

		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 : 25-Sep-2025					
Sales Zone	Expected	Leads	Won	LCE %	LCR %	Category
CHENNAI-01	7,499	2,360	2,281	31.47%	96.65%	LH
CHENNAI-02	6,585	2,646	2,556	40.18%	96.60%	LH
KL-SOUTH	1,211	153	141	12.64%	92.16%	LH
NORTH ARCOT	5,660	2,323	2,226	41.04%	95.82%	LH
SOUTH ARCOT	4,604	1,529	1,463	33.21%	95.68%	LH
SOUTH-01	12,249	5,799	5,652	47.34%	97.47%	LH
SOUTH-03	7,736	1,655	1,565	21.39%	94.56%	LH
TIRUPATI-01	3,687	3,293	3,246	89.31%	98.57%	HH
TRICHY-01	7,097	2,865	2,810	40.37%	98.08%	LH
VIJAYAWADA-01	3,576	3,574	3,516	99.95%	98.38%	HH
WEST-01	5,319	2,088	2,036	39.25%	97.51%	LH
WEST-02	6,347	2,345	2,271	36.95%	96.84%	LH
Total	71,570	30,630	29,763	42.80%	97.17%	LH

RegionCHENNAI-01 MTD LCE 31.47% LCR 96.65% LH								
CH03 18 x 93 LH	CGL1 27 x 93 LH	CH45 4 x 100 LH	GUD1 35 x 98 LH	GUD2 1 x 100 LH	MC10 22 x 96 LH	MRM1 24 x 77 LH	SKL1 3 x 100 LH	TKM1 33 x 93 LH
CH05 42 x 98 LH	AVD1 12 x 97 LH	CH05 24 x 99 LH	CH14 68 x 96 HH	CH26 21 x 96 LH	CH30 42 x 99 LH	CH35 64 x 100 HH	CH37 36 x 100 LH	
CH06 35 x 97 LH	CH08 73 x 96 HH	CH11 11 x 100 LH	CH16 14 x 100 LH	CH19 29 x 97 LH	CH29 8 x 100 LH	CH39 89 x 97 HH	CH40 3 x 100 LH	CH42 23 x 96 LH
CH08 27 x 97 LH	CH07 11 x 100 LH	CH22 54 x 97 AH	CH28 31 x 98 LH	CH38 29 x 100 LH	CH48 27 x 92 LH	KNR1 19 x 100 LH	MC02 16 x 100 LH	MC09 35 x 100 LH

RegionCHENNAI-02 MTD LCE 40.18% LCR 96.60% LH								
CH01 28 x 96 LH	CH03 4 x 96 LH	CH06 27 x 96 LH	CH12 66 x 96 HH	CH23 21 x 100 LH	CH24 46 x 96 LH	MC06 4 x 100 LH	MC08 6 x 100 LH	
CH04 48 x 96 LH	CH21 67 x 97 HH	CH34 60 x 96 HH	CH44 59 x 95 AH	GPD1 41 x 99 LH	MC05 18 x 94 LH	MJR1 37 x 94 LH	PON1 74 x 98 HH	UKI1 14 x 98 LH
CH07 49 x 97 LH	CH01 50 x 100 LH	CH15 83 x 96 HH	CH17 16 x 100 LH	CH18 43 x 97 LH	CH27 10 x 100 LH	CH32 21 x 100 LH	CH36 16 x 100 LH	CH43 46 x 98 LH
CH09 30 x 97 LH	CH09 13 x 96 LH	CH20 63 x 98 HH	CH31 12 x 93 LH	CH33 4 x 100 LH	CH41 39 x 98 LH	CH46 42 x 93 LH		

