

Region

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	2,390	866	27.33%	36.23%	LA				
CHENNAI-02	7,711	2,409	1,020	31.24%	42.34%	LA				
KL-SOUTH	671	168	83	25.02%	49.40%	LA				
NORTH ARCOT	6,478	2,312	777	35.69%	33.61%	LA				
SOUTH ARCOT	5,710	1,551	595	27.16%	38.36%	LA				
SOUTH-01	12,905	3,563	1,331	27.61%	37.36%	LA				
SOUTH-03	9,103	2,024	821	22.23%	40.56%	LA				
TIRUPATI-01	4,180	3,140	2,098	75.12%	66.82%	HH				
TRICHY-01	9,442	3,054	1,887	32.35%	61.79%	LH				
VIJAYAWADA-01	4,223	4,005	3,076	94.84%	76.80%	HH				
WEST-01	6,212	2,050	1,263	33.00%	61.61%	LH				
WEST-02	7,763	2,989	1,539	38.50%	51.49%	LH				
Total	83,145	29,655	15,356	35.67%	51.78%	LH				

Region			CHENNAI-0	1 MTD Lo	CE 27.33%	LCR 36.23%	6 LA		
CH03	CGL1	CH45	GUD1	GUD2	MC10	MRM1	SKL1	TKM1	
29 x 36	50 x 45	15 x 40	30 x 39	12 x 38	30 x 34	40 x 25	12 x 35	50 x 38	
LA	LA	LA	LA	LA	LA	LL	LA	AA	
CH05 34 x 31 LA	AVD1 22 x 36 LA	CH05 22 x 33 LA	CH14 64 x 31 HA	CH26 6 x 75 LH		130 . x 17	CH35 40 x 36 LA	CH37 23 x 36 LA	
CH06	CH08	CH11	CH16	CH19	CH29	CH39	CH40	CH42	
25 x 44	48 x 30	17 x 80	16 x 61	20 x 67	11 x 25	59 x 34	10 x 21	12 x 37	
LA	LA	LH	LH	LH	LL	AA	LL	LA	
CH08	CH07	CH22	CH28	CH38	CH48	KNR1	MC02	MC09	
20 x 33	22 x 49	36 x 20	32 x 30	11 x 44	0 x NaN	23 x 43	0 x NaN	32 x 14	
LA	LA	LL	LL	LA	LL	LA	LL	LL	

Region			CHENNAI-0	2 MTD LCE	31.24%	LCR 42.34%	6 LA	
CH01 24 x 45 LA	CH03 5 x 81 LH	CH12 47 x 41 LA	CH23 15 x 59 LH	CH24 38 x 43 LA		141 x 38	MC06 10 x 22 LL	MC08 15 x 100 LH
CH04 38 x 41 LA	CH21 46 x 38 LA	CH34 42 x 39 LA	CH44 40 x 28 LL	GPD1 46 x 50 LA	MC05 42 x 26 LL	MJR1 21 x 35 LA	PON1 52 x 52 AH	UKI1 25 x 61 LH
CH07 34 x 41 LA	CH01 139 x 100 HH	CH15 47 x 33 LA	CH17 11 x 95 LH	CH18 34 x 30 LL	CH27 9 x 100 LH	CH32 18 x 100 LH	CH36 9 x 83 LH	CH43 36 x 45 LA
CH09 25 x 44 .A	CH06 30 x 29 LL	CH09 17 x 57 LH		H20 O x 36 A	CH31 13 x 88 LH	CH33 5 x 100 LH		CH46 46 x 49 LA

TVP1 25 x 49 LA	KLR1 1 x 100 LH			PAS1 52 x 66 AH		TVP1 21 x 30 LL			
Region			NORTH ARC	COT MTD L	_CE 35.69%	LCR 33.61	% LA		
NA01 48 x 30	AKM1 52 x 22	ANI1 32 x 37	ARC2 8 x 50	CYR1 21 x 37	KPM1 43 x 33	KPM2 61 x 30	WJD1 62 x 38	WJP1 75 x 22	
IA	AL	LA	LA	LA	LA	HA	HA	HL	

KL-SOUTH MTD | LCE 25.02% | LCR 49.40% | LA

48 x 3	30	52 x 22 AL	32 x 37 LA	8 x 50 LA	21 x 37 LA	43 x 33 LA		61 x 30 HA	62 x 38 HA	75 x 22 HL	
NA02 27 x 3 LA		ABR1 16 x 47 LA	CGM1 16 x 41 LA	GDM1 21 x 38 LA	PLR1 27 x 52 LH	TRR1 11 x 32 LA		VEL1 37 x 51 LH	VEL2 51 x 26 AL	VNB1 28 x 16 LL	
NA03 31 x 3 LA		BGR1 42 x 38 LA	CPT1 39 x 18 LL	PTU1 31 x 58 LH	SBR1 13 x 50 LA	SLG1 27 x 29 LL	TRL1 13 x 67 LH	TRT1 69 x 29 HL	UGI1 56 x 39 AA	VSI1 29 x 46 LA	
_				COLITILA	DOOT MID	1 105 27	100/ 1 10	SD 20 200/	Ι Ι Δ		

