Follow-Up Lead Capturing Effectiveness as on 11/29/2025 10:00:04 AM

SATHYA SPREADING HAPPINESS

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)	Follow-Up Lead Converion Rate (LCR)		
	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-Nov-2025 To Date : 29-Nov-2025					
Sales Zone	Expected	Leads	Won	LCE %	LCR %	Category
CHENNAI-01	9,798	2,360	674	24.09%	28.56%	LL
CHENNAI-02	9,160	2,634	786	28.75%	29.84%	LL
KL-SOUTH	854	117	50	13.70%	42.74%	LA
NORTH ARCOT	7,806	1,937	354	24.82%	18.28%	LL
SOUTH ARCOT	6,592	939	211	14.24%	22.47%	LL
SOUTH-01	14,323	5,053	1,310	35.28%	25.93%	LL
SOUTH-03	10,776	1,721	535	15.97%	31.09%	LA
TIRUPATI-01	4,650	2,410	1,282	51.82%	53.20%	AH
TRICHY-01	9,411	2,135	831	22.69%	38.92%	LA
VIJAYAWADA-01	4,764	3,699	2,370	77.64%	64.07%	HH
WEST-01	7,310	2,351	1,289	32.16%	54.83%	LH
WEST-02	8,573	2,297	812	26.79%	35.35%	LA
Total	94,019	27,653	10,504	29.41%	37.99%	LA

CHENNAI-01 MTD | LCE 24.09% | LCR 28.56% | LL

Region

CH03 27 x 35 LA	CGL1 39 x 46 LA	CH45 7 x 52 LH	GUD1 32 x 24 LL	GUD2 15 x 70 LH	MC10 42 x 39 LA	MRM1 47 x 28 LL	SKL1 8 x 37 LA	TKM1 39 x 28 LL
CH05 27 x 24 LL	AVD1 29 x 25 LL	CH05 18 x 31 LA	CH14 19 x 22 LL	CH26 4 x 80 LH	CH30 38 x 24 LL	CH35 35 x 18 LL	CH37 47 x 22 LL	
CH06 24 x 30 LL	CH08 40 x 19 LL	CH11 6 x 65 LH	CH16 26 x 30 LL	CH19 26 x 43 LA	CH29 3 x 25 LL	CH39 28 x 33 LA	CH40 10 x 17 LL	CH42 20 x 30 LL
CH08 19 x 23 LL	CH07 10 x 67 LH	CH22 49 x 18 LL	CH28 6 x 32 LA	CH38 30 x 9 LL	CH48 20 x 15 LL	KNR1 8 x 55 LH	MC02 10 x 100 LH	MC09 0 x NaN LL

CHENNAI-02 MTD | LCE 28.75% | LCR 29.84% | LL

Region

CH01 24 x 37 LA	CH03 14 x 50 LA	CH06 8 x 47 LA	CH12 52 x 32 AA	CH23 15 x 52 LH	CH24 31 x 33 LA		MC06 1 x 100 LH
CH04 32 x 24 LL	CH21 47 x 25 LL	CH34 44 x 16 LL	CH44 39 x 25 LL	GPD1 39 x 40 LA	MC05 10 x 60 LH	MJR1 18 x 15 LL	PON1 40 x 18 LL	UKI1 2 x 100 LH
CH07 36 x 28 LL	CH01 107 x 100 HH	CH15 46 x 22 LL	CH17 13 x 62 LH	CH18 52 x 21 AL	CH27 21 x 50 LA	CH32 6 x 100 LH	CH36 14 x 40 LA	CH43 37 x 27 LL
CH09 20 x 38 LA	CH09 5 x 69 LH	CH20 38 x 28 LL	CH31 5 x 62 LH	CH33 8 x 61 LH		CH41 29 x 29 LL	CH46 23 x 56 LH	