RegionKL-SOUTH MTD LCE 12.64% LCR 92.16% LH			
TVP1 13 x 92 LH	KLR1 0 x NaN LL	PAS1 40 x 91 LH	TVP1 4 x 100 LH

RegionNORTH ARCOT MTD LCE 41.04% LCR 95.82% LH									
NA01 57 x 95 AH	AKM1 73 x 98 HH	ANI1 44 x 98 LH	ARC2 21 x 96 LH	CYR1 34 x 100 LH	KPM1 45 x 94 LH	KPM2 65 x 89 HH	WJD1 64 x 97 HH	WJP1 88 x 99 HH	
NA02 32 x 97 LH	ABR1 9 x 100 LH	CGM1 6 x 100 LH	GDM1 29 x 91 LH	PLR1 12 x 100 LH	TRR1 19 x 99 LH	VEL1 51 x 97 AH	VEL2 73 x 96 HH	VNB1 17 x 100 LH	
NA03 33 x 97 LH	BGR1 55 x 97 AH	CPT1 49 x 100 LH	PTU1 33 x 97 LH	SBR1 8 x 100 LH	SLG1 30 x 100 LH	TRL1 16 x 100 LH	TRT1 89 x 91 HH	UGI1 47 x 97 LH	VSI1 21 x 98 LH

RegionSOUTH ARCOT MTD LCE 33.21% LCR 95.68% LH			
--	--	--	--



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 48 x 95 LH	CUD1 70 x 92 HH		KLM1 38 x 99 LH		MKM1 30 x 100 LH		POY1 50 x 98 LH		POY2 25 x 99 LH	
SA02 25 x 96 LH	CDM1 24 x 99 LH	KKI2 72 x 96 HH	KML1 3 x 100 LH	NVL2 20 x 90 LH	PRT1 16 x 97 LH	STP1 5 x 100 LH	ULP1 19 x 97 LH	VCM1 10 x 92 LH		
SA03 27 x 96 LH	SJI1 5 x 100 LH	TDM1 56 x 92 AH	TRK1 67 x 97 HH	TVM1 14 x 100 LH	TVM2 8 x 100 LH	VPM1 28 x 97 LH	VPM2 3 x 100 LH			

RegionSOUTH-01 MTD | LCE 47.34% | LCR 97.47% | LH

KVT1 45 x 98 LH	KVT1 28 x 99 LH	KYR1 39 x 100 LH	PKD1 67 x 98 HH	RND1 56 x 100 AH	SKD1 26 x 92 LH	SNL1 59 x 95 AH	STU2 71 x 100 HH	VKM1 49 x 94 LH
NGR1 27 x 98 LH	COL1 49 x 97 LH	KGL1 66 x 99 HH	KSM1 4 x 100 LH	MAR1 30 x 97 LH	MMT1 60 x 99 AH	NGR1 17 x 98 LH	TKY1 6 x 100 LH	
TKS1 37 x 98 LH	PDI1 44 x 98 LH	RPM1 12 x 95 LH	SDI1 9 x 100 LH	SGT1 69 x 100 HH	TKS1 58 x 96 AH	TKS2 57 x 99 AH		
TUT1 71 x 96 HH	ERL1 ∞ x 100 HH	ERL2 65 x 98 HH	TCN1 40 x 93 LH	TUT1 63 x 98 HH	TUT2 66 x 97 HH	TYI1 79 x 96 HH	UDN1 190 x 93 HH	
TVL1 36 x 98 LH	ARM1 48 x 98 LH	ASM1 41 x 96 LH	TVL1 30 x 100 LH	TVL2 85 x 98 HH	VLY1 42 x 96 LH			
VNR1 65 x 98 HH	APK1 58 x 97 AH	APK2 68 x 100 HH	SVK1 50 x 98 AH	VNR1 99 x 95 HH	VNR2 62 x 99 HH			

