

		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 : 22-Sep-2025					
Sales Zone	Expected	Leads	Won	LCE %	LCR %	Category
CHENNAI-01	6,428	1,720	1,641	26.76%	95.41%	LH
CHENNAI-02	5,385	1,995	1,905	37.04%	95.49%	LH
KL-SOUTH	1,107	132	120	11.93%	90.91%	LH
NORTH ARCOT	4,904	1,719	1,622	35.05%	94.36%	LH
SOUTH ARCOT	3,849	1,130	1,064	29.36%	94.16%	LH
SOUTH-01	10,109	4,369	4,222	43.22%	96.64%	LH
SOUTH-03	6,685	1,259	1,169	18.83%	92.85%	LH
TIRUPATI-01	2,665	2,336	2,289	87.65%	97.99%	HH
TRICHY-01	6,051	2,270	2,215	37.51%	97.58%	LH
VIJAYAWADA-01	2,387	2,369	2,311	99.27%	97.55%	HH
WEST-01	4,496	1,696	1,644	37.72%	96.93%	LH
WEST-02	5,345	1,810	1,736	33.87%	95.91%	LH
Total	59,412	22,805	21,938	38.38%	96.20%	LH

RegionCHENNAI-01 MTD LCE 26.76% LCR 95.41% LH								
CH03 18 x 91 LH	CGL1 26 x 92 LH	CH45 3 x 100 LH	GUD1 31 x 97 LH	GUD2 2 x 100 LH	MC10 25 x 96 LH	MRM1 25 x 76 LH	SKL1 3 x 100 LH	TKM1 36 x 93 LH
CH05 37 x 97 LH	AVD1 12 x 96 LH	CH05 15 x 98 LH	CH14 63 x 95 HH	CH26 23 x 96 LH	CH30 32 x 98 LH	CH35 58 x 100 AH	CH37 30 x 100 LH	
CH06 29 x 95 LH	CH08 65 x 95 HH	CH11 7 x 100 LH	CH16 8 x 100 LH	CH19 22 x 95 LH	CH29 9 x 100 LH	CH39 73 x 95 HH	CH40 2 x 100 LH	CH42 22 x 94 LH
CH08 22 x 96 LH	CH07 9 x 100 LH	CH22 43 x 96 LH	CH28 19 x 96 LH	CH38 21 x 100 LH	CH48 23 x 89 LH	KNR1 20 x 100 LH	MC02 18 x 100 LH	MC09 39 x 100 LH

RegionCHENNAI-02 MTD LCE 37.04% LCR 95.49% LH								
CH01 26 x 95 LH	CH03 4 x 95 LH	CH06 28 x 96 LH	CH12 59 x 94 AH	CH23 22 x 100 LH	CH24 44 x 95 LH	MC06 5 x 100 LH	MC08 6 x 100 LH	
CH04 46 x 95 LH	CH21 62 x 96 HH	CH34 54 x 95 AH	CH44 53 x 94 AH	GPD1 40 x 99 LH	MC05 19 x 93 LH	MJR1 36 x 92 LH	PON1 60 x 97 AH	UKI1 18 x 97 LH
CH07 44 x 96 LH	CH01 62 x 100 HH	CH15 75 x 94 HH	CH17 17 x 100 LH	CH18 37 x 96 LH	CH27 11 x 100 LH	CH32 21 x 100 LH	CH36 12 x 100 LH	CH43 42 x 97 LH
CH09 28 x 96 LH	CH09 13 x 96 LH	CH20 56 x 98 AH	CH31 13 x 93 LH	CH33 4 x 100 LH	CH41 37 x 97 LH	CH46 40 x 91 LH		