KL-SOUTH MTD | LCE 13.70% | LCR 42.74% | LA

Region

TVP1 14 x 43 LA	KLR1 5 x 29 LL	PAS1 33 x 35 LA	TVP1 10 x 60 LH

NORTH ARCOT MTD | LCE 24.82% | LCR 18.28% | LL

Region

NA01 38 x 15 LL	AKM1 36 x 16 LL	ANI1 26 x 18 LL	ARC2 7 x 8 LL	CYR1 17 x 34 LA	KPM1 31 x 21 LL	KPM2 59 x 13 AL	WJD1 45 x 13 LL	WJP1 40 x 10 LL
NA02 22 x 20 LL	ABR1 7 x 39 LA	CGM1 2 x 50 LA	GDM1 3 x 62 LH	PLR1 5 x 30 LL	TRR1 5 x 46 LA	VEL1 50 x 27 LL	VEL2 63 x 12 HL	VNB1 1 x 100 LH
NA03 13 x 27 LL	BGR1 44 x 23 LL	CPT1 16 x 8 LL	PTU1 6 x 18 LL	SBR1 1 x 100 LH	SLG1 27 x 32 LA	TRL1 3 x 100 LH	TRT1 5 x 30 LL	UGI1 19 x 30 LL	VSI1 18 x 20 LL

SOUTH ARCOT MTD | LCE 14.24% | LCR 22.47% | LL

Region

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SA01 24 x 22 LL	CUD1 50 x 19 AL		KLM1 26 x 19 LL		MKM1 5 x 29 LL		POY1 3 x 94 LH		POY2 5 x 29 LL	
SA02 9 x 31 LA	CDM1 1 x 83 LH	KKI2 43 x 25 LL	KML1 0 x 100 LH	NVL2 3 x 50 LA	PRT1 7 x 23 LL	STP1 0 x NaN LL	ULP1 1 x 60 LH	VCM1 4 x 100 LH
SA03 10 x 14 LL	SJI1 NaN x NaN LL	SJI2 0 x NaN LL	TDM1 25 x 11 LL	TRK1 27 x 15 LL	TVM1 2 x 25 LL	TVM2 0 x NaN LL	VPM1 3 x 67 LH	VPM2 0 x NaN LL

Region **SOUTH-01 MTD | LCE 35.28% | LCR 25.93% | LL**

KVT1 36 x 22 LL	KVT1 19 x 21 LL	KYR1 32 x 19 LL	PKD1 45 x 22 LL	RND1 50 x 20 LL	SKD1 50 x 40 LA	SNL1 38 x 16 LL	STU2 42 x 23 LL	VKM1 52 x 17 AL
NGR1 40 x 24 LL	COL1 51 x 21 AL	KGL1 42 x 27 LL	KSM1 29 x 46 LA	MAR1 36 x 30 LL	MMT1 44 x 13 LL	NGR1 44 x 23 LL	TKY1 23 x 18 LL	
TKS1 24 x 33 LA	PDI1 20 x 4 LL		RPM1 23 x 45 LA	SDI1 22 x 54 LH	SGT1 39 x 8 LL	TKS1 26 x 17 LL	TKS2 24 x 47 LA	
TUT1 42 x 23 LL	ERL1 ∞ x 100 HH	ERL2 41 x 33 LA	TCN1 40 x 18 LL	TUT1 34 x 24 LL	TUT2 49 x 17 LL	TYI1 40 x 23 LL	UDN1 79 x 31 HA	
TVL1 29 x 40 LA	ARM1 36 x 27 LL		ASM1 23 x 41 LA	TVL1 33 x 45 LA		TVL2 23 x 62 LH	VLY1 22 x 23 LL	
VNR1 38 x 21 LL	APK1 34 x 12 LL		APK2 60 x 39 AA	SVK1 32 x 15 LL		VNR1 60 x 19 AL	VNR2 26 x 16 LL	

