

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-Sep-2025 To Date: 29-Sep-2025 | | | | | | | | | |
|---------------|---|--------|--------|--------|--------|----------|--|--|--|--|
| Sales Zone | Expected | Leads | Won | LCE % | LCR % | Category | | | | |
| CHENNAI-01 | 9,099 | 2,814 | 2,246 | 30.93% | 79.82% | LH | | | | |
| CHENNAI-02 | 7,944 | 3,141 | 2,403 | 39.54% | 76.50% | LH | | | | |
| KL-SOUTH | 1,327 | 166 | 122 | 12.51% | 73.49% | LH | | | | |
| NORTH ARCOT | 6,886 | 2,715 | 2,012 | 39.43% | 74.11% | LH | | | | |
| SOUTH ARCOT | 5,635 | 1,836 | 1,390 | 32.58% | 75.71% | LH | | | | |
| SOUTH-01 | 14,459 | 6,827 | 5,371 | 47.22% | 78.67% | LH | | | | |
| SOUTH-03 | 9,249 | 2,012 | 1,670 | 21.75% | 83.00% | LH | | | | |
| TIRUPATI-01 | 5,253 | 4,048 | 3,619 | 77.06% | 89.40% | HH | | | | |
| TRICHY-01 | 8,221 | 3,312 | 2,820 | 40.29% | 85.14% | LH | | | | |
| VIJAYAWADA-01 | 5,280 | 4,486 | 4,051 | 84.96% | 90.30% | HH | | | | |
| WEST-01 | 6,337 | 2,460 | 2,211 | 38.82% | 89.88% | LH | | | | |
| WEST-02 | 7,493 | 2,825 | 2,380 | 37.70% | 84.25% | LH | | | | |
| Total | 87,182 | 36,642 | 30,295 | 42.03% | 82.68% | LH | | | | |

| Region | | | CHENNAI-01 | L MTD LO | CE 30.93% | LCR 79.829 | % LH | | |
|-----------------------|-----------------------|-----------------------|-----------------------|----------------------|-----------|-----------------------|-----------------------|-----------------------|--|
| CH03 | CGL1 | CH45 | GUD1 | GUD2 | MC10 | MRM1 | SKL1 | TKM1 | |
| 17 x 74 | 26 x 66 | 4 x 92 | 37 x 80 | 1 x 100 | 22 x 70 | 13 x 43 | 4 x 67 | 33 x 94 | |
| LH | LH | LH | LH | LH | LH | LA | LH | LH | |
| CH05 41 x 75 LH | AVD1 12 x 83 LH | CH05 27 x 97 LH | CH14 63 x 69 HH | CH26 19 x 1 LL | 5 | CH30 41 x 77 .H | CH35 62 x 79 HH | CH37 36 x 83 LH | |
| CH06 | CH08 | CH11 | CH16 | CH19 | CH29 | CH39 | CH40 | CH42 | |
| 34 x 83 | 69 x 83 | 10 x 100 | 14 x 96 | 29 x 98 | 8 x 62 | 85 x 75 | 2 x 67 | 22 x 70 | |
| LH | HH | LH | LH | LH | LH | HH | LH | LH | |
| CH08 | CH07 | CH22 | CH28 | CH38 | CH48 | KNR1 | MC02 | MC09 | |
| 30 x 85 | 11 x 96 | 54 x 71 | 41 x 91 | 31 x 94 | 30 x 91 | 18 x 70 | 13 x 100 | 35 x 55 | |
| LH | LH | AH | LH | LH | LH | LH | LH | LH | |

| LH | LH | АН | LH | LH | LH | LH | LH | LH | |
|-----------------------|------------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|-----------------------|------------------------|--|
| Region | | | CHENNAI-0 | 2 MTD LC | E 39.54% | LCR 76.50 |)% LH | | |
| CH01 29 x 78 LH | CH03 9 x 93 LH | CH06 25 x 72 LH | CH12 63 x 78 HH | CH23 20 x 69 LH | 9 4 | CH24 46 x 77 .H | MC06 3 x 100 LH | MC08 12 x 100 LH | |
| CH04 47 x 70 LH | CH21 66 x 78 HH | CH34 58 x 77 AH | CH44 54 x 68 AH | GPD1 41 x 78 LH | MC05 20 x 29 LL | MJR1 36 x 73 LH | PON1 65 x 46 HA | UKI1 14 x 55 LH | |
| CH07 48 x 84 LH | CH01 75 x 100 HH | CH15 77 x 88 HH | CH17 18 x 89 LH | CH18 42 x 77 LH | CH27 8 x 100 LH | CH32 17 x 100 LH | CH36 15 x 76 LH | CH43 47 x 80 LH | |
| CH09 30 x 74 LH | CH09 16 x 72 LH | CH20 61 x 75 HH | | ⊣31 3 x 95 ⊣ | CH33 5 x 100 LH | CH4 38 x LH | | CH46 39 x 75 LH | |

