

NA03

6 x 61

LH

BGR1

LH

13 x 70

CPT1

4 x 50

LA

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-Oct-2025 To Date: 28-Oct-2025									
Sales Zone	Expected	Leads	Won	LCE %	LCR %	Category				
CHENNAI-01	13,807	1,233	757	8.93%	61.39%	LH				
CHENNAI-02	12,443	1,664	932	13.37%	56.01%	LH				
KL-SOUTH	911	81	57	8.90%	70.37%	LH				
NORTH ARCOT	11,604	1,411	608	12.16%	43.09%	LA				
SOUTH ARCOT	9,979	777	430	7.79%	55.34%	LH				
SOUTH-01	23,517	3,345	2,042	14.22%	61.05%	LH				
SOUTH-03	19,541	1,193	666	6.11%	55.83%	LH				
TIRUPATI-01	8,102	1,763	1,383	21.76%	78.45%	LH				
TRICHY-01	15,582	1,493	1,210	9.58%	81.04%	LH				
VIJAYAWADA-01	7,951	2,727	2,401	34.30%	88.05%	LH				
WEST-01	11,984	2,053	1,673	17.13%	81.49%	LH				
WEST-02	16,621	1,623	1,075	9.76%	66.24%	LH				
Total	152,042	19,363	13,234	12.74%	68.35%	LH				

Region			CHENNAI-0	1 MTD LO	CE 8.93%	LCR 61.39	% LH		
CH03	CGL1	CH45	GUD1	GUD2	MC10	MRM1	SKL1	TKM1	
7 x 61	7 x 85	1 x 43	9 x 61	0 x 100	7 x 42	12 x 54	4 x 85	10 x 57	
LH	LH	LA	LH	LH	LA	LH	LH	LH	
CH05 11 x 54 LH	AVD1 4 x 76 LH	CH05 12 x 60 LH	CH14 12 x 52 LH	CH26 5 x 100 LH		CH30 8 x 70 LH	CH35 13 x 70 LH	CH37 24 x 27 LL	
CH06	CH08	CH11	CH16	CH19	CH29	CH39	CH40	CH42	
9 x 72	15 x 58	6 x 88	3 x 85	10 x 87	3 x 100	22 x 56	2 × 100	6 x 98	
LH	LH	LH	LH	LH	LH	LH	LH	LH	
CH08	CH07	CH22	CH28	CH38	CH48	KNR1	MC02	MC09	
9 x 59	4 x 89	17 x 37	21 x 71	5 x 32	7 x 44	4 x 69	4 x 100	6 x 100	
LH	LH	LA	LH	LA	LA	LH	LH	LH	

Region			CHENNAI-02	2 MTD LO	CE 13.37%	LCR 56.01°	% LH		
CH01 10 x 65 LH	CH03 4 x 76 LH	CH06 6 x 43 LA		112 x 56	CH23 10 x 100 LH	CH24 14 x 7 LH	7	MC06 1 x 100 LH	
CH04 15 x 49 LA	CH21 23 x 45 LA	CH34 16 x 62 LH	CH44 16 x 52 LH	GPD1 18 x 54 LH	MC05 3 x 100 LH	MJR1 16 x 36 LA	PON1 14 x 47 LA	UKI1 1 x 80 LH	
CH07 18 x 54 LH	CH01 38 x 100 LH	CH15 26 x 40 LA	CH17 12 x 100 LH	CH18 13 x 70 LH	CH27 5 x 100 LH	CH32 19 x 100 LH	CH36 4 x 100 LH	CH43 19 x 45 LA	
CH09 LO x 64 .H	CH09 5 x 95 LH	CH20 17 x 53 LH	CH31 5 x 80 LH	CH33 4 x 94 LH		CH41 15 x 52 .H	CH46 12 x 76 LH	CH51 NaN x NaN LL	

