

Region

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%+			
<b>LL-</b> 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			
<b>HL</b> -Interest, no buys	HA-Good data + decent sales	HH-Best-case; data rich and high revenue			

		From Date: 01-Jul-2025 To Date: 31-Jul-2025							
Sales Zone	Expected	Leads	Won	LCE %	LCR %	Category			
CHENNAI-01	10,995	3,476	2,899	31.62%	83.40%	LH			
CHENNAI-02	10,060	3,664	3,026	36.42%	82.59%	LH			
KL-SOUTH	661	186	153	28.13%	82.26%	LH			
NORTH ARCOT	8,031	3,385	2,530	42.15%	74.74%	LH			
SOUTH ARCOT	6,831	2,040	1,749	29.87%	85.74%	LH			
SOUTH-01	16,485	4,182	3,326	25.37%	79.53%	LH			
SOUTH-03	11,001	2,570	2,005	23.36%	78.02%	LH			
TIRUPATI-01	5,095	4,581	4,226	89.91%	92.25%	HH			
TRICHY-01	10,664	4,181	3,752	39.21%	89.74%	LH			
VIJAYAWADA-01	5,286	4,954	4,696	93.73%	94.79%	HH			
WEST-01	6,703	2,648	2,316	39.51%	87.46%	LH			
WEST-02	9,508	4,436	3,807	46.66%	85.82%	LH			
Total	101,319	40,303	34,485	39.78%	85.56%	LH			

Region			CHENNAI-0	1 MTD   L	CE 31.62%	LCR 83.40%	6   LH		
CH03	CGL1	CH45	GUD1	GUD2	MC10	MRM1	SKL1	TKM1	
35 x 82	46 x 86	27 x 83	30 x 84	28 x 88	38 x 82	45 x 71	14 x 86	52 x 81	
LH	LH	LH	LH	LH	LH	LH	LH	AH	
CH05 41 x 83 LH	AVD1 45 x 92 LH	CH05 30 x 81 LH	CH14 59 x 78 AH	CH26 23 x LH		130 . x 83 1	CH35 59 x 86 AH	CH37 34 x 85 LH	
CH06	CH08	CH11	CH16	CH19	CH29	CH39	CH40	CH42	
29 x 85	43 x 79	22 x 96	18 x 89	33 x 89	20 x 90	63 x 83	20 x 83	12 x 87	
LH	LH	LH	LH	LH	LH	HH	LH	LH	
CH08	CH07	CH22	CH28	CH38	CH48	KNR1	MC02	MC09	
23 x 83	18 x 86	39 x 79	44 x 82	20 x 90	0 x NaN	30 x 81	7 x 100	31 x 92	
LH	LH	LH	LH	LH	LL	LH	LH	LH	

LH		E. I	L. I	2.1		2.1	2.1	E	
Region			CHENNAI-02	MTD   LO	CE 36.42%	LCR 82.	59%   LH		
CH01 26 x 85 LH	CH03 4 x 86 LH	CH12 49 x 82 LH	CH23 29 x 96 LH	CH24 41 x 8 LH	6 4	CH41 45 x 83 .H	MC06 9 x 92 LH	MC08 11 x 50 LA	
CH04 50 x 81 LH	CH21 45 x 71 LH	CH34 57 x 80 AH	CH44 54 x 82 AH	GPD1 69 x 87 HH	MC05 28 x 85 LH	MJR1 32 x 85 LH	PON1 60 x 85 AH	UKI1 52 x 88 AH	
CH07 39 x 83 LH	CH01 65 x 100 HH	CH15 52 x 78 AH	CH17 16 x 87 LH	CH18 37 x 84 LH	CH27 7 x 89 LH	CH32 25 x 100 LH	CH36 14 x 88 LH	CH43 50 x 87 LH	
CH09 26 x 83 LH	CH06 32 x 75 LH	CH09 24 x 74 LH	CH 34 LH	x 86	CH31 31 x 91 LH	4	CH33 4 x 93 .H	CH46 40 x 94 LH	

Region		KL-SOUTH MTD   LCE 28.13%   LCR 82.26%   LH	
TVP1 28 x 82 LH	PAS1 56 x 92 AH	TVP1 17 x 70 LH	
Pogion		NODTH ADOOT MTD   I CE 42 150/   I CD 74 740/   I H	

Region			NORTH A	RCOI MID	LCE 42	.15%   L	_CR /4./4%	LH		
NA01 46 x 75 LH	AKM1 52 x 75 AH	ANI1 62 x 85 HH	ARC2 14 x 74 LH	CYR1 31 x 78 LH	KPN 35 x LH		KPM2 57 x 69 AH	WJD1 36 x 73 LH	WJP1 71 x 82 HH	
NA02 41 x 70 LH	ABR1 16 x 81 LH	CGM1 50 x 89 LH	GDM1 42 x 74 LH	PLR1 56 x 97 AH	TRR 21 x LA		VEL1 61 x 46 HA	VEL2 55 x 80 AH	VNB1 25 x 94 LH	
NA03 39 x 81 LH	BGR1 59 x 89 AH	CPT1 43 x 86 LH	PTU1 36 x 94 LH	SBR1 11 x 94 LH	SLG1 49 x 84 LH	TRL1 30 x 83 LH	TRT1 61 x 69 HH	UGI1 67 x 84 HH	VSI1 32 x 60 LH	