Region **SOUTH-03 MTD | LCE 15.97% | LCR 31.09% | LA**

DGL1 11 x 49 LA	DGL1 6 x 39 LA	DGL2 0 x 0 LL	MDU1 5 x 92 LH	MDU5 32 x 41 LA	MPA1 12 x 94 LH	NTM1 15 x 14 LL	PNI1 33 x 23 LL	
KKD2 14 x 28 LL	ATG1 7 x 62 LH	DKI1 4 x 50 LA	KKD2 NaN x NaN LL	KKD3 18 x 21 LL	MNM1 7 x 30 LL	PNV1 NaN x NaN LL	PNV2 1 x 100 LH	PVI1 42 x 35 LA	SGP1 4 x 17 LL	TDI1 1 x 100 LH	TPT1 24 x 9 LL
KRR1 3 x 100 LH	KRR1 4 x 100 LH				ODM1 2 x 100 LH			
MDU2 16 x 35 LA	ADP1 33 x 39 LA	BNR1 31 x 31 LA	CBM1 14 x 31 LA	CMR1 27 x 68 LH	MDU2 5 x 64 LH	MDU3 0 x 100 LH	MDU4 25 x 21 LL	MDU6 27 x 27 LL	TEN1 5 x 40 LA	TEN2 5 x 23 LL
SVG1 28 x 19 LL	BTU1 10 x 31 LA	KPT1 6 x 6 LL	KYK1 5 x 11 LL	MLR1 9 x 33 LA	NKI1 20 x 19 LL	PKM1 64 x 21 HL	SVG1 12 x 47 LA	TMM1 64 x 15 HL	USL1 22 x 20 LL

Region **TIRUPATI-01 MTD | LCE 51.82% | LCR 53.20% | AH**

ATP1 75 x 67 HH	ADI1 55 x 47 AA	ATP1 50 x 51 AH	DHN1 80 x 95 HH	GTL1 181 x 99 HH	KNL1 62 x 48 HA	KNL2 80 x 56 HH	NDL1 58 x 28 AL	TPI1 110 x 93 HH
KDA1 37 x 52 LH	BVL1 24 x 41 LA	KDA1 12 x 94 LH	KOU1 32 x 31 LA	MPL1 77 x 64 HH	PDT1 60 x 60 HH	PIL1 13 x 53 LH	RCY1 25 x 31 LA	RJP1 39 x 34 LA
TPY1 44 x 37 LA	CTO1 28 x 15 LL	KHT1 57 x 33 AA	KVL1 59 x 27 AL	NLR1 62 x 41 HA	NYP1 22 x 52 HA	PGR1 72 x 49 HA	PMR1 33 x 75 LH	PUT1 41 x 14 LL	SPE1 44 x 24 LL	TPY1 51 x 25 AL	TPY2 31 x 33 LA	VKI1 57 x 75 AH

Region **TRICHY-01 MTD | LCE 22.69% | LCR 38.92% | LA**

KUM1 22 x 30 LA	KIK1 12 x 72 LH	KUM1 45 x 17 LL	NCK1 29 x 75 LL	NGT1 46 x 18 LL	TTP1 4 x 62 LH	TVR1 3 x 100 LH	TVR2 3 x 87 LH	
PBR1 21 x 35 LA	AYR1 29 x 70 LH	JKM1 1 x 100 LH	MSI1 12 x 88 LH	MVM1 24 x 32 LA	PBR1 24 x 31 LA	PBR2 29 x 15 LL	TYR1 18 x 34 LA	
TNJ1 33 x 44 LA	APM1 79 x 47 HA	MDI1 25 x 79 LH	NMM1 49 x 26 LL	ORU1 25 x 35 LA	PTK1 21 x 41 LA	TNJ1 23 x 32 LA	TNJ2 41 x 51 LH	

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TRY1 15 x 47 LA	KRN1 23 x 13 LL	PDK1 67 x 57 HH	TRY1 8 x 60 LH	TRY2 33 x 45 LA	TRY3 4 x 64 LH	TRY4 5 x 27 LL

