

| | | 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-Nov-2025 To Date : 22-Nov-2025 | | | | | |
|---------------|--|--------|-------|--------|--------|----------|
| Sales Zone | Expected | Leads | Won | LCE % | LCR % | Category |
| CHENNAI-01 | 7,302 | 1,634 | 511 | 22.38% | 31.27% | LA |
| CHENNAI-02 | 6,863 | 1,906 | 581 | 27.77% | 30.48% | LA |
| KL-SOUTH | 665 | 71 | 25 | 10.68% | 35.21% | LA |
| NORTH ARCOT | 5,897 | 1,443 | 274 | 24.47% | 18.99% | LL |
| SOUTH ARCOT | 4,991 | 701 | 161 | 14.05% | 22.97% | LL |
| SOUTH-01 | 10,656 | 3,454 | 963 | 32.41% | 27.88% | LL |
| SOUTH-03 | 8,126 | 1,281 | 447 | 15.76% | 34.89% | LA |
| TIRUPATI-01 | 3,343 | 1,691 | 939 | 50.59% | 55.53% | AH |
| TRICHY-01 | 7,259 | 1,573 | 608 | 21.67% | 38.65% | LA |
| VIJAYAWADA-01 | 3,501 | 2,678 | 1,745 | 76.48% | 65.16% | HH |
| WEST-01 | 5,616 | 1,484 | 799 | 26.42% | 53.84% | LH |
| WEST-02 | 6,526 | 1,719 | 673 | 26.34% | 39.15% | LA |
| Total | 70,745 | 19,635 | 7,726 | 27.75% | 39.35% | LA |

| RegionCHENNAI-01 MTD LCE 22.38% LCR 31.27% LA | | | | | | | | |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| CH03 24 x 38 LA | CGL1 36 x 52 LH | CH45 8 x 50 LA | GUD1 30 x 26 LL | GUD2 5 x 80 LH | MC10 32 x 46 LA | MRM1 42 x 33 LA | SKL1 4 x 25 LL | TKM1 38 x 31 LA |
| CH05 24 x 25 LL | AVD1 28 x 29 LL | CH05 18 x 26 LL | CH14 12 x 33 LA | CH26 4 x 75 LH | CH30 37 x 24 LL | CH35 30 x 15 LL | CH37 47 x 21 LL | |
| CH06 22 x 33 LA | CH08 37 x 22 LL | CH11 5 x 92 LH | CH16 24 x 29 LL | CH19 27 x 47 LA | CH29 4 x 25 LL | CH39 28 x 42 LA | CH40 5 x 20 LL | CH42 17 x 33 LA |
| CH08 19 x 28 LL | CH07 9 x 73 LH | CH22 46 x 28 LL | CH28 10 x 38 LA | CH38 29 x 12 LL | CH48 21 x 18 LL | KNR1 7 x 67 LH | MC02 0 x NaN LL | MC09 0 x NaN LL |

| CHENNAI-02 MTD LCE 27.77% LCR 30.48% LA | | | | | | | | | | | | | | | | | | |
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| CH01 24 x 37 LA | CH03 14 x 52 LH | | CH06 6 x 50 LA | | CH12 48 x 31 LA | | CH23 19 x 52 LH | | CH24 32 x 30 LL | | MC06 1 x 100 LH | | | | | | | |
| CH04 31 x 26 LL | CH21 49 x 27 LL | | CH34 41 x 18 LL | | CH44 40 x 25 LL | | GPD1 34 x 43 LA | | MC05 4 x 100 LH | | MJR1 19 x 17 LL | | PON1 39 x 24 LL | | UKI1 2 x 100 LH | | | |
| CH07 35 x 27 LL | CH01 149 x 100 HH | | CH15 46 x 22 LL | | CH17 8 x 68 LH | | CH18 52 x 22 AL | | CH27 13 x 73 LH | | CH32 7 x 100 LH | | CH36 15 x 35 LA | | CH43 40 x 23 LL | | | |
| CH09 19 x 38 LA | CH09 7 x 69 LH | | | CH20 35 x 25 LL | | | CH31 6 x 57 LH | | | CH33 7 x 73 LH | | | CH41 29 x 32 LA | | | CH46 20 x 48 LA | | |