SOUTH ARCOT MTD | LCE 29.87% | LCR 85.74% | LH



## Follow-Up Lead Capturing Effectiveness as on 7/31/2025 10:00:38 AM

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401 5 x 83 H	CUD1 42 x 83 LH	KLM1 24 x 7 LH		MKM1 32 x 89 LH		POY1 33 x 87 LH	POY2 42 x LH	
NO2 . x 87	CDM1 30 x 89 LH	KKI2 48 x 88 LH	KML1 8 x 89 LH	NVL2 16 x 79 LH	PRT1 6 x 79 LH	STP1 11 x 90 LH	ULP1 9 x 95 LH	VCM1 26 x 81 LH
403 4 x 88 4	SJI1 21 x 78 LH	TDM1 42 x 94 LH	TRK1 49 x 85 LH	TVM1 58 x 98 AH	2	TVM2 29 x 84 LH	VPM1 44 x 92 LH	VPM2 11 x 82 LH
Region			SOUTH-01	MTD   LCE 2	25.37%	LCR 79.53%	LH	
VT1 8 x 77 H	KVT1 15 x 83 LH	KYR1 7 x 80 LH	PKD1 32 x 86 LH	RND1 48 x 79 LH	2	SNL1 29 x 80 LH	STU2 35 x 55 LH	VKM1 39 x 71 LH
GR1 x 88 H	COL1 19 x 96 LH	KGL1 24 x 90 LH	KSM1 3 x 60 LH	MAR1 6 x 93 LH	2	MMT1 27 x 83 LH	NGR1 4 x 88 LH	TKY1 7 x 84 LH
(S1 4 x 81 H	PDI1 14 x 70 LH	RPM1 20 x 81 LH	SDI 23 ) LH	3 x 81	SGT1 52 x 77 AH	TKS1 31 x 84 LH		TKS2 18 x 82 LH
UT1 D x 80	ERL1 62 x 88 HH	TCN1 31 x 88 LH	TU1 36 x LH	5 x 82	TUT2 7 x 72 LH	TYI1 6 x 69 LH		UDN1 60 x 65 AH
VL1 2 x 88	ARM1 42 x 85 LH	ASM1 27 x 8 LH		TVL1 18 x 91 LH		TVL2 45 x 100 LH	VLY1 19 x LH	
NR1 9 x 72	APK1 27 x 71 LH		SVK1 44 x 70 LH		VNR1 57 x 75 AH		VNR2 35 x 71 LH	
Region			SOUTH-03	MTD   LCE 2	23.36%	LCR 78.02%	I LH	
GL1 D x 85	DGL1 3 x 100 LH	DGL2 2 x 100 LH	MDU1 8 x 95 LH	MDU5 17 x 94 LH	N 4	MPA1 4 x 100 LH	NTM1 18 x 57 LH	PNI1 42 x 78 LH
CD2 5 x 80	ATG1 8 x 96 LH		7 x 95 7 x	NM1 PNV1 x 73 28 x 75 H LH			TDI1 7 x 59 LH	TPT1 3 x 91 LH
RR1 x 100	KRR1 13 x 100 LH				ODM1 2 x 100 LH			
IDU2 5 x 78	ADP1 45 x 76 LH	BNR1 CBM1 50 x 81 32 x 6 AH LH		MDU2 13 x 82 LH	MDU3 5 x 93 LH	36 x 67 4	MDU6 TEN1 44 x 79 45 x LH LH	
/G1 9 x 74 H	BTU1 95 x 86 HH	KPT1 24 x 73 LH	MLR1 8 x 94 LH	NKI1 34 x 68 LH	PKM1 4 x 71 LH	SVG1 22 x 81 LH	TMM1 58 x 73 AH	USL1 59 x 61 AH
Region		-	TIRUPATI-01	MTD   LCE	89.91%	LCR 92.25%	6   HH	
TP1 14 x 94 H	ADI1 59 x 78 AH	ATP1 90 x 94 HH	DHN1 200 x 94 HH	GTL1 207 x 100 HH	KNL1 97 x 97 HH	KNL2 64 x 92 HH	NDL1 54 x 77 AH	TPI1 217 x 97 HH
DA1 7 x 92 H	BVL1 23 x 83 LH	KDA1 78 x 91 HH	KOU1 56 x 94 AH	MPL1 19 x 95 LH	PDT1 141 x 96 HH	PIL1 54 x 87 AH	RCY1 57 x 94 AH	RJP1 65 x 93 HH
PY1 2 x 91 H	CTO1 52 x 86 AH	KHT1 NLR1 90 x 96 137 x 94 HH HH	NYP1 150 x 97 HH	PGR1 PMR 151 x 95 108 3 HH HH	x 94 57 x 8		76 x 73	PY2 VKI1 0 x 83 181 x 93 HH
Region			TRICHY-01	MTD   LCE	39.21%	LCR 89.74%	LH	
JM1 9 x 92 H	JKM1 18 x 93 LH	KUM1 55 x 92 AH	MV	VM1 5 x 90	NCK1 39 x 91 LH	TVR1 22 x 98 LH		TVR2 37 x 98 LH
ГК1 Э x 87	APM1 76 x 85 HH	MDI1 25 x 95 LH	NG 40 x LH	) x 83	NMM1 62 x 85 HH	PTK1 10 x 98 LH		TTP1 47 x 87 LH



