

Region

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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)

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: 26-Aug-2025									
Sales Zone	Expected	Leads	Won	LCE %	LCR %	Category					
CHENNAI-01	9,939	2,579	1,055	25.95%	40.91%	LA					
CHENNAI-02	8,423	2,756	1,367	32.72%	49.60%	LA					
KL-SOUTH	783	188	103	24.00%	54.79%	LH					
NORTH ARCOT	7,138	2,642	1,107	37.01%	41.90%	LA					
SOUTH ARCOT	5,988	1,636	680	27.32%	41.56%	LA					
SOUTH-01	13,722	4,082	1,850	29.75%	45.32%	LA					
SOUTH-03	9,373	2,161	958	23.05%	44.33%	LA					
TIRUPATI-01	4,559	3,480	2,438	76.34%	70.06%	HH					
TRICHY-01	10,002	3,376	2,209	33.75%	65.43%	LH					
VIJAYAWADA-01	4,621	4,336	3,407	93.83%	78.57%	HH					
WEST-01	6,565	2,351	1,564	35.81%	66.52%	LH					
WEST-02	8,418	3,225	1,775	38.31%	55.04%	LH					
Total	89,533	32,812	18,513	36.65%	56.42%	LH					

Region			CHENNAI-0	1 MTD LO	CE 25.95%	LCR 40.91	.% LA		
CH03	CGL1	CH45	GUD1	GUD2	MC10	MRM1	SKL1	TKM1	
24 x 39	41 x 48	13 x 40	24 x 43	10 x 39	26 x 36	32 x 26	10 x 40	42 x 42	
LA	LA	LA	LA	LA	LA	LL	LA	LA	
CH05 34 x 38 LA	AVD1 21 x 39 LA	CH05 21 x 36 LA	CH14 62 x 37 HA	CH26 5 x 75 LH		CH30 12 x 23 L	CH35 45 x 51 LH	CH37 23 x 43 LA	
CH06	CH08	CH11	CH16	CH19	CH29	CH39	CH40	CH42	
24 x 47	48 x 36	15 x 80	15 x 62	20 x 67	9 x 25	61 x 40	9 x 21	11 x 40	
LA	LA	LH	LH	LH	LL	HA	LL	LA	
CH08	CH07	CH22	CH28	CH38	CH48	KNR1	MC02	MC09	
20 x 40	21 x 53	38 x 32	31 x 34	11 x 44	0 x NaN	22 x 46	3 x 100	39 x 40	
LA	LH	LA	LA	LA	LL	LA	LH	LA	

Region			CHENNAI-02	2 MTD LC	E 32.72%	LCR 49.60%	LA	
CH01 24 x 51 LH	CH03 5 x 82 LH	CH12 48 x 48 LA	CH23 13 x 59 LH	CH24 35 x 48 LA	CH4 46 x LA		CO6 x 22	MC08 12 x 100 LH
CH04 41 x 48 LA	CH21 54 x 50 AH	CH34 46 x 46 LA	CH44 37 x 31 LA	GPD1 48 x 53 LH	MC05 36 x 27 LL	MJR1 21 x 38 LA	PON1 65 x 64 HH	UKI1 23 x 64 LH
CH07 37 x 50 LH	CH01 140 x 100 HH	CH15 53 x 45 AA	CH17 11 x 95 LH	CH18 35 x 36 LA	CH27 9 x 100 LH	CH32 18 x 100 LH	CH36 11 x 88 LH	CH43 40 x 54 LH
CH09 26 x 51 LH	CH06 29 x 34 LA	CH09 18 x 64 LH		120 x 46	CH31 13 x 89 LH	CH33 5 x 100 LH		CH46 48 x 56 LH

1VP1 24 x 55 LH	KLR1 1 x 100 LH		5	AS1 1 x 71 NH		1VP1 20 x 32 LA			
Region			NORTH ARC	OT MTD L	CE 37.01%	LCR 41.90	% LA		
NA01	AKM1	ANI1	ARC2	CYR1	KPM1	KPM2	WJD1	WJP1	
51 x 40	57 x 36	31 x 41	7 x 50	26 x 55	45 x 40	66 x 38	67 x 50	77 x 30	
AA	AA	LA	LA	LH	LA	HA	HA	HA	
NA02	ABR1	CGM1	GDM1	PLR1	TRR1	VEL1	VEL2	VNB1	
28 x 43	16 x 47	15 x 44	20 x 42	25 x 54	11 x 40	40 x 60	57 x 36	29 x 28	

KL-SOUTH MTD | LCE 24.00% | LCR 54.79% | LH

28 x 43 LA	16 x 47 LA	15 x 44 LA	20 x 42 LA	25 x 54 LH	11: LA	x 40	40 x 60 LH	57 x 36 AA	29 x 28 LL	
NA03	BGR1	CPT1	PTU1	SBR1	SLG1	TRL1	TRT1	UGI1	VSI1	
32 x 44	42 x 46	40 x 26	30 x 62	11 x 50	34 x 52	11 x 67	67 x 30	58 x 47	29 x 51	
LA	LA	LL	LH	LA	LH	LH	HA	AA	LH	