| Region | | | | KL-SOUTH MTD LCE 10.68% LCR 35.21% LA | | | |
|-----------------------|--|----------------------|--|---|--|----------------------|--|
| TVP1 11 x 35 LA | | KLR1 3 x 33 LA | | PAS1 31 x 26 LL | | TVP1 8 x 55 LH | |

| RegionNORTH ARCOT MTD LCE 24.47% LCR 18.99% LL | | | | | | | | | |
|--|-----------------------|-----------------------|----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------|
| NA01 36 x 17 LL | AKM1 33 x 15 LL | ANI1 22 x 24 LL | ARC2 5 x 18 LL | CYR1 16 x 39 LA | KPM1 27 x 22 LL | KPM2 59 x 16 AL | WJD1 45 x 15 LL | WJP1 32 x 11 LL | |
| NA02 24 x 20 LL | ABR1 7 x 43 LA | CGM1 2 x 25 LL | GDM1 5 x 62 LH | PLR1 5 x 38 LA | TRR1 4 x 50 LA | VEL1 53 x 30 AL | VEL2 66 x 11 HL | VNB1 1 x 100 LH | |
| NA03 13 x 25 LL | BGR1 47 x 22 LL | CPT1 20 x 6 LL | PTU1 5 x 25 LL | SBR1 1 x 100 LH | SLG1 33 x 36 LA | TRL1 3 x 100 LH | TRT1 3 x 40 LA | UGI1 20 x 28 LL | VSI1 15 x 9 LL |

| RegionSOUTH ARCOT MTD LCE 14.05% LCR 22.97% LL | | |
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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)

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| SA01 23 x 20 LL | CUD1 51 x 16 AL | | KLM1 25 x 21 LL | | MKM1 3 x 50 LA | | POY1 4 x 93 LH | | POY2 4 x 7 LL | | | | | | | |
| SA02 10 x 34 LA | CDM1 2 x 80 LH | | KKI2 45 x 27 LL | | KML1 0 x NaN LL | | NVL2 4 x 45 LA | | PRT1 7 x 33 LA | | STP1 0 x NaN LL | | ULP1 2 x 60 LH | | VCM1 5 x 100 LH | |
| SA03 10 x 17 LL | SJI1 NaN x NaN LL | | SJI2 0 x NaN LL | | TDM1 23 x 14 LL | | TRK1 27 x 17 LL | | TVM1 2 x 33 LA | | TVM2 0 x NaN LL | | VPM1 3 x 67 LH | | VPM2 0 x NaN LL | |

SOUTH-01 MTD | LCE 32.41% | LCR 27.88% | LL

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|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| KVT1 34 x 25 LL | KVT1 14 x 22 LL | KYR1 30 x 29 LL | PKD1 44 x 27 LL | RND1 46 x 25 LL | SKD1 51 x 37 AA | SNL1 35 x 17 LL | STU2 38 x 22 LL | VKM1 52 x 18 AL |
| NGR1 36 x 29 LL | COL1 51 x 28 AL | KGL1 34 x 35 LA | KSM1 28 x 43 LA | MAR1 30 x 41 LA | MMT1 37 x 19 LL | NGR1 43 x 25 LL | TKY1 22 x 30 LL | |
| TKS1 21 x 30 LA | PDI1 18 x 5 LL | RPM1 11 x 20 LL | SDI1 10 x 32 LA | SGT1 37 x 9 LL | TKS1 22 x 14 LL | TKS2 33 x 59 LH | | |
| TUT1 40 x 25 LL | ERL1 ∞ x 100 HH | ERL2 37 x 34 LA | TCN1 36 x 20 LL | TUT1 33 x 24 LL | TUT2 44 x 20 LL | TYI1 36 x 24 LL | UDN1 76 x 35 HA | |
| TVL1 26 x 41 LA | ARM1 32 x 30 LL | ASM1 20 x 51 LH | TVL1 28 x 43 LA | TVL2 23 x 54 LH | VLY1 20 x 33 LA | | | |
| VNR1 34 x 24 LL | APK1 32 x 14 LL | APK2 59 x 43 AA | SVK1 29 x 16 LL | VNR1 54 x 22 AL | VNR2 22 x 17 LL | | | |