Region — VIJAYAWADA-01 MTD | LCE 77.64% | LCR 64.07% | HH

BVR1 67 x 63 HH	AMP1 22 x 6 LL	BVR1 58 x 32 AA	DPE1 27 x 73 LH	ELU1 109 x 69 HH	JGG1 25 x 11 LL	KND1 177 x 87 HH	NPR1 33 x 100 LH	PAP1 33 x 16 LL	PPM1 163 x 79 HH	RMV1 72 x 74 HH	TDD1 23 x 27 LL	TNI1 70 x 79 HH	TNK1 41 x 36 LA
GNT1 85 x 65 HH	BPP1 45 x 54 LH	CKT1 161 x 76 HH	CRL1 88 x 72 HH	GNT1 70 x 69 HH	GNT2 137 x 92 HH	KDR1 72 x 59 HH	NRT1 30 x 46 LA	OGL1 170 x 76 HH	PNR1 63 x 34 HA	PRL1 42 x 19 LL	RAL1 68 x 17 HL	VKN1 30 x 44 LA	
VJW1 83 x 64 HH	GDV1 116 x 74 HH	GVM1 59 x 38 AA	JPT1 102 x 47 HA	MTM1 66 x 31 HA	TEL1 92 x 59 HH	TVU1 151 x 84 HH	VJW1 87 x 79 HH	VJW2 24 x 89 LH	VJW3 91 x 57 HH	VJW4 57 x 40 AA	VJW5 51 x 74 AH	VUY1 49 x 59 LH	

Region — WEST-01 MTD | LCE 32.16% | LCR 54.83% | LH

CBE1 31 x 62 LH	CBE1 42 x 55 LH	CBE2 23 x 37 LA	CBE3 18 x 76 LH	CBE4 49 x 94 LH	CBE5 18 x 84 LH	CBE6 66 x 92 HH	KMR1 31 x 49 LA	SNR1 7 x 79 LH	SUL1 38 x 33 LA
PLI1 20 x 35 LA	DPM2 9 x 33 LA	KGM1 29 x 25 LL	PDM1 31 x 18 LL	PLI1 26 x 47 LA	UMP1 4 x 83 LH				
TPR1 50 x 56 AH	TPR1 57 x 22 AL	TPR2 13 x 70 LH	TPR3 89 x 91 HH						
TPR4 54 x 55 AH	ANR1 3 x 0 LL	AVI1 66 x 86 HH	GBM1 80 x 48 HA	PPI1 66 x 40 HA	SYM2 24 x 29 LL	TPR4 53 x 46 AA			
UAM1 11 x 23 LL	CNR1 6 x 22 LL	GDR1 10 x 8 LL	KGI1 3 x 33 LA	KMD1 5 x 88 LH	MPM1 33 x 18 LL	UAM1 5 x 27 LL			

Region — WEST-02 MTD | LCE 26.79% | LCR 35.35% | LA

ERD1 48 x 33 LA	CMI1 42 x 7 LL	ERD1 61 x 45 HA	ERD2 38 x 25 LL	KMM1 58 x 9 AL	NKL2 49 x 32 LA	PDR1 54 x 36 AA	RSP1 43 x 41 LA	SGG1 44 x 34 LA	TCG1 43 x 36 LA	VKL1 61 x 57 HH
HSR1 19 x 55 LH	HSR1 52 x 39 AA	HSR2 36 x 72 LH	KRI1 7 x 65 LH	KVP1 2 x 75 LH	PLC1 8 x 22 LL	PMP1 3 x 20 LL	SGI1 0 x NaN LL			
MTR1 11 x 26 LL	BMD1 2 x 33 LA	DPR1 18 x 45 LA	DPR2 32 x 16 LL	HRR1 5 x 100 LH	MCR1 15 x 21 LL	MTR1 1 x 100 LH	OML1 23 x 8 LL	TRM1 3 x 50 LA		
SLM1 25 x 32 LA	APN1 48 x 38 LA	ATU1 40 x 22 LL	EDP1 0 x NaN LL	EPI1 3 x 50 LA	SLM1 36 x 25 LL	SLM2 18 x 64 LH	SLM3 17 x 61 LH	VPD1 25 x 11 LL		