RegionKL-SOUTH MTD LCE 11.93% LCR 90.91% LH			
TVP1 12 x 91 LH	KLR1 0 x NaN LL	PAS1 39 x 90 LH	TVP1 3 x 100 LH

RegionNORTH ARCOT MTD LCE 35.05% LCR 94.36% LH									
NA01 50 x 93 LH	AKM1 65 x 98 HH	ANI1 42 x 98 LH	ARC2 19 x 95 LH	CYR1 22 x 100 LH	KPM1 39 x 92 LH	KPM2 56 x 85 AH	WJD1 57 x 96 AH	WJP1 74 x 99 HH	
NA02 26 x 96 LH	ABR1 6 x 100 LH	CGM1 6 x 100 LH	GDM1 27 x 89 LH	PLR1 11 x 100 LH	TRR1 11 x 97 LH	VEL1 47 x 96 LH	VEL2 62 x 95 HH	VNB1 14 x 100 LH	
NA03 28 x 96 LH	BGR1 48 x 96 LH	CPT1 29 x 100 LH	PTU1 30 x 96 LH	SBR1 6 x 100 LH	SLG1 31 x 100 LH	TRL1 13 x 100 LH	TRT1 86 x 88 HH	UGI1 43 x 96 LH	VSI1 20 x 97 LH

RegionSOUTH ARCOT MTD LCE 29.36% LCR 94.16% 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 44 x 94 LH	CUD1 59 x 88 AH		KLM1 34 x 99 LH		MKM1 26 x 100 LH		POY1 52 x 97 AH		POY2 22 x 98 LH	
SA02 21 x 94 LH	CDM1 17 x 98 LH	KKI2 57 x 93 AH	KML1 3 x 100 LH	NVL2 20 x 88 LH	PRT1 15 x 96 LH	STP1 3 x 100 LH	ULP1 21 x 97 LH	VCM1 10 x 90 LH		
SA03 24 x 95 LH	SJI1 5 x 100 LH		TDM1 44 x 90 LH	TRK1 55 x 96 AH		TVM1 16 x 100 LH		TVM2 7 x 100 LH	VPM1 33 x 97 LH	VPM2 4 x 100 LH

RegionSOUTH-01 MTD | LCE 43.22% | LCR 96.64% | LH

KVT1 40 x 97 LH	KVT1 27 x 99 LH	KYR1 30 x 100 LH	PKD1 60 x 97 AH	RND1 45 x 99 LH	SKD1 23 x 89 LH	SNL1 52 x 93 AH	STU2 60 x 100 HH	VKM1 49 x 93 LH
NGR1 22 x 98 LH	COL1 42 x 97 LH	KGL1 54 x 98 AH	KSM1 4 x 100 LH	MAR1 22 x 96 LH	MMT1 50 x 99 AH	NGR1 13 x 97 LH	TKY1 5 x 100 LH	
TKS1 34 x 97 LH	PDI1 42 x 97 LH	RPM1 12 x 94 LH	SDI1 9 x 100 LH	SGT1 61 x 100 HH	TKS1 53 x 95 AH	TKS2 52 x 99 AH		
TUT1 64 x 95 HH	ERL1 ∞ x 100 HH	ERL2 56 x 98 AH	TCN1 36 x 92 LH	TUT1 53 x 97 AH	TUT2 54 x 96 AH	TYI1 74 x 95 HH	UDN1 191 x 92 HH	
TVL1 42 x 98 LH	ARM1 41 x 98 LH	ASM1 38 x 95 LH	TVL1 44 x 100 LH	TVL2 63 x 97 HH	VLY1 36 x 94 LH			
VNR1 56 x 97 AH	APK1 52 x 97 AH	APK2 56 x 100 AH	SVK1 43 x 97 LH	VNR1 84 x 93 HH	VNR2 55 x 98 AH			

