 x 20 LL	VKN1 36 x 34 LA
VJW1 71 x 72 HH	GDV1 117 x 83 HH	GVM1 JP 72 x 73 57 HH AH	7 x 69 68 x 60		TVU1 65 x 60 HH	VJW1 47 x 92 LH	VJW2 70 x 72 HH	VJW3 82 x 59 HH	VJW4 52 x 58 AH	VJW5 71 x 90 HH	VUY1 106 x 82 HH
Region			WE:	ST-01 M	ΓD LCE	30.26%	LCR 58	3.14%	LH		
CBE1 24 x 79 LH	CBE1 42 x 65 LH	CBE2 8 x 98 LH	CBE3 15 x 10 LH		CBE4 20 x 93 LH	CBE6 48 x 91 LH	KN	R1 x 88	SNR1 20 x 64 LH	SUL 34 > LL	
PLI1 19 x 47 _A	DPM2 16 x 40 LA		KGM1 24 x 25 LL		PDM1 26 x 45 LA		PLI1 13 x 57 LH		2	JMP1 20 x 70 LH	
TPR1 10 x 57 .H	TPR1 56 x 29 AL			TPR2 4 x 75 LH				TPR3 75 x 87 HH			
ГРR4 54 x 54 НН	ANR1 30 x 48 LA		√I1 9 x 86 H	GBM1 71 x 28 HL		PPI1 124 x 55 HH		SYM2 59 x 34 AA		TPR4 37 x 78 LH	
JAM1 20 x 25 _L	CNR1 6 x 56 LH		DR1 1 x 20 -	KGI1 32 x 18 LL		KMD1 0 x NaN LL		MPM1 41 x 23 LL		UAM1 15 x 33 LA	
Region			WE	ST-02 M	TD LCE	34.80%	LCR 46	5.34%	LA		
ERD1 48 x 49 LA	CMI1 40 x 28 LL	ERD1 73 x 60 HH	ERD2 15 x 73 LH	KMM1 31 x 39 LA	NKL2 49 x 40 LA	PDR1 40 x 36 LA	RSP1 43 x 37 LA	SGG1 57 x 3 AA	88 5	TCG1 53 x 48 AA	VKL1 112 x 63 HH
HSR1 22 x 39 LA	HSR1 35 x 65 LH	HSR2 35 x 23 LL		KRI1 17 x 60 LH	KVP1 1 x 100 LH)	PLC1 14 x 33 LA		1P1 x 43	SGI1 25 x 7 LL	
MTR1 35 x 45 .A	BMD1 10 x 16 LL	DPR1 11 x 82 LH	DPR2 53 x 39 AA		HRR1 87 x 89 HH	MCR1 34 x 14 LL	MT 17 LL	R1 x 14	OML1 37 x 17 LL	TRN 32 x LA	
SLM1 32 x 48 LA	APN1 50 x 39 LA	ATU1 49 x 22 LL	EDP1 7 x 42 LA		EPI1 7 x 22 LL	SLM1 43 x 82 LH	SLN 25 LH	x 66	SLM3 21 x 20 LL	VPC 41 > LA	