| Region | | KL-SOUTH MTD LCE 12.5: | L% LCR 73.49% LH | |
|-----------------------|-----------------------|--------------------------|------------------------|--|
| TVP1 13 x 73 LH | KLR1 O x NaN LL | PAS1 40 x 68 LH | TVP1 4 x 100 LH | |
| Region | | NORTH ARCOT MTD LCE 39 | .43% LCR 74.11% LH | |

| IA01 | AKM1 | ANI1 | ARC2 | CYR1 | KPM1 | KPM2 | WJD1 | WJP1 |
|--------------------|-----------------------|-----------------------|-----------------------|---------|-----------------------------------|---------|-----------------------|-----------------------|
| 7 x 73 | 73 x 67 | 45 x 66 | 23 x 89 | 37 x 77 | 44 x 80 | 63 x 74 | 63 x 73 | 85 x 68 |
| 1H | HH | LH | LH | LH | LH | HH | HH | HH |
| IA02 | ABR1 | CGM1 | GDM1 | PLR1 | TRR1 | VEL1 | VEL2 | VNB1 |
| 0 x 75 | 12 x 84 | 3 x 58 | 30 x 88 | 9 x 39 | 21 x 84 | 51 x 83 | 71 x 67 | 17 x 80 |
| H | LH | LH | LH | LA | LH | AH | HH | LH |
| A03 1 x 76 H | BGR1 56 x 76 AH | CPT1 45 x 68 LH | PTU1 33 x 97 LH | 7 x 71 | SLG1 TRL 28 x 76 16 x LH LH | 82 x 64 | UGI1 47 x 72 LH | VSI1 21 x 96 LH |