RegionSOUTH-03 MTD | LCE 18.83% | LCR 92.85% | LH

DGL1 9 x 96 LH	DGL1 4 x 100 LH		DGL2 1 x 100 LH		MDU1 5 x 100 LH		MDU5 10 x 94 LH		MPA1 6 x 100 LH		NTM1 9 x 92 LH		PNI1 61 x 94 HH							
KKD2 13 x 97 LH	ATG1 5 x 91 LH		DKI1 16 x 97 LH		KKD2 17 x 100 LH		MNM1 1 x 100 LH		PNV1 12 x 100 LH		PVI1 32 x 95 LH		SGP1 3 x 100 LH		TDI1 3 x 100 LH		TPT1 2 x 100 LH			
KRR1 8 x 100 LH	KRR1 16 x 100 LH								ODM1 1 x 100 LH											
MDU2 23 x 91 LH	ADP1 9 x 87 LH		BNR1 47 x 91 LH		CBM1 23 x 97 LH		CMR1 50 x 91 AH		MDU2 9 x 100 LH		MDU3 1 x 100 LH		MDU4 20 x 82 LH		MDU6 51 x 90 AH		TEN1 10 x 93 LH		TEN2 7 x 90 LH	
SVG1 35 x 91 LH	BTU1 37 x 88 LH		KPT1 12 x 100 LH		KYK1 3 x 100 LH		MLR1 9 x 91 LH		NKI1 27 x 97 LH		PKM1 106 x 92 HH		SVG1 7 x 100 LH		TMM1 77 x 89 HH		USL1 39 x 91 LH			

RegionTIRUPATI-01 MTD | LCE 87.65% | LCR 97.99% | HH

ATP1 140 x 99 HH	ADI1 71 x 96 HH	ATP1 77 x 98 HH		DHN1 143 x 99 HH	GTL1 365 x 100 HH		KNL1 161 x 100 HH	KNL2 141 x 100 HH		NDL1 54 x 95 AH	TPI1 227 x 99 HH		
KDA1 36 x 98 LH	BVL1 19 x 100 LH		KDA1 23 x 92 LH	KOU1 35 x 97 LH	MPL1 79 x 100 HH		PDT1 44 x 100 LH	PIL1 16 x 100 LH		RCY1 8 x 100 LH	RJP1 52 x 94 AH		
TPY1 85 x 97 HH	CTO1 37 x 98 LH	KHT1 114 x 100 HH	KVL1 28 x 100 LH	NLR1 76 x 97 HH	NYP1 140 x 99 HH	PGR1 107 x 98 HH	PMR1 126 x 100 HH	PUT1 49 x 98 LH	SPE1 85 x 94 HH	TPY1 95 x 95 HH	TPY2 66 x 92 HH	VKI1 180 x 96 HH	

RegionTRICHY-01 MTD | LCE 37.51% | LCR 97.58% | LH

KUM1 43 x 98 LH	JKM1 14 x 97 LH	KUM1 74 x 96 HH	MVM1 70 x 100 HH	NCK1 51 x 97 AH	TVR1 11 x 100 LH	TVR2 10 x 100 LH	
PTK1 30 x 98 LH	APM1 49 x 98 LH	MDI1 21 x 97 LH	NGT1 38 x 99 LH	NMM1 81 x 98 HH	PTK1 3 x 100 LH	TTP1 7 x 93 LH	
TNJ1 63 x 97 HH	AYR1 36 x 97 LH	KIK1 30 x 95 LH	KRN1 78 x 95 HH	ORU1 48 x 97 LH	PDK1 135 x 97 HH	TNJ1 55 x 99 AH	TNJ2 72 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 18 x 98 LH	MSI1 3 x 100 LH	PBR1 22 x 100 LH	PBR2 34 x 96 LH	TRY1 17 x 98 LH	TRY2 52 x 100 AH	TRY3 6 x 100 LH	TYR1 4 x 100 LH	
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Region VIJAYAWADA-01 MTD | LCE 99.27% | LCR 97.55% | HH