SOUTH ARCOT MTD | LCE 27.16% | LCR 38.36% | LA



Follow-Up Lead Capturing Effectiveness as on 8/24/2025 10:00:50 AM

Follow-Up Leads Expected = 0.67 * Unique Invoiced Customers for the day
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01 x 37	CUD1 48 x 39	KLN 37>	11	MKM1 25 x 22	ed / Ledds Conve	POY1 19 x 61	PC	DY2 . x 29
	LA	LL		LL		LH	ш	
02 x 43	CDM1 29 x 43 LA	KKI2 51 x 40 AA	KML1 4 x 62 LH	NVL2 11 x 54 LH	PRT1 7 x 87 LH	STP1 3 x 20 LL	ULP1 5 x 42 LA	VCM1 12 x 33 LA
)3 x 36	SJI1 15 x 11 LL	TDM1 36 x 33 LA	TRK1 50 x 41 LA	TVM 22 x LH		TVM2 19 x 26 LL	VPM1 40 x 33 LA	VPM2 9 x 38 LA
egion			SOUTH-01	. MTD LC	E 27.61%	LCR 37.36	% LA	
⁻ 1 x 30	KVT1 18 x 30 LA	KYR1 8 x 23 LL	PKD1 38 x 30 LA	RND1 44 x 34 LA	SKD1 0 x NaN LL	SNL1 29 x 33 LA	STU2 31 x 29 LL	VKM1 52 x 23 AL
R1 (47	COL1 13 x 8 LL	KGL1 27 x 24 LL	KSM1 11 x 29 LL	MAR 11 x LH		MMT1 16 x 41 LA	NGR1 5 x 94 LH	TKY1 8 x 30 LL
1 42	PDI1 17 x 38 LA	RPM1 6 x 54 LH	2	DI1 6 x 39 A	SGT1 48 x 28 LL	TK 36 LA	x 34	TKS2 17 x 67 LH
⁻ 1 ∢36	ERL1 108 x 42 HA	ERL2 1 × 100 LH	TCN1 39 x 23 LL	TUT1 39 x LA		TUT2 13 x 24 LL	TYI1 25 x 45 LA	UDN1 83 x 48 HA
1 (59	ARM1 35 x 44 LA	ASN 31> LH		TVL1 25 x 64 LH		TVL2 33 x 75 LH	VL 3C LA	x 44
R1 x 25	APK1 40 x 37 LA		SVK1 43 x 27 LL		VNR1 64 x 43 HA		VNR2 49 x 14 LL	
egion			SOUTH-03	MTD LC	E 22.23%	LCR 40.56	% LA	
L1 65	DGL1 3 x 100 LH	DGL2 2 x 100 LH	MDU1 6 x 100 LH	MDU 17 x LH		MPA1 1 x 100 LH	NTM1 21 x 32 LA	PNI1 51 x 43 AA
)2 < 38	ATG1 6 x 81 LH	DKI1 35 x 15 LL	5 x 100		5 x 24	PVI1 SG 37 x 35 3 x LA LH	2 x 33	TPT1 4 x 91 LH
R1 100	KRR1 12 x 100 LH				ODM1 3 x 100 LH			
0U2 x 36	ADP1 29 x 26 LL	BNR1 CBN 58 x 26 21 x AL LL		MDU2 16 x 35 LA	MDU3 6 x 100 LH	MDU4 15 x 49 LA		N1 TEN2 0 x 24 21 x 8 LL
51 x 36	BTU1 75 x 35 HA	KPT1 11 x 21 LL	MLR1 3 x 75 LH	NKI1 43 x 27 LL	PKM1 71 x 69 HH	SVG1 29 x 32 LA	TMM1 65 x 28 HL	USL1 62 x 30 HA
egion			TIRUPATI-0	1 MTD L	CE 75.12%	LCR 66.8	2% HH	
P1 L x 80	ADI1 77 x 36 HA	ATP1 28 x 69 LH	DHN1 137 x 83 HH	GTL1 272 x 96 HH	KNL1 116 x 88 HH	KNL2 98 x 95 HH	NDL1 60 x 19 AL	TPI1 217 x 90 HH
A1 x 65	BVL1 24 x 41 LA	KDA1 38 x 59 LH	KOU1 35 x 57 LH	MPL1 23 x 83 LH	PDT1 77 x 82 HH	PIL1 43 x 71 LH	RCY1 55 x 61 AH	RJP1 86 x 55 HH
/1 x 55	CTO1 48 x 45 LA	KHT1 NLR1 84 x 53 104 x 6 HH HH	NYP1 54 x 76 AH	87 x 66	PMR1 PU 71 x 62 58 HH AL	100 x 71	TPY1 82 x 50 HA	TPY2 VKI1 60 x 41 100 x 61 AA HH
egion			TRICHY-01	L MTD LC	E 32.35%	LCR 61.79	9% LH	
M1 x 56	JKM1 14 x 72 LH	KUM1 63 x 57 HH	6	ЛVM1 8 x 43 IA	NCK1 45 x 85 LH		R1 x 84	TVR2 5 x 76 LH
<1 × 47	APM1 54 x 40 AA	MDI1 9 x 93 LH	1	IGT1 5 x 38 A	NMM1 53 x 36 AA	PT 3 x LH	(100	TTP1 18 x 46 LA
1	AYR1	KIK1	KRN1	ORU		PDK1	TNJ1	TNJ2