Region SOUTH ARCOT MTD | LCE 32.58% | LCR 75.71% | LH



Follow-Up Lead Capturing Effectiveness as on 9/29/2025 10:00:28 AM

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| A01 7 x 73 H | CUD1 69 x 71 HH | | KLM1 38 x 86 LH | | M1 x 59 | | POY1 44 x 67 LH | | POY 30 x LH | |
|---------------------|------------------------|---------------------------------------|-------------------------|-----------------------------|-----------------------|-------------------------|-----------------------|-----------------------|-----------------------|--|
| A02 5 x 82 | CDM1 25 x 89 LH | KKI2 70 x 82 HH | KML1 5 x 78 LH | NVL2 19 x 75 LH | | PRT1 17 x 85 LH | STP1 4 x 10 LH | 00 | ULP1 18 x 72 LH | VCM1 12 x 87 LH |
| 03 x 74 | SJI1 4 x 58 LH | TDM1 39 x 77 LH | TRK 54 x AH | | TVM1 14 x 79 LH | | TVM2 9 x 94 LH | VPN 30 x LH | | VPM2 5 x 57 LH |
| legion | | | SOUTH | -01 MTD | LCE 47 | 7.22% | LCR 78 | .67% | LH | |
| T1 x 78 | KVT1 26 x 80 LH | KYR1 35 x 100 LH | PKD1 67 x 72 HH | RND1 57 x 73 AH | | SKD1 28 x 69 LH | SNL1 56 x 8 AH | | STU2 72 x 83 HH | VKM1 48 x 74 LH |
| GR1 x 79 | COL1 49 x 65 LH | KGL1 68 x 90 HH | KSM 6 x 9 LH | | MAR1 30 x 80 LH | | MMT1 58 x 61 AH | NGI 19 : LH | | TKY1 11 x 86 LH |
| S1 x 84 | PDI1 42 x 75 LH | RPM1 14 x 9 LH | | SDI1 11 x 77 LH | | SGT1 43 x 73 LH | | TKS1 56 x 72 AH | | TKS2 60 x 98 AH |
| JT1) x 78 H | ERL1 ∞ x 100 HH | ERL2 63 x 78 HH | TCN 41 x LH | | TUT1 63 x 81 HH | | TUT2 63 x 72 HH | TYI: 79 x HH | ¢ 79 | UDN1 175 x 81 HH |
| VL1 7 x 88 | ARM1 47 x 68 LH | | ASM1 45 x 79 LH | TVI 31 LH | x 96 | | TVL2 76 x 94 HH | | VLY1 43 x LH | |
| NR1 3 x 70 H | APK1 55 x 71 AH | | APK2 71 x 79 HH | SVI 47 LH | x 66 | | VNR1 97 x 66 HH | | VNR 60 x AH | |
| Region | | | SOUTH | -03 MTD | LCE 21 | L.75% | LCR 83 | .00% | LH | |
| GL1 3 x 85 | DGL1 7 x 100 LH | DGL2 2 x 100 LH | MDI 9 x 1 LH | J1 | MDU5 13 x 97 LH | | MPA1 11 x 91 LH | NTN 22 x LH | M1 | PNI1 67 x 65 HH |
| (D2 3 x 91 | ATG1 4 x 92 LH | 23 x 85 | | x NaN 4 x | | PNV1 11 x 62 LH | PVI1 35 x 96 LH | SGP1 2 x 67 LH | TDI1 3 x 6 LH | |
| RR1 x 100 | KRR1 16 x 100 LH | | | | | ODM1 2 x 100 LH | | | | |
| 1DU2 8 x 81 | ADP1 8 x 39 LA | BNR1 55 x 68 AH | 22 x 94 5 | MR1 ME 6 x 91 16 H LH | x 96 | MDU3 1 x 100 LH | MDU4 27 x 71 LH | MDU6 65 x 83 HH | | |
| /G1 3 x 80 | BTU1 47 x 74 LH | KPT1 19 x 100 LH | KYK1 3 x 78 LH | MLR1 8 x 79 LH | NKI1 16 x 64 LH | | KM1 15 x 71 H | SVG1 12 x 83 LH | TMM1 82 x 91 HH | USL1 42 x 67 LH |
| Region | | | TIRUPAT | I-01 MTD | LCE 7 | 7.06% | LCR 8 | 9.40% | НН | |
| ТР1 03 x 94 Н | ADI1 58 x 80 AH | ATP1 59 x 88 AH | DHN1 81 x 92 HH | GTL1 222 x 10 HH | 00 | KNL1 139 x 100 HH | KNL2 89 x 1 HH | | NDL1 74 x 84 HH | TPI1 221 x 93 HH |
| DA1 9 x 85 H | BVL1 15 x 100 LH | KDA1 20 x 88 LH | KOU1 31 x 78 LH | MPL1 63 x 82 HH | | PDT1 20 x 100 LH | PIL1 11 x 8 LH | 36 | RCY1 7 x 92 LH | RJP1 51 x 82 AH |
| PY1 8 x 87 H | CTO1 33 x 86 LH | KHT1 KVL1 123 x 94 60 x 9 HH HH | NLR1 5 76 x 84 HH | | PGR1 91 x 88 HH | PMR1 102 x 77 HH | PUT1 74 x 85 HH | SPE1 99 x 85 HH | TPY1 96 x 82 HH | TPY2 VKI1 85 x 86 156 x 93 HH HH |
| Region | | | TRICH | /-01 MTD | LCE 40 | 0.29% | LCR 85 | .14% | LH | |
| JM1 5 x 84 H | JKM1 12 x 97 LH | KUM1 77 x 7 HH | | MVM1 79 x 85 HH | | NCK1 49 x 98 LH | | TVR1 9 x 82 LH | | TVR2 9 x 100 LH |
| TK1 1 x 83 H | APM1 57 x 75 AH | MDI1 21 x 9 LH | 6 | NGT1 37 x 91 LH | | NMM1 82 x 76 HH | | PTK1 4 x 100 LH | | TTP1 6 x 71 LH |
| NJ1 3 x 87 | AYR1 44 x 95 | KIK1 36 x 85 | KRN 71 x | | ORU1 52 x 81 | | PDK1 150 x 85 | TNJ | 1 < 92 | TNJ2 79 x 88 |



