

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-Jul-2025 To Date: 28-Jul-2025								
Sales Zone	Expected	Leads	Won	LCE %	LCR %	Category			
CHENNAI-01	10,068	2,835	2,258	28.16%	79.65%	LH			
CHENNAI-02	9,014	2,937	2,299	32.58%	78.28%	LH			
KL-SOUTH	600	135	102	22.49%	75.56%	LH			
NORTH ARCOT	7,298	2,748	1,893	37.66%	68.89%	LH			
SOUTH ARCOT	6,153	1,545	1,254	25.11%	81.17%	LH			
SOUTH-01	14,181	3,001	2,145	21.16%	71.48%	LH			
SOUTH-03	9,929	2,089	1,525	21.04%	73.00%	LH			
TIRUPATI-01	4,661	3,960	3,605	84.97%	91.04%	HH			
TRICHY-01	9,570	3,448	3,023	36.03%	87.67%	LH			
VIJAYAWADA-01	4,820	4,061	3,803	84.25%	93.65%	HH			
WEST-01	6,124	2,198	1,866	35.89%	84.90%	LH			
WEST-02	8,596	3,631	3,003	42.24%	82.70%	LH			
Total	91,013	32,588	26,776	35.81%	82.17%	LH			

Region			CHENNAI-01	L MTD L	CE 28.16%	LCR 79.65	% LH		
CH03	CGL1	CH45	GUD1	GUD2	MC10	MRM1	SKL1	TKM1	
31 x 77	37 x 80	27 x 80	26 x 80	29 x 88	33 x 77	39 x 63	14 x 84	47 x 77	
LH	LH	LH	LH	LH	LH	LH	LH	LH	
CH05 37 x 80 LH	AVD1 44 x 91 LH	CH05 28 x 79 LH	CH14 51 x 72 AH	CH26 23 x t LH		∃30 3 x 79 ∃	CH35 53 x 83 AH	CH37 30 x 82 LH	
CH06	CH08	CH11	CH16	CH19	CH29	CH39	CH40	CH42	
25 x 81	34 x 71	22 x 96	15 x 86	29 x 87	20 x 90	55 x 78	19 x 81	10 x 83	
LH	LH	LH	LH	LH	LH	AH	LH	LH	
CH08	CH07	CH22	CH28	CH38	CH48	KNR1	MC02	MC09	
21 x 80	18 x 84	32 x 72	41 x 79	17 x 87	0 x NaN	28 x 78	8 x 100	29 x 90	
LH	LH	LH	LH	LH	LL	LH	LH	LH	

Region			CHENNAI-0	2 MTD LC	E 32.58%	LCR 78.28%	LH	
CH01	CH03	CH12	CH23	CH24	3	CH41	MC06	MC08
23 x 81	4 x 85	46 x 78	24 x 95	36 x 83		39 x 78	8 x 90	14 x 50
LH	LH	LH	LH	LH		LH	LH	LA
CH04	CH21	CH34	CH44	GPD1	MC05	MJR1	PON1	UKI1
15 x 77	39 x 64	53 x 75	44 x 74	67 x 85	21 x 77	32 x 83	49 x 80	51 x 86
.H	LH	AH	LH	HH	LH	LH	LH	AH
H07	CH01	CH15	CH17	CH18	CH27	CH32	CH36	CH43
4 x 78	63 x 100	44 x 70	15 x 85	32 x 80	7 x 89	28 x 100	13 x 86	46 x 84
H	HH	LH	LH	LH	LH	LH	LH	LH
H09 4 x 80 H	CH06 29 x 68 LH	CH09 22 x 69 LH		H20 3 x 81 H	CH31 33 x 90 LH	CH33 4 x 92 LH		CH46 36 x 93 LH

Region		KL-SOUTH MTD LCE 22.49% LCR 75.56% LH	
TVP1 22 x 76 LH	PAS1 42 x 89 LH	TVP1 15 x 62 LH	
Region		NORTH ARCOT MTD LCE 37.66% LCR 68.89% LH	

NA01 40 x 68 LH	AKM1 43 x 68 LH	ANI1 55 x 82 AH	ARC2 12 x 68 LH	COT MID L CYR1 30 x 76 LH	KPM1 29 x 65 LH	KPM2 53 x 63 AH	WJD1 30 x 65 LH	WJP1 56 x 74 AH	
NA02 38 x 64 LH	ABR1 16 x 79 LH	CGM1 49 x 87 LH	GDM1 38 x 69 LH	PLR1 50 x 96 LH	TRR1 21 x 36 LA	VEL1 58 × 40 AA	VEL2 46 x 73 LH	VNB1 18 x 91 LH	
NA03 35 x 77 LH	BGR1 50 x 85 AH	CPT1 33 x 79 LH	PTU1 29 x 91 LH	SBR1 SL0 10 x 92 45 LH LH	x 81 31 x 81	TRT1 53 x 62 AH	UGI1 60 x 80 AH	VSI1 30 x 52 LH	