Region			KL-SOI	JTH MTD	LCE 8.90%	LCR 70.37%	LH	
TVP1 9 x 70 LH	KLR1 1 x 100 LH		NYK1 NaN x NaN LL	PAS1 17 x 6 LH		PNL1 NaN x NaN LL	TVP1 8 x 71 LH	
Region			NORTH A	RCOT MTD	LCE 12.16	% LCR 43.09%	% LA	
NA01 22 x 34 LA	AKM1 30 x 27 LL	ANI1 7 x 68 LH	ARC2 2 x 100 LH	CYR1 8 x 53 LH	KPM1 9 x 67 LH	KPM2 41 x 23 LL	WJD1 12 x 68 LH	WJP1 16 x 70 LH
NA02 7 x 59 LH	ABR1 6 x 74 LH	CGM1 1 x 75 LH	GDM1 8 x 48 LA	PLR1 4 x 100 LH	5 x 71	VEL2 13 x 62 LH VEL2 13 x 47 LA	VEL3 NaN x NaN LL	VNB1 1 x 33 LA

SLG1

3 x 54 LH TRL1

5 x 93

LH

TRT1

5 x 32

LA

UGI1

12 x 59 LH VSI1

LH

13 x 55

Region SOUTH ARCOT MTD LCE 7.79%

SBR1

0 x 50

LA

PTU1 5 x 78 LH



Follow-Up Lead Capturing Effectiveness as on 10/28/2025 10:00:01 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)