SOUTH ARCOT MTD | LCE 27.32% | LCR 41.56% | LA



Follow-Up Lead Capturing Effectiveness as on 8/26/2025 10:00:31 AM

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		e Efficiency (LCE) = Follow			Leads Convers			
A01 5 x 41	CUD1 50 x 43 AA	KLM1 42 x 3 LA		MKM1 26 x 24 LL		POY1 19 x 62 LH	POY2 31 x 30 LA	
A02 9 x 46	CDM1 30 x 47 LA	KKI2 53 x 42 AA	KML1 4 x 62 LH	NVL2 8 x 54 LH	PRT1 8 x 89 LH	STP1 3 x 20 LL	ULP1 5 x 42 LA	VCM1 12 x 33 LA
03 0 x 39	SJI1 14 x 11 LL	TDM1 37 x 35 LA	TRK1 55 x 46 AA	TVM1 22 x 53 LH		TVM2 19 x 26 LL	VPM1 40 x 33 LA	VPM2 6 x 38 LA
Region			SOUTH-01	MTD LCE	29.75%	LCR 45.32%	LA	
/T1 3 x 38	KVT1 20 x 43 LA	KYR1 9 x 26 LL	PKD1 43 x 39 LA	RND1 46 x 42 LA	SKD1 1 x 100 LH	SNL1 31 x 42 LA	STU2 33 x 33 LA	VKM1 53 x 24 AL
GR1 0 x 50	COL1 13 x 8 LL	KGL1 28 x 26 LL	KSM1 11 x 29 LL	MAR1 12 x 67 LH		MMT1 17 x 43 LA	NGR1 4 x 94 LH	TKY1 10 x 39 LA
(S1 x 51 	PDI1 19 x 50 LA	RPM1 9 x 71 LH	SDI1 25 x LA		SGT1 57 x 44 AA	TKS1 37 x 40 LA)	TKS2 18 x 71 LH
JT1 5 x 43	ERL1 108 x 42 HA	ERL2 1 x 100 LH	TCN1 40 x 24 LL	TUT1 43 x 46 LA		TUT2 14 x 39 LA	TYI1 25 x 45 LA	UDN1 92 x 53 HH
/L1 9 x 64	ARM1 43 x 54 LH	ASM1 34 x 7 LH		TVL1 26 x 68 LH		TVL2 30 x 75 LH	VLY1 34 x 5. LH	3
NR1 2 x 37 A	APK1 42 x 44 LA		SVK1 49 x 41 LA		VNR1 78 x 57 HH		VNR2 51 x 24 AL	
Region			SOUTH-03	MTD LCE	23.05%	LCR 44.33%	I LA	
GL1 x 66 ł	DGL1 3 x 100 LH	DGL2 2 x 100 LH	MDU1 6 x 100 LH	MDU5 17 x 66 LH		MPA1 1 x 100 LH	NTM1 23 x 36 LA	PNI1 52 x 44 AA
(D2 1 x 43	ATG1 6 x 81 LH	32 x 18 7	KKD2 MNN 7 x 100 8 x 7 .H LH	73 18 x 33	PVI 3 39 LA	x 39 3 x 100	TDI1 2 x 33 LA	TPT1 4 x 92 LH
RR1 x 100	KRR1 11 x 100 LH				ODM1 3 x 100 LH			
DU2 3 x 39	ADP1 29 x 26 LL	BNR1 CBM1 60 x 28 25 x 3. HL LA		MDU2 16 x 36 LA	MDU3 7 x 100 LH	16 x 55	MDU6 TEN1 50 x 43 19 x 30 AA LA	TEN2 0 21 x 8 LL
/G1 9 x 42	BTU1 78 x 37 HA	KPT1 11 x 21 LL	MLR1 3 x 75 LH	NKI1 45 x 32 LA	PKM1 84 x 74 HH	SVG1 31 x 36 LA	TMM1 74 x 37 HA	USL1 66 x 34 HA
Region		-	TIRUPATI-01	MTD LCE	76.34%	LCR 70.06%	% HH	
ГР1)3 x 82 Н	ADI1 81 x 44 HA	ATP1 31 x 73 LH	DHN1 141 x 85 HH	GTL1 277 x 96 HH	KNL1 114 x 88 HH	KNL2 98 x 95 HH	NDL1 69 x 35 HA	TPI1 200 x 90 HH
OA1 5 x 68	BVL1 26 x 50 LA	KDA1 35 x 61 LH	KOU1 37 x 63 LH	MPL1 22 x 84 LH	PDT1 71 x 83 HH	PIL1 41 x 71 LH	RCY1 53 x 63 AH	RJP1 85 x 60 HH
PY1 1 x 59 H	CTO1 47 x 49 LA	KHT1 NLR1 87 x 58 109 x 69 HH HH	NYP1 59 x 79 AH	PGR1 PMR: 90 x 69 70 x 6 HH HH				VKI1 9 x 45 101 x 66 HH
Region			TRICHY-01	MTD LCE	33.75%	LCR 65.43%	o LH	
JM1) x 59 I	JKM1 16 x 77 LH	KUM1 64 x 61 HH	MVN 69 x HA	x 47	NCK1 48 x 86 LH	TVR1 16 x 85 LH	;	TVR2 4 x 76 LH
TK1 L x 50	APM1 61 x 47 HA	MDI1 9 x 94 LH	NGT 16 x LA		NMM1 56 x 38 AA	PTK1 3 x 100 LH		TTP1 18 x 47 LA
√J1 1 x 86 1	AYR1 42 x 98 LH	KIK1 35 x 74 LH	KRN1 47 x 93 LH	ORU1 31 x 73 LH		PDK1 125 x 78 HH	TNJ1 35 x 93 LH	TNJ2 34 x 93 LH