Region SOUTH ARCOT MTD | LCE 25.11% | LCR 81.17% | LH



Follow-Up Lead Capturing Effectiveness as on 7/28/2025 10:00:27 AM

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401 9 x 77 H	CUD1 33 x 76 LH	KLM1 16 x 64 LH	2	MKM1 26 x 84 LH	POY1 26 x 82 LH		OY2 7 x 76 H
02 x 83	CDM1 26 x 85 LH	39 x 84	KML1 NVL2 8 x 88 14 x 7 LH LH		STP1 7 x 85 LH	ULP1 6 x 92 LH	VCM1 26 x 80 LH
03 x 85	SJI1 18 x 72 LH	TDM1 34 x 92 LH	TRK1 44 x 82 LH	TVM1 60 x 98 HH	TVM2 24 x 77 LH	VPM1 37 x 89 LH	VPM2 9 x 77 LH
Region		S	SOUTH-01 MTD	LCE 21.16%	6 LCR 71.48	3% LH	
VT1 3 x 67 H	KVT1 12 x 74 LH	KYR1 9 x 75 LH	PKD1 26 x 79 LH	RND1 42 x 71 LH	SNL1 21 x 69 LH	STU2 31 x 43 LA	VKM1 27 x 51 LH
GR1 x 82 H	COL1 7 x 88 LH	KGL1 18 x 84 LH	KSM1 4 x 60 LH	MAR1 6 x 92 LH	MMT1 17 x 68 LH	NGR1 4 x 87 LH	TKY1 7 x 82 LH
KS1 0 x 73 H	PDI1 15 x 68 LH	RPM1 18 x 76 LH	SDI1 17 x 71 LH	SGT1 35 x 61 LH		KS1 4 x 76 H	TKS2 15 x 75 LH
TUT1 25 x 72 H	ERL1 60 x 85 AH	TCN1 23 x 81 LH	TUT1 28 x 73 LH	TUT2 6 x 61 LH		YI1 x 65 H	UDN1 53 x 56 AH
VL1 20 x 85 .H	ARM1 36 x 79 LH	ASM1 26 x 75 LH	1	TVL1 18 x 89 LH	TVL2 47 x 100 LH		LY1 6 x 79 H
/NR1 32 x 60 .H	APK1 23 x 59 LH		SVK1 39 x 63 LH	VNR1 42 x 60 LH		VNR2 29 x 60 LH	
Region		Ç	SOUTH-03 MTD	LCE 21.04%	6 LCR 73.00)% LH	
OGL1 0 x 83 H	DGL1 3 x 100 LH	DGL2 2 x 100 LH	MDU1 7 x 94 LH	MDU5 16 x 93 LH	MPA1 4 x 100 LH	NTM1 17 x 52 LH	PNI1 42 x 73 LH
(KD2 .3 x 75 H	ATG1 6 x 95 LH	DKI1 KKD2 29 x 68 8 x 94 LH LH		PNV1 21 x 62 LH		GP1 TDI1 x 75 8 x 59 H LH	TPT1 3 x 91 LH
(RR1 3 x 100 .H	KRR1 12 x 100 LH			ODM1 3 x 100 LH			
MDU2 31 x 72 .H	ADP1 41 x 70 LH	BNR1 CBM1 39 x 71 28 x 56 LH LH	73 x 86 1	MDU2 MDU3 13 x 80 5 x 100 LH LH	MDU4 33 x 59 LH		EN1 TEN2 5 x 77 31 x 67 H LH
VG1 5 x 69 H	BTU1 89 x 84 HH	22 x 69	MLR1 NKI1 7 x 93 29 x 5 LH LH		SVG1 20 x 77 LH	TMM1 54 x 69 AH	USL1 50 x 50 LA
Region				D LCE 84.97 ^c	% LCR 91.0	•	
ATP1 LO7 x 93 HH	ADI1 53 x 73 AH	81 x 93	DHN1 GTL1 191 x 93 208 x HH HH		KNL2 56 x 90 AH	NDL1 46 x 71 LH	TPI1 215 x 97 HH
(DA1 55 x 91 AH	BVL1 22 x 81 LH	76 x 90	KOU1 MPL1 50 x 92 20 x 9 AH LH		PIL1 57 x 86 AH	RCY1 54 x 92 AH	RJP1 54 x 90 AH
ГРҮ1 87 x 89 НН	CTO1 49 x 84 LH	KHT1 NLR1 84 x 95 129 x 93 HH HH	NYP1 PGR1 149 x 97 135 x 93 HH HH	93 107 x 94	PUT1 SPE1 46 x 85 88 x 91 LH HH	TPY1 70 x 68 HH	TPY2 VKI1 54 x 80 175 x 93 AH HH
Region		T	TRICHY-01 MTD		<u> </u>	•	
KUM1 45 x 90 LH	JKM1 18 x 92 LH	KUM1 48 x 90 LH	MVM1 78 x 86 HH	NCK1 34 x 89 LH	20 LF		TVR2 42 x 98 LH
PTK1 34 x 84 LH	APM1 70 x 82 HH	MDI1 26 x 95 LH	NGT1 33 x 76 LH	NMM1 51 x 79 AH	10 LF		TTP1 40 x 84 LH
ГNJ1 49 x 91 ₋ Н	AYR1 62 x 96 HH	KIK1 35 x 77 LH	KRN1 40 x 85 LH	ORU1 46 x 88 LH	PDK1 143 x 90 HH	TNJ1 33 x 96 LH	TNJ2 42 x 94 LH