SOUTH-03 MTD | LCE 15.76% | LCR 34.89% | LA

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| DGL1 11 x 52 LH | DGL1 7 x 27 LL | | DGL2 1 x 0 LL | | MDU1 6 x 93 LH | | MDU5 30 x 48 LA | | MPA1 12 x 96 LH | | NTM1 14 x 26 LL | | PNI1 38 x 25 LL | |
| KKD2 13 x 27 LL | ATG1 4 x 50 LA | DKI1 4 x 67 LH | KKD2 NaN x NaN LL | KKD3 15 x 27 LL | MNM1 5 x 40 LA | PNV1 NaN x NaN LL | PNV2 1 x 100 LH | PVI1 38 x 33 LA | SGP1 3 x 0 LL | TDI1 1 x 100 LH | TPT1 28 x 11 LL | | | |
| KRR1 4 x 100 LH | KRR1 5 x 100 LH | | | | | | ODM1 2 x 100 LH | | | | | | | |
| MDU2 16 x 40 LA | ADP1 35 x 43 LA | BNR1 36 x 37 LA | CBM1 12 x 27 LL | CMR1 27 x 70 LH | MDU2 5 x 73 LH | MDU3 0 x 100 LH | MDU4 24 x 32 LA | MDU6 29 x 33 LA | TEN1 5 x 40 LA | TEN2 4 x 38 LA | | | | |
| SVG1 27 x 23 LL | BTU1 8 x 50 LA | KPT1 7 x 7 LL | KYK1 5 x 12 LL | MLR1 6 x 29 LL | NKI1 19 x 12 LL | PKM1 61 x 20 HL | SVG1 14 x 63 LH | TMM1 61 x 24 HL | USL1 17 x 7 LL | | | | | |

TIRUPATI-01 MTD | LCE 50.59% | LCR 55.53% | AH

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| ATP1 77 x 70 HH | ADI1 58 x 47 AA | | ATP1 48 x 52 LH | | DHN1 85 x 94 HH | | GTL1 193 x 99 HH | | KNL1 62 x 51 HH | | KNL2 71 x 67 HH | | NDL1 58 x 26 AL | | TPI1 133 x 95 HH | | | | | | | | | |
| KDA1 33 x 49 LA | BVL1 20 x 48 LA | | KDA1 16 x 93 LH | | KOU1 26 x 18 LL | | MPL1 59 x 62 AH | | PDT1 54 x 54 AH | | PIL1 14 x 67 LH | | RCY1 29 x 23 LL | | RJP1 38 x 34 LA | | | | | | | | | |
| TPY1 41 x 39 LA | CTO1 26 x 19 LL | | KHT1 51 x 31 AA | | KVL1 54 x 18 AL | | NLR1 63 x 46 HA | | NYP1 21 x 63 LH | | PGR1 70 x 58 HH | | PMR1 32 x 67 LH | | PUT1 39 x 14 LL | | SPE1 38 x 37 LA | | TPY1 55 x 25 AL | | TPY2 28 x 34 LA | | VKI1 51 x 84 AH | |

TRICHY-01 MTD | LCE 21.67% | LCR 38.65% | LA

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| KUM1 22 x 28 LL | KIK1 9 x 67 LH | KUM1 45 x 13 LL | NCK1 33 x 73 LH | NGT1 49 x 16 LL | TTP1 4 x 60 LH | TVR1 2 x 100 LH | TVR2 4 x 93 LH | |
| PBR1 21 x 37 LA | AYR1 26 x 71 LH | JKM1 1 x 100 LH | MSI1 11 x 88 LH | MVM1 26 x 33 LA | PBR1 27 x 36 LA | PBR2 30 x 16 LL | TYR1 18 x 49 LA | |
| TNJ1 30 x 44 LA | APM1 76 x 52 HH | MDI1 23 x 85 LH | NMM1 50 x 27 LL | ORU1 19 x 19 LL | PTK1 15 x 30 LL | TNJ1 19 x 34 LA | TNJ2 36 x 48 LA | |



Follow-Up Lead Capturing Effectiveness as on 11/22/2025 10:00:15 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)

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|-----------------------|-----------------------|-----------------------|----------------------|-----------------------|-----------------------|----------------------|--|
| TRY1 13 x 47 LA | KRN1 23 x 15 LL | PDK1 61 x 53 HH | TRY1 7 x 63 LH | TRY2 36 x 48 LA | TRY3 1 x 100 LH | TRY4 3 x 45 LA | |
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Region VIJAYAWADA-01 MTD | LCE 76.48% | LCR 65.16% | HH