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TRY1 28 x 52 LH	MSI1 10 x 95 LH	PBR1 10 x 83 LH	PBR2 46 x 43 LA	TRY1 24 x 61 LH		TRY2 53 x 40 AA	TRY3 25 x 85 LH	TYR1 23 x 22 LL	,
Region		V	IJAYAWADA-	01 MTD L	CE 93.83°	% LCR 7	8.57% HH		
BVR1 116 x 80 HH	AMP1 65 x 68 HH	BVR1 DPE1 70 x 59 161 x 91 HH HH	ELU1 1 131 x 80 HH	JGG1 KNI 145 x 85 113 HH HH	3 x 96 12:	1 x 79 202 x		85 x 71 8	NK1 3 x 66 H
GNT1 90 x 79 HH	BPP1 54 x 62 AH	CKT1 CRL1 149 x 93 85 x 86 HH HH		NT2 KDR1 4 x 92 162 x 87 H HH	NRT1 37 x 59 LH	OGL1 196 x 89 HH	PNR1 PRL1 71 x 46 71 x 77 HA HH	51 x 48	VKN1 36 x 43 LA
VJW1 76 x 76 HH	GDV1 115 x 84 HH	GVM1 JPT1 78 x 76 54 x 71 HH AH	MTM1 TE 75 x 67 87 HH HH	x 71 72 x 66	VJW1 51 x 94 AH	VJW2 66 x 72 HH	VJW3 VJW4 93 x 67 62 x 68 HH HH	76 x 91	VUY1 111 x 83 HH
Region			WEST-01	MTD LCE :	35.81%	LCR 66.5	2% LH		
CBE1 27 x 82 LH	CBE1 44 x 68 LH	CBE2 8 x 99 LH	CBE3 17 x 100 LH	CBE4 19 x 93 LH	CBE6 49 x 91 LH	KMR1 48 x 92 LH	SNR1	SUL1 35 x 32 LA	
PLI1 21 x 56 LH	DPM2 18 x 49 LA	KGM 29 x LA		PDM1 26 x 50 LA		PLI1 18 × 70 LH		UMP1 20 x 72 LH	
TPR1 18 x 68 .H	TPR1 63 x 42 HA			R2 < 77			TPR3 101 x 91 HH		
ГРR4 76 x 63 НН	ANR1 37 x 61 LH	AVI1 59 x 89 AH		BM1 × 40 A	PPI1 145 x 62 HH		SYM2 67 x 43 HA	TPR4 53 x 86 AH	
UAM1 25 x 45 LA	CNR1 6 x 56 LH	GDR1 13 x 37 LA	KG 32 LL	x 25	KMD1 0 x NaN LL		MPM1 54 x 44 AA	UAM1 25 x 61 LH	
Region			WEST-02	MTD LCE :	38.31%	LCR 55.0	4% LH		
ERD1 52 x 58 AH	CMI1 42 x 37 LA	ERD1 ERD. 61 x 67 14 x HH LH		NKL2 57 x 52 AH	PDR1 44 x 49 LA	RSP1 45 x 44 LA	SGG1 73 x 51 HH	TCG1 VKI 59 x 53 13 6 AH HH	5 x 72
HSR1 22 x 43 LA	HSR1 36 x 66 LH	HSR2 36 x 32 LA	KRI1 16 x 60 LH	KVP1 1 x 100 LH		PLC1 14 x 38 LA	PMP1 11 x 50 LA	SGI1 24 x 9 LL	
MTR1 39 x 54 .H	BMD1 10 x 24 LL	DPR1 11 x 83 LH	DPR2 60 x 48 AA	HRR1 83 x 89 HH	MCR1 39 x 26 LL	MTR1 18 x 19 LL	OML1 54 x 44 AA	TRM1 39 x 49 LA	
SLM1 37 x 58	APN1 58 x 53 AH	ATU1 53 x 32 AA	EDP1 6 x 42 LA	EPI1 8 x 36 LA	SLM1 52 x 87 AH	SLM2 31 x 75 LH	SLM3 24 x 33 LA	VPD1 45 x 41 LA	