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| TRY1 21 x 84 _H | MSI1 4 x 100 LH | : | PBR1 22 x 92 _H | | BR2 5 x 80 | TRY1 18 x 8 LH | 1 | TRY2 91 x 90 HH | TRY3 6 x 93 LH | | TYR1 4 x 87 LH | |
|-----------------------|------------------------|------------------------|-----------------------------------|------------------------|------------------------|------------------------|------------------------|-------------------------------------|------------------------|-----------------------|--------------------------------------|-----------|
| Region | | | | IJAYAW. | ADA-01 | | LCE 84.9 | | 90.30% | HH | | |
| BVR1 96 x 92 HH | AMP1 59 x 98 AH | BVR1 119 x 97 HH | DPE1 107 x 87 HH | ELU1 157 x 77 HH | JGG1 101 x 98 HH | KND1 54 x 100 AH | NPR1 P.Ox NaN 1 | AP1 PPM1 07 x 95 227 x 9 H HH | RMV1 | TDD1 51 x 91 AH | TNI1 TNI 0 x NaN 34 : LL LH | (1 (93 |
| GNT1 73 x 90 HH | BPP1 41 x 80 LH | CKT1 149 x 97 HH | CRL1 102 x 98 HH | GNT1 14 x 91 LH | GNT2 38 x 100 LH | KDR1 72 x 69 HH | NRT1 15 x 100 LH | OGL1 183 x 90 HH | PNR1 84 x 71 HH | PRL1 85 x 94 HH | RAL1 VKN: 100 x 91 7 x 7 HH LH | |
| /JW1 4 x 88 IH | GDV1 104 x 69 HH | GVM1 104 x 78 HH | JPT1 99 x 84 HH | MTM1 79 x 86 HH | TEL1 92 x 90 HH | TVU1 110 x 98 HH | VJW1 37 x 94 LH | VJW2 28 x 90 LH | VJW3 106 x 90 HH | VJW4 89 x 87 HH | VJW5 VUY2 93 x 100 84 x HH HH | |
| Region | | | | WEST | Γ-01 MT | D LCE | 38.82% | LCR 89. | 88% LH | 1 | | |
| CBE1 28 x 95 .H | CBE1 57 x 96 AH | CBE2 8 x 100 LH |) | CBE3 17 x 100 LH | CBE4 20 x 100 LH | CB 6 x LH | 90 | CBE6 74 x 92 HH | KMR1 37 x 97 LH | SNR1 14 x 76 LH | SUL1 57 x 96 AH | |
| PLI1 26 x 92 .H | DPM2 12 x 100 LH | | KGN 33 x LH | | | PDM1 37 x 88 LH | | PLI1 30 x 96 LH | | UMP: 20 x 1 LH | | |
| TPR1 53 x 89 HH | TPR1 84 x 79 HH | | | | TPR2 4 x 100 LH | | | | TPR3 129 x 97 HH | | | |
| PR4 87 x 88 HH | ANR1 1 x 100 LH | | AVI1 139 x 100 HH | | GBM1 99 x 80 HH | | PPI1 84 x 78 HH | | SYM2 38 x 81 LH | | TPR4 109 x 92 HH | |
| JAM1 17 x 79 .H | CNR1 2 x 100 LH | | GDR1 9 x 73 LH | | KGI1 4 x 100 LH | | KMD1 1 x 100 LH | | MPM1 76 x 79 HH | | UAM1 7 x 77 LH | |
| Region | | | | WEST | Г-02 МТ | D LCE | 37.70% | LCR 84. | 25% 나 | 1 | | |
| RD1 51 x 85 AH | CMI1 43 x 81 LH | ERD1 73 x 80 HH | ERD 26 x LH | 92 | KMM1 32 x 97 LH | NKL2 22 x 67 LH | PDR1 69 x 72 HH | RSP1 70 x 90 HH | SGG1 88 x 81 HH | TCG1 32 x 8 LH | | , |
| HSR1 22 x 78 .H | HSR1 27 x 91 LH | 4 | HSR2 46 x 72 ₋ H | KR 16 LH | 5 x 83 | KVP1 3 x 80 LH | | PLC1 1 x 100 LH | PMP1 9 x 72 LH | | SGI1 27 x 76 LH | |
| MTR1 26 x 81 .H | BMD1 3 x 100 LH | DPR 8 x 1 LH | | DPR2 81 x 76 HH | | HRR1 42 x 100 LH | MCR1 36 x 86 LH | MTR1 2 x 10 LH | | OML1 35 x 77 LH | TRM1 17 x 57 LH | |
| LM1 7 x 87 | APN1 106 x 74 HH | ATU 79 x HH | | EDP1 4 x 100 LH | | EPI1 2 x 100 LH | SLM1 71 x 98 HH | SLM2 34 x 1 LH | | SLM3 9 x 67 LH | VPD1 41 x 88 LH | |