RegionSOUTH-03 MTD | LCE 21.39% | LCR 94.56% | LH

DGL1 11 x 97 LH	DGL1 7 x 100 LH		DGL2 1 x 100 LH		MDU1 8 x 100 LH		MDU5 10 x 95 LH		MPA1 11 x 100 LH		NTM1 13 x 95 LH		PNI1 66 x 95 HH							
KKD2 14 x 97 LH	ATG1 5 x 92 LH		DKI1 21 x 98 LH		KKD2 17 x 100 LH		KKD3 0 x NaN LL		MNM1 3 x 100 LH		PNV1 13 x 100 LH		PVI1 36 x 96 LH		SGP1 3 x 100 LH		TDI1 3 x 100 LH		TPT1 4 x 100 LH	
KRR1 8 x 100 LH	KRR1 17 x 100 LH										ODM1 1 x 100 LH									
MDU2 26 x 93 LH	ADP1 8 x 88 LH		BNR1 56 x 94 AH		CBM1 24 x 98 LH		CMR1 54 x 92 AH		MDU2 14 x 100 LH		MDU3 1 x 100 LH		MDU4 25 x 88 LH		MDU6 58 x 92 AH		TEN1 13 x 95 LH		TEN2 11 x 94 LH	
SVG1 39 x 93 LH	BTU1 45 x 91 LH		KPT1 19 x 100 LH		KYK1 4 x 100 LH		MLR1 9 x 92 LH		NKI1 26 x 97 LH		PKM1 115 x 94 HH		SVG1 10 x 100 LH		TMM1 84 x 92 HH		USL1 42 x 93 LH			

RegionTIRUPATI-01 MTD | LCE 89.31% | LCR 98.57% | HH

ATP1 128 x 99 HH		ADI1 82 x 98 HH	ATP1 73 x 98 HH	DHN1 105 x 99 HH	GTL1 295 x 100 HH	KNL1 151 x 100 HH	KNL2 121 x 100 HH	NDL1 80 x 98 HH	TPI1 245 x 99 HH				
KDA1 36 x 98 LH		BVL1 20 x 100 LH	KDA1 24 x 94 LH	KOU1 39 x 98 LH	MPL1 81 x 100 HH	PDT1 31 x 100 LH	PIL1 11 x 100 LH	RCY1 8 x 100 LH	RJP1 55 x 96 AH				
TPY1 96 x 98 HH		CTO1 41 x 99 LH	KHT1 128 x 100 HH	KVL1 58 x 100 AH	NLR1 89 x 98 HH	NYP1 132 x 99 HH	PGR1 101 x 98 HH	PMR1 110 x 100 HH	PUT1 70 x 99 HH	SPE1 108 x 97 HH	TPY1 109 x 97 HH	TPY2 90 x 95 HH	VKI1 177 x 97 HH

RegionTRICHY-01 MTD | LCE 40.37% | LCR 98.08% | LH

KUM1 47 x 98 LH	JKM1 12 x 97 LH	KUM1 83 x 97 HH	MVM1 79 x 100 HH	NCK1 48 x 98 LH	TVR1 11 x 100 LH	TVR2 9 x 100 LH	
PTK1 31 x 98 LH	APM1 56 x 99 AH	MDI1 22 x 97 LH	NGT1 37 x 99 LH	NMM1 82 x 98 HH	PTK1 4 x 100 LH	TTP1 7 x 94 LH	
TNJ1 69 x 98 HH	AYR1 43 x 97 LH	KIK1 36 x 96 LH	KRN1 78 x 95 HH	ORU1 52 x 97 AH	PDK1 149 x 97 HH	TNJ1 59 x 100 AH	TNJ2 83 x 99 HH



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)

TRY1 19 x 98 LH	MSI1 3 x 100 LH	PBR1 21 x 100 LH	PBR2 41 x 97 LH	TRY1 17 x 99 LH	TRY2 55 x 100 AH	TRY3 6 x 100 LH	TYR1 4 x 100 LH
-----------------------	-----------------------	------------------------	-----------------------	-----------------------	------------------------	-----------------------	-----------------------