A01 2 x 48 A	CUD1 22 x 31 LA		CLM1 .0 x 65 H	MKM1 3 x 88 LH		POY1 8 x 86 LH		POY2 5 x 74 LH	
02 60	CDM1 11 x 31 LA	KKI2 16 x 65 LH	KML1 1 x 100 LH	NVL2 4 x 62 LH	PRT1 6 x 92 LH	STP1 1 x 100 LH	ULP1 1 x 100 LH	VCM1 7 x 93 LH	
03 65	SJI1 NaN x NaN LL	SJI2 1 x 100 LH	TDM1 5 x 52 LH	TRK1 13 x 49 LA	TVM1 8 x 100 LH	TVM2 1 x 100 LH	VPM1 10 x 95 LH	VPM2 0 x 100 LH	
Region			SOUTH-0	1 MTD LCI	E 14.22%	LCR 61.0	5% LH		
/T1 3 x 57 H	KVT1 4 x 66 LH	KYR1 3 x 73 LH	PKD1 25 x 40 LA	RND1 26 x 61 LH	SKD1 11 x 60 LH	SNL1 10 x 53 LH	STU2 11 x 91 LH	VKM1 14 x 65 LH	
GR1) x 64 H	COL1 26 x 79 LH	KGL1 13 x 72 LH	KSM1 5 x 60 LH	MAR1 11 x 9 LH		MMT1 9 x 65 LH	NGR1 10 x 47 LA	TKY1 3 x 45 LA	
KS1 2 x 77 H	PDI1 4 x 59 LH	RPM1 8 x 82 LH	7	SDI1 7 x 69 LH	SGT1 7 x 74 LH	1	TKS1 12 x 65 _H	TKS2 21 x 84 LH	
UT1 6 x 59 H	ERL1 NaN x NaN LL	ERL2 18 x 70 LH	TCN1 11 x 60 LH	TUT1 14 x 5 LH		TUT2 15 x 49 LA	TYI1 13 x 72 LH	UDN1 44 x 65 LH	
VL1 9 x 78 H	ARM1 19 x 48 LA		SM1 .6 x 81 H	TVL1 20 x 87 LH		TVL2 29 x 92 LH		VLY1 14 x 59 LH	
'NR1 7 x 36 A	APK1 19 x 18 LL		NPK2 11 x 39 A	SVK1 4 x 53 LH		VNR1 28 x 39 LA		VNR2 10 x 38 LA	
Region			SOUTH-0	3 MTD LC	Œ 6.11%	LCR 55.83	3% LH		
GL1 x 87 H	DGL1 1 x 100 LH	DGL2 1 x 100 LH	MDU1 3 x 97 LH	MDU5 6 x 96 LH		MPA1 2 x 100 LH	NTM1 3 x 64 LH	PNI1 12 x 57 LH	
KD2 x 86 H	ATG1 1 x 100 LH		KKD2 KKD3 .0 x 100 1 x 100 .H LH	MNM1 0 x NaN LL	PNV1 1 x 67 LH	PVI1 7 x 84 LH	SGP1 1 x 100 LH	TDI1 TPT1 2 x 80 1 x 75 LH LH	
RR1 x 96 H	KRR1 4 x 95 LH				ODM1 0 x 100 LH				
1DU2 2 x 42 4	ADP1 0 x 100 LH		CBM1 CMR1 5 x 63 13 x 86 H LH	MDU2 6 x 68 LH	MDU3 2 x 100 LH	MDU4 4 x 56 LH	MDU6 49 x 27 LL	TEN1 TEN2 3 x 93 3 x 64 LH LH	
VG1 x 60 H	BTU1 10 x 76 LH	KPT1 1 x 75 LH	1 x 100	MLR1 NK 2 x 100 2 x LH LH	<mark>< 57</mark> 28	8 x 47	5VG1 TM 4 x 88 9 x _H LH		
Region			TIRUPATI-(01 MTD L0	CE 21.76%	LCR 78.	45% LH		
TP1 9 x 90 H	ADI1 28 x 59 LH	ATP1 11 x 76 LH	4 x 100			1 x 99 1	NL2 ND 13 x 89 14 LH LH	x 82 113 x 98	
DA1 x 88 H	BVL1 2 x 100 LH	KDA1 4 x 90 LH	KOU1 10 x 100 LH	MPL1 3 x 78 LH	PDT1 10 x 100 LH	PIL1 1 x 100 LH	RCY1 1 x 100 LH	RJP1 12 x 70 LH	
PY1 6 x 69 H	6 x 76	KHT1 KVL1 26 x 83 16 x 49 LH LA	18 x 78	NYP1 PGR1 34 x 60 23 x 85 LH LH	PMR1 42 x 96 LH	17 x 64	TPY1 17 x 78 43 x 35 LH LA	TPY2 VKI1 29 x 56 54 x 9 LH AH	
Region			TRICHY-0	01 MTD LC	CE 9.58%	LCR 81.04	1% LH		
UM1 x 80 H	KIK1 7 x 88 LH	KUM1 10 x 81 LH	NCK1 21 x 74 LH	NGT1 5 x 72 LH		TTP1 4 x 80 LH	TVR1 4 x 92 LH	TVR2 1 x 100 LH	
BR1 x 75 H	AYR1 15 x 98 LH	JKM1 1 x 100 LH	MSI1 1 x 83 LH	MVM: 13 x 7 LH		PBR1 6 x 89 LH	PBR2 10 x 61 LH	TYR1 9 x 66 LH	
NJ1 4 x 82	APM1 18 x 72	MDI1 24 x 92	NMM1 20 x 82	ORU1 6 x 68		PTK1 6 x 81	TNJ1 11 x 79	TNJ2 16 x 78	