BVR1 119 x 99 HH	AMP1 59 x 100 AH	BVR1 100 x 97 HH	DPE1 137 x 97 HH	ELU1 191 x 99 HH	JGG1 120 x 100 HH	KND1 118 x 100 HH	PAP1 95 x 100 HH	PPM1 252 x 100 HH	RMV1 321 x 99 HH	TDD1 59 x 97 AH	TNI1 0 x NaN LL	TNK1 48 x 100 LH	
GNT1 89 x 96 HH	BPP1 39 x 80 LH	CKT1 161 x 95 HH	CRL1 143 x 99 HH	GNT1 29 x 100 LH	GNT2 80 x 100 HH	KDR1 62 x 98 HH	NRT1 12 x 100 LH	OGL1 277 x 97 HH	PNR1 69 x 76 HH	PRL1 57 x 100 AH	RAL1 75 x 98 HH	VKN1 7 x 75 LH	
VJW1 92 x 97 HH	GDV1 161 x 100 HH	GVM1 108 x 92 HH	JPT1 132 x 93 HH	MTM1 58 x 100 AH	TEL1 71 x 96 HH	TVU1 112 x 100 HH	VJW1 68 x 99 HH	VJW2 24 x 100 LH	VJW3 111 x 100 HH	VJW4 63 x 89 HH	VJW5 100 x 100 HH	VUY1 100 x 96 HH	

Region WEST-01 MTD | LCE 37.72% | LCR 96.93% | LH

CBE1 26 x 98 LH	CBE1 51 x 99 AH	CBE2 9 x 100 LH	CBE3 12 x 100 LH	CBE4 6 x 100 LH	CBE5 0 x NaN LL	CBE6 85 x 99 HH	KMR1 35 x 96 LH	SNR1 13 x 96 LH	SUL1 50 x 97 AH	
PLI1 24 x 97 LH	DPM2 11 x 100 LH		KGM1 28 x 97 LH		PDM1 31 x 88 LH		PLI1 30 x 100 LH		UMP1 23 x 100 LH	
TPR1 65 x 98 HH	TPR1 78 x 97 HH				TPR2 1 x 100 LH		TPR3 115 x 99 HH			
TPR4 91 x 96 HH	ANR1 2 x 100 LH		AVI1 189 x 100 HH		GBM1 91 x 91 HH	PPI1 75 x 90 HH		SYM2 35 x 97 LH		TPR4 108 x 99 HH
UAM1 14 x 94 LH	CNR1 2 x 100 LH		GDR1 8 x 100 LH		KGI1 6 x 100 LH	KMD1 0 x NaN LL		MPM1 59 x 96 AH		UAM1 7 x 75 LH

Region WEST-02 MTD | LCE 33.87% | LCR 95.91% | LH

ERD1 48 x 95 LH	CMI1 38 x 71 LH	ERD1 59 x 96 AH	ERD2 16 x 100 LH	KMM1 26 x 95 LH	NKL2 35 x 94 LH	PDR1 66 x 96 HH	RSP1 63 x 97 HH	SGG1 82 x 98 HH	TCG1 42 x 98 LH	VKL1 92 x 95 HH
HSR1 20 x 97 LH	HSR1 28 x 98 LH		HSR2 38 x 94 LH	KRI1 19 x 100 LH	KVP1 0 x NaN LL	PLC1 0 x NaN LL		PMP1 9 x 100 LH		SGI1 26 x 100 LH
MTR1 24 x 96 LH	BMD1 4 x 100 LH	DPR1 8 x 100 LH	DPR2 74 x 97 HH		HRR1 46 x 100 LH	MCR1 27 x 98 LH	MTR1 2 x 100 LH	OML1 27 x 95 LH		TRM1 17 x 88 LH
SLM1 42 x 96 LH	APN1 102 x 92 HH	ATU1 60 x 97 HH	EDP1 5 x 100 LH		EPI1 2 x 100 LH	SLM1 62 x 99 HH	SLM2 38 x 100 LH	SLM3 8 x 88 LH		VPD1 35 x 97 LH