Region VIJAYAWADA-01 MTD | LCE 99.95% | LCR 98.38% | HH

BVR1 115 x 99 HH	AMP1 65 x 100 HH	BVR1 125 x 99 HH	DPE1 122 x 98 HH	ELU1 191 x 100 HH	JGG1 124 x 100 HH	KND1 68 x 100 HH	NPR1 0 x NaN LL	PAP1 113 x 100 HH	PPM1 257 x 100 HH	RMV1 326 x 100 HH	TDD1 51 x 98 AH	TNI1 0 x NaN LL	TNK1 51 x 100 AH
GNT1 88 x 97 HH	BPP1 41 x 85 LH	CKT1 158 x 97 HH	CRL1 129 x 99 HH	GNT1 22 x 100 LH	GNT2 68 x 100 HH	KDR1 75 x 99 HH	NRT1 17 x 100 LH	OGL1 224 x 98 HH	PNR1 91 x 85 HH	PRL1 97 x 100 HH	RAL1 108 x 99 HH	VKN1 9 x 88 LH	
VJW1 96 x 98 HH	GDV1 129 x 100 HH	GVM1 119 x 94 HH	JPT1 137 x 95 HH	MTM1 78 x 100 HH	TEL1 100 x 98 HH	TVU1 105 x 100 HH	VJW1 52 x 99 AH	VJW2 21 x 100 LH	VJW3 120 x 100 HH	VJW4 84 x 93 HH	VJW5 106 x 100 HH	VUY1 97 x 97 HH	

Region WEST-01 MTD | LCE 39.25% | LCR 97.51% | LH

CBE1 27 x 98 LH	CBE1 57 x 99 AH	CBE2 8 x 100 LH	CBE3 12 x 100 LH	CBE4 9 x 100 LH	CBE5 1 x 100 LH	CBE6 81 x 99 HH	KMR1 36 x 96 LH	SNR1 13 x 96 LH	SUL1 57 x 98 AH	
PLI1 26 x 98 LH	DPM2 14 x 100 LH		KGM1 30 x 98 LH		PDM1 37 x 92 LH		PLI1 33 x 100 LH		UMP1 21 x 100 LH	
TPR1 75 x 98 HH	TPR1 86 x 98 HH			TPR2 2 x 100 LH			TPR3 132 x 99 HH			
TPR4 89 x 97 HH	ANR1 1 x 100 LH		AVI1 167 x 100 HH		GBM1 91 x 94 HH		PPI1 80 x 92 HH		SYM2 35 x 98 LH	TPR4 110 x 99 HH
UAM1 16 x 96 LH	CNR1 2 x 100 LH		GDR1 9 x 100 LH		KGI1 5 x 100 LH		KMD1 0 x NaN LL		MPM1 73 x 98 HH	UAM1 6 x 76 LH

Region WEST-02 MTD | LCE 36.95% | LCR 96.84% | LH

ERD1 49 x 96 LH	CMI1 41 x 78 LH	ERD1 72 x 97 HH	ERD2 19 x 100 LH	KMM1 34 x 97 LH	NKL2 25 x 95 LH	PDR1 71 x 97 HH	RSP1 69 x 98 HH	SGG1 93 x 99 HH	TCG1 37 x 98 LH	VKL1 105 x 96 HH						
HSR1 21 x 97 LH	HSR1 27 x 98 LH		HSR2 40 x 95 LH		KRI1 16 x 100 LH		KVP1 2 x 100 LH		PLC1 1 x 100 LH		PMP1 9 x 100 LH		SGI1 29 x 100 LH			
MTR1 26 x 97 LH	BMD1 4 x 100 LH		DPR1 7 x 100 LH		DPR2 78 x 98 HH		HRR1 46 x 100 LH		MCR1 35 x 99 LH		MTR1 2 x 100 LH		OML1 36 x 97 LH		TRM1 17 x 89 LH	
SLM1 47 x 97 LH	APN1 111 x 93 HH		ATU1 74 x 98 HH		EDP1 4 x 100 LH		EPI1 2 x 100 LH		SLM1 72 x 99 HH		SLM2 38 x 100 LH		SLM3 8 x 89 LH		VPD1 42 x 98 LH	