Follow-Up Lead Capturing Effectiveness as on 10/28/2025 10:00:01 AM

Follow-Up Leads Expected = 0.67 * Unique Invoiced Customers for the day

	Leads Capt	ure Efficiency (LC	CE) = Follow-	Up Leads / Fol	llow-Up Le	eads Expecte	ed ; Leads Co	nversion Ra	ate (LCR)	= (Follow-Up	Leads Won)	/ (Follow-Up L	eads)
TRY1 9 x 86 LH	KRN1 4 x 82 LH		PDK1 56 x 80 AH		TRY1 4 x 97 LH		TRY2 21 x 88 LH			TRY3 2 x 100 LH		TRY4 2 x 100 LH	
Region			VIJ	AYAWAD	A-01	MTD	LCE 34.	30%	LCR 8	8.05%	LH		
BVR1 51 x 91 AH	AMP1 37 x 91 LH	76 x 80 1	DPE1 EL	.U1 JGG	61 x 96	KND1 74 x 99 HH	NPR1	PAP1 63 x 88 HH	PPM1 141 x 99 HH	RMV1 59 x 98 AH	TDD1 25 x 91 LH	TNI1 2 x 100 LH	TNK1 22 x 96 LH
SNT1 8 x 87 H	BPP1 2 x 67 LH	CKT1 112 x 97 HH	CRL1 19 x 91 LH	GNT1 6 x 100 LH	GNT2 8 x 93 LH	KDR1 21 x 97 LH	NRT1 5 x 100 LH	OGL 107 HH	x 82	PNR1 33 x 49 LA	7 x 70	12 x 64	VKN1 0 x NaN LL
/JW1 1 x 81 H	GDV1 20 x 100 LH	GVM1 17 x 52 LH	JPT1 29 x 52 LH	MTM1 15 x 61 LH	TEL1 27 x 85 LH	TVU1 42 x 98 LH	VJW1 24 x 96 LH	VJW 1 x 1 LH	100	15 x 74	37 x 84	22 x 79	VUY1 7 x 100 LH
Region		<u> </u>		WEST-0	1 MT[) LCE	17.13%	b LCF	R 81.49	9% LH		'	
CBE1 16 x 86 LH	CBE1 16 x 91 LH	CBE2 14 x 78 LH	CBE 7 x LH	:3	CBE4 9 x 88 LH	CB	BE5 < 100	CBE6 46 x 98 LH		KMR1 24 x 85 LH	SNR1 9 x 97 LH	SUL1 7 x 52 LH	
PLI1 8 x 87 .H	DPM2 4 x 94 LH		KGM1 8 x 88 LH			PDM1 8 x 88 LH		1	PLI1 .3 x 83 .H		UMP1 4 x 10 LH		
PR1 .9 x 79 H	TPR1 22 x 54 LH				TPR2 4 x 96 LH					TPR3 42 x 98 LH			
PR4 39 x 79 .H	ANR1 26 x 95 LH		AVI1 44 x 95 LH		GBM1 87 x 67 HH		PPI1 46 x 85 LH			SYM2 4 x 64 LH		TPR4 19 x 65 LH	
JAM1 5 x 66 .H	CNR1 11 x 74 LH		GDR1 5 x 54 LH		KGI1 1 x 100 LH		KMD1 1 x 100 LH			MPM1 10 x 59 LH		UAM1 2 x 89 LH	
Region				WEST-0)2 MT	D LC	E 9.76%	LCR	66.24	% LH			
RD1 .5 x 68 H	CMI1 4 x 43 LA	ERD1 18 x 68 LH	ERD2 6 x 74 LH	KMM 10 x ! LH		NKL2 10 x 74 LH	PDR1 19 x 64 LH	1	RSP1 .4 x 57 .H	SGG1 27 x 55 LH	TCG1 3 x 10 LH	O VKL	
HSR1 5 x 68 .H	HSR1 11 x 85 LH	HSI 11 LH	x 56	KRI1 5 x 100 LH		KVP1 0 x 10 LH		PLC1 1 x 75 LH		PMP1 3 x 31 LA		SGI1 1 x 100 LH	
/TR1 x 75 H	BMD1 2 x 100 LH	DPR1 3 x 100 LH)	DPR2 16 x 52 LH		RR1 4 x 100 1	MCR1 4 x 55 LH		MTR1 1 x 80 LH		OML1 11 x 43 LA	TRM1 1 x 58 LH	
SLM1 9 x 58 .H	APN1 25 x 32 LA	ATU1 14 x 48 LA	3	EDP1 3 x 100 LH		PI1 × 100 H	SLM1 14 x 65 LH		SLM2 5 x 82 LH		SLM3 2 x 45 LA	VPD1 8 x 70 LH	