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| BVR1 66 x 64 HH | AMP1 22 x 10 LL | BVR1 59 x 36 AA | DPE1 22 x 81 LH | ELU1 125 x 70 HH | JGG1 29 x 6 LL | KND1 172 x 86 HH | NPR1 24 x 100 LH | PAP1 29 x 17 LL | PPM1 155 x 77 HH | RMV1 55 x 81 AH | TDD1 27 x 37 LA | TNI1 60 x 76 HH | TNK1 46 x 43 LA |
| GNT1 88 x 66 HH | BPP1 50 x 60 LH | CKT1 162 x 73 HH | CRL1 86 x 68 HH | GNT1 77 x 73 HH | GNT2 140 x 91 HH | KDR1 69 x 59 HH | NRT1 36 x 49 LA | OGL1 182 x 78 HH | PNR1 70 x 35 HA | PRL1 39 x 29 LL | RAL1 65 x 9 HL | VKN1 33 x 44 LA | |
| VJW1 77 x 65 HH | GDV1 123 x 80 HH | GVM1 50 x 21 LL | JPT1 109 x 61 HH | MTM1 50 x 16 AL | TEL1 85 x 59 HH | TVU1 160 x 87 HH | VJW1 79 x 80 HH | VJW2 27 x 93 LH | VJW3 68 x 55 HH | VJW4 56 x 43 AA | VJW5 50 x 77 LH | VUY1 46 x 62 LH | |

Region WEST-01 MTD | LCE 26.42% | LCR 53.84% | LH

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| CBE1 24 x 65 LH | CBE1 34 x 61 LH | CBE2 18 x 40 LA | CBE3 13 x 91 LH | CBE4 41 x 96 LH | CBE5 2 x 100 LH | CBE6 57 x 92 AH | KMR1 29 x 56 LH | SNR1 1 x 100 LH | SUL1 28 x 19 LL | |
| PLI1 15 x 29 LL | DPM2 8 x 36 LA | | KGM1 25 x 20 LL | | PDM1 24 x 27 LL | | PLI1 16 x 31 LA | | UMP1 2 x 67 LH | |
| TPR1 43 x 56 LH | TPR1 53 x 19 AL | | | | TPR2 4 x 80 LH | | | | TPR3 82 x 97 HH | |
| TPR4 47 x 50 LH | ANR1 0 x NaN LL | | AVI1 50 x 78 AH | | GBM1 82 x 50 HA | | PPI1 54 x 33 AA | | SYM2 21 x 28 LL | TPR4 41 x 46 LA |
| UAM1 12 x 25 LL | CNR1 5 x 33 LA | | GDR1 11 x 20 LL | | KGI1 0 x NaN LL | | KMD1 7 x 88 LH | | MPM1 33 x 16 LL | UAM1 7 x 27 LL |

Region WEST-02 MTD | LCE 26.34% | LCR 39.15% | LA

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| ERD1 48 x 37 LA | CMI1 41 x 12 LL | ERD1 61 x 49 HA | ERD2 40 x 29 LL | KMM1 44 x 11 LL | NKL2 52 x 35 AA | PDR1 50 x 39 LA | RSP1 40 x 43 LA | SGG1 40 x 42 LA | TCG1 43 x 38 LA | VKL1 78 x 70 HH |
| HSR1 19 x 61 LH | HSR1 51 x 37 AA | | HSR2 35 x 84 LH | KRI1 10 x 65 LH | KVP1 2 x 67 LH | | PLC1 7 x 27 LL | PMP1 3 x 20 LL | | SGI1 0 x NaN LL |
| MTR1 11 x 31 LA | BMD1 1 x 0 LL | DPR1 18 x 57 LH | DPR2 31 x 20 LL | HRR1 7 x 100 LH | | MCR1 15 x 22 LL | MTR1 1 x 100 LH | OML1 21 x 8 LL | | TRM1 3 x 56 LH |
| SLM1 24 x 33 LA | APN1 45 x 42 LA | ATU1 41 x 24 LL | EDP1 0 x NaN LL | EPI1 5 x 50 LA | | SLM1 35 x 25 LL | SLM2 17 x 72 LH | SLM3 11 x 53 LH | | VPD1 24 x 13 LL |