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TRY1 26 x 86 LH	MSI1 26 x 95 LH	PBR1 12 x 93 LH	PBR2 47 x 81 LH	TRY1 12 x LH		TRY2 83 x 94 HH	TRY3 36 x 91 LH	TYR1 27 x 77 LH	
Region		-	VIJAYAWAD	4-01 MTD	LCE 93.73	%   LCR 94	.79%   HH	·	
BVR1 86 x 95 HH	AMP1 91 x 97 HH	BVR1 DPE1 72 x 91 107 : HH HH	1 ELU1 x 100 165 x 100 HH	108 x 91	KND1 PAI 85 x 96 61 HH HH	x 99 134 x 98	RMV1 42 x 88 LH	TDD1 TNK1 99 x 92 55 x 91 HH AH	
GNT1 84 x 95 HH	BPP1 71 x 97 HH	CKT1 CRL1 159 x 96 112 x 98 HH HH	GNT1 8 38 x 97 LH	GNT2 KDR1 157 x 99 61 x 99 HH HH	NRT1 10 x 78 LH		IR1 PRL1 'x 79 63 x 87 H HH	RAL1 VKN1 52 x 89 34 x 9 AH LH	
VJW1 113 x 94 HH	GDV1 149 x 99 HH	GVM1 JPT1 129 x 96 154 x 90 HH HH	MTM1 0 108 x 90 HH	TEL1 TVU1 101 x 95 164 x 9 HH HH	VJW1 6 72 x 98 HH		W3 VJW4 x 94 66 x 84 H HH	VJW5 VUY1 139 x 96 167 x HH HH	
Region			WEST-0	L MTD   LCE	39.51%	LCR 87.46°	%   LH		
CBE1 38 x 95 LH	CBE1 54 x 94 AH	CBE2 19 x 97 LH	CBE3 28 x 97 LH	CBE4 44 x 97 LH	CBE6 74 x 98 HH	KMR1 65 x 96 HH	SNR1 26 x 85 LH	SUL1 30 x 92 LH	
PLI1 29 x 88 <sub>-</sub> H	DPM2 24 x 94 LH	2	KGM1 29 x 94 .H	PDM1 39 x 83 LH		PLI1 31 x 84 LH		UMP1 25 x 90 LH	
FPR1 58 x 87 AH	TPR1 77 x 77 HH			TPR2 6 x 95 LH			R3 6 x 96 I		
TPR4 57 x 81 AH	ANR1 16 x 82 LH	AVI1 48 x 100 LH	0	GBM1 80 x 57 HH	PPI1 77 x 85 HH		M2 ) x 82 	TPR4 38 x 92 LH	
JAM1 26 x 78 <sub>-</sub> H	CNR1 8 x 93 LH	GDR1 25 x 68 LH		KGI1 42 x 78 LH	KMD1 0 x NaN LL		PM1 ' x 79 I	UAM1 16 x 77 LH	
Region			WEST-02	2 MTD   LCE	E 46.66%	LCR 85.82°	%   LH		
ERD1 75 x 88 HH	CMI1 50 x 79 LH	120 x 92	ERD2 KMM 32 x 91 48 x 8 .H LH		PDR1 56 x 61 AH	RSP1 83 x 94 HH	SGG1 87 x 85 HH	TCG1 VKL1 60 x 87 150 x 93 HH HH	
HSR1 23 x 83 LH	HSR1 34 x 86 LH	HSR2 36 x 87 LH	KRI1 9 x 96 LH	KVP1 2 x 1 <sup>,</sup> LH		PLC1 21 x 53 LH	PMP1 19 x 73 LH	SGI1 31 x 91 LH	
MTR1 41 x 87 .H	BMD1 6 x 94 LH	DPR1 25 x 84 LH	DPR2 68 x 86 HH	HRR1 98 x 97 HH	MCR1 26 x 90 LH	MTR1 29 x 69 LH	OML1 38 x 86 LH	TRM1 45 x 80 LH	
SLM1 14 x 83 LH	APN1 72 x 72 HH	ATU1 61 x 81 HH	EDP1 14 x 65 LH	EPI1 17 x 91 LH	SLM1 59 x 84 AH	SLM2 39 x 99 LH	SLM3 42 x 92 LH	VPD1 29 x 73 LH	