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TRY1 22 x 83 LH	MSI1 26 x 95 LH	PBR1 12 x 93 LH	3	PBR2 37 x 73 LH	TR' 10 LH	x 87	TRY2 77 x 92 HH		TRY3 33 x 89 LH	TYR1 22 x 69 LH)
Region			VIJAYA	WADA-01	MTD	LCE 84.2	25% L	CR 93.6	5% HH		
BVR1 77 x 94 HH	AMP1 82 x 96 HH	BVR1 61 x 89 HH	113 x 100	160 x 100	IGG1 89 x 88 HH	KND1 83 x 95 HH	PAP1 44 x 98 LH	PPM1 129 x 98 HH	RMV1 35 x 83 LH	TDD1 92 x 91 HH	TNK1 43 x 88 LH
GNT1 72 x 94 HH	BPP1 41 x 94 LH		RL1 GNT 01 x 98 28 x H LH		KDR1 47 x 9 LH		OGL1 213 x 9 HH	PNR1 60 x 74 AH	PRL1 4 54 x 83 AH	RAL1 39 x 84 LH	VKN1 16 x 90 LH
VJW1 104 x 93 HH	GDV1 147 x 99 HH	GVM1 JP 117 x 95 14 HH HH	15 x 88 97 x		TVU1 166 x HH		VJW2 89 x 9 ⁻ HH	VJW3 7 53 x 92 AH		VJW5 124 x 96 HH	VUY1 159 x 93 HH
Region			WE	EST-01 M	TD LC	E 35.89%	l LCR	84.90%	LH		
CBE1 36 x 95 LH	CBE1 47 x 92 LH	CBE2 19 x 97 LH	CBE 29 x LH	3	CBE4 43 x 97 LH	CBE6 78 x 98 HH		KMR1 59 x 95 AH	SNR1 23 x 81 LH	SU 22 LH	x 87
PLI1 25 x 85 .H	DPM2 17 x 91 LH	<u>'</u>	KGM1 23 x 92 LH		PDM1 30 x 76 LH		PLI 31 LH	x 82		UMP1 21 x 88 LH	
PR1 4 x 85 AH	TPR1 67 x 72 HH			TPR2 7 x 95 LH				TPR3 113 x 9 HH	95		
PR4 52 x 77 AH	ANR1 18 x 82 LH		/I1 7 x 100 H	GBM1 77 x 5: HH		PPI1 67 x 81 HH		SYM2 51 x 7		TPR4 33 x 90 LH	
JAM1 21 x 70 LH	CNR1 8 x 92 LH		DR1 2 x 61 H	KGI1 33 x 70 LH)	KMD1 0 x NaN LL		MPM1 46 x 73 LH		UAM1 13 x 70 LH	
Region			WE	EST-02 M	TD LC	E 42.24%	LCR	82.70%	LH		
ERD1 71 x 86 HH	CMI1 46 x 74 LH	ERD1 115 x 91 HH	ERD2 31 x 90 LH	KMM1 44 x 84 LH	NKL2 71 x 79 HH	PDR1 52 x 55 AH	RSF	P1 x 93	SGG1 77 x 81 HH	TCG1 53 x 84 AH	VKL1 139 x 91 HH
HSR1 21 x 80 .H	HSR1 31 x 83 LH	HSR2 31 x 83 LH	3	KRI1 8 x 95 LH	KV 2 x LH	100	PLC1 20 x 49 LA		PMP1 19 x 72 LH	SGI1 26 x 89 LH	9
ЛТR1 6 x 84 Н	BMD1 7 x 94 LH	DPR1 24 x 81 LH	DPR 64 x HH		HRR1 97 x 97 HH	MCR1 20 x 86 LH		MTR1 24 x 59 LH	OML1 26 x 77 LH	TRI 39 LH	x 74
SLM1 38 x 79 LH	APN1 67 x 67 HH	ATU1 50 x 73 AH	EDP 14 x LH	: 60	EPI1 15 x 89 LH	SLM1 50 x 80 LH		SLM2 41 x 99 LH	SLM3 36 x 89 LH	VPI 22 LH	x 62