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TRY1 28 x 49 LA	MSI1 9 x 95 LH	PBR1 9 x 81 LH	PBR2 45 x 36 LA	TRY1 25 x 59 LH	TRY2 52 x 39 AA	TRY3 25 x 84 LH	TYR1 23 x 20 LL
Region		VI	JAYAWADA-01	MTD LCE 9	94.84% LCR	76.80% HH	
BVR1 120 x 79 HH	AMP1 71 x 67 HH	BVR1 DPE1 70 x 55 153 x 90 HH HH	137 x 79	GG1 KND1 .66 x 85 109 x 95 HH HH		M1 RMV1 4 x 84 186 x 91 H HH	TDD1 TNK1 90 x 70 87 x 64 HH HH
GNT1 89 x 77 HH	BPP1 57 x 60 AH	CKT1 CRL1 148 x 92 88 x 85 HH HH	GNT1 GNT2 53 x 70 112 x 9 AH HH)1 158 x 86 <mark>3</mark>	OGL1 7 x 55 197 x 88 H	PNR1 PRL1 68 x 38 59 x 70 HA AH	RAL1 VKN1 45 x 33 39 x 40 LA LA
VJW1 76 x 73 HH	GDV1 123 x 84 HH	GVM1 JPT1 77 x 74 58 x 69 HH AH	MTM1 TEL1 72 x 62 84 x 67 HH HH	71 x 64 5	JW1 VJW2 5 x 94 70 x 72 H HH	VJW3 VJW4 88 x 62 53 x 59 HH AH	VJW5 VUY1 75 x 91 115 x 83 HH HH
Region			WEST-01 M	TD LCE 33.0	00% LCR 61.	61% LH	
CBE1 25 x 80 LH	CBE1 45 x 67 LH	CBE2 9 x 99 LH	CBE3 16 x 100 LH	20 x 93 5	BE6 KMR: 0 x 91 32 x 8 H LH		SUL1 35 x 30 LA
PLI1 21 x 54 .H	DPM2 18 x 46 LA	KGM: 26 x 2 LL		PDM1 27 x 49 LA	PLI1 19 x 69 LH		UMP1 21 x 71 LH
PR1 4 x 61 H	TPR1 62 x 35 HA		TPR2 4 x 77 LH			TPR3 84 x 89 HH	
PR4 59 x 57 1H	ANR1 33 x 52 LH	AVI1 50 x 87 AH	GBM1 79 x 35 HA		PI1 31 x 57 H	SYM2 66 x 41 HA	TPR4 42 x 81 LH
JAM1 23 x 36 .A	CNR1 6 x 56 LH	GDR1 14 x 33 LA	KGI1 36 x 25 LL		MD1 x NaN L	MPM1 46 x 32 LA	UAM1 21 x 51 LH
Region			WEST-02 M	TD LCE 38.5	50% LCR 51.	49% LH	
ERD1 53 x 54 AH	CMI1 45 x 36 LA	ERD1 ERD2 82 x 64 16 x 7 HH LH			DR1 RSP1 2 x 39 45 x 40 A LA	67 x 47	TCG1 VKL1 55 x 50 128 x 68 AA HH
HSR1 23 x 41 A	HSR1 36 x 66 LH	HSR2 38 x 29 LL	KRI1 17 x 60 LH	KVP1 1 x 100 LH	PLC1 15 x 38 LA	PMP1 11 x 43 LA	SGI1 26 x 9 LL
ЛТR1 9 x 50 Н	BMD1 11 x 24 LL	DPR1 11 x 83 LH	DPR2 56 x 42 AA	87 x 89	MCR1 MTR: 8 x 24 17 x : L LL		TRM1 40 x 45 LA
LM1 .7 x 54 H	APN1 58 x 48 AA	ATU1 54 x 30 AL	EDP1 7 x 42 LA	8 x 30 5	LM1 SLM2 0 x 85 30 x 1 H LH		VPD1 44 x 38 LA