

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-Aug-2025 To Date: 31-Aug-2025								
Sales Zone	Expected	Leads	Won	LCE %	LCR %	Category				
CHENNAI-01	12,366	3,375	1,851	27.29%	54.84%	LH				
CHENNAI-02	10,467	3,962	2,573	37.85%	64.94%	LH				
KL-SOUTH	1,138	273	188	23.98%	68.86%	LH				
NORTH ARCOT	9,093	3,783	2,248	41.61%	59.42%	LH				
SOUTH ARCOT	7,993	2,237	1,281	27.99%	57.26%	LH				
SOUTH-01	17,992	6,277	4,045	34.89%	64.44%	LH				
SOUTH-03	12,315	2,863	1,660	23.25%	57.98%	LH				
TIRUPATI-01	5,471	4,297	3,255	78.55%	75.75%	HH				
TRICHY-01	12,246	4,389	3,222	35.84%	73.41%	LH				
VIJAYAWADA-01	5,412	5,228	4,299	96.61%	82.23%	НН				
WEST-01	7,952	3,076	2,289	38.68%	74.41%	LH				
WEST-02	10,471	4,422	2,972	42.23%	67.21%	LH				
Total	112,914	44,182	29,883	39.13%	67.64%	LH				

Region			CHENNAI-0	L MTD LC	E 27.29%	LCR 54.84%	6 LH		
CH03	CGL1	CH45	GUD1	GUD2	MC10	MRM1	SKL1	TKM1	
24 x 50	33 x 58	11 x 40	27 x 57	9 x 46	29 x 52	33 x 42	9 x 42	43 x 50	
LA	LH	LA	LH	LA	LH	LA	LA	LH	
CH05 38 x 53 LH	AVD1 18 x 44 LA	CH05 20 x 45 LA	CH14 70 x 54 HH	CH26 7 x 85 LH		130 - x 38	CH35 54 x 66 AH	CH37 31 x 66 LH	
CH06	CH08	CH11	CH16	CH19	CH29	CH39	CH40	CH42	
25 x 60	55 x 56	14 × 82	14 x 68	20 x 76	9 x 40	67 x 56	8 x 27	10 x 54	
LH	AH	LH	LH	LH	LA	HH	LL	LH	
CH08	CH07	CH22	CH28	CH38	CH48	KNR1	MC02	MC09	
22 x 55	20 x 59	51 x 58	32 x 48	11 x 59	0 x NaN	23 x 60	6 x 100	37 x 47	
LH	LH	AH	LA	LH	LL	LH	LH	LA	

Region			CHENNAI-02	MTD LCE	37.85% l	LCR 64.94%	I LH	
CH01 27 x 64 LH	CH03 5 x 86 LH	CH12 54 x 64 AH	CH23 16 x 70 LH	CH24 39 x 60 LH	СН	41 x 60	MC06 7 x 22 LL	MC08 11 x 100 LH
CH04 47 x 65 LH	CH21 62 x 69 HH	CH34 54 x 65 AH	CH44 43 x 49 LA	GPD1 47 x 62 LH	MC05 32 x 29 LL	MJR1 32 x 67 LH	PON1 72 x 76 HH	UKI1 24 x 70 LH
CH07 43 x 65 LH	CH01 196 x 100 HH	CH15 62 x 60 HH	CH17 13 x 97 LH	CH18 41 x 56 LH	CH27 8 x 100 LH	CH32 18 x 100 LH	CH36 14 x 92 LH	CH43 47 x 71 LH
CH09 31 x 67 LH	CH06 31 x 47 LA	CH09 20 x 74 LH	CH2C 53 x I AH		CH31 17 x 93 LH	CH33 5 x 100 LH		CH46 57 x 71 AH

Region		KL-SOUTH MTD LCE 23.9	98% LCR 68.86% LH	
TVP1 24 x 69 LH	KLR1 0 x 100 LH	PAS1 67 x 83 HH	TVP1 15 x 39 LA	
Region		NORTH ARCOT MTD LCE 4	1.61% LCR 59.42% LH	

Region			NOR I II Ar	ן עווייו ועט	LCE 41.01%	LCR 39.42%	LП	
NA01	AKM1	ANI1	ARC2	CYR1	KPM1	KPM2	WJD1	WJP1
59 x 60	68 x 58	45 x 68	7 x 59	28 x 65	48 x 54	70 x 55	75 x 70	95 x 57
AH	HH	LH	LH	LH	LH	HH	HH	HH
NA02	ABR1	CGM1	GDM1	PLR1	TRR1	VEL1	VEL2	VNB1
29 x 58	11 x 51	18 x 59	23 x 58	23 x 60	10 x 49	44 x 71	60 x 57	31 x 46
LH	LH	LH	LH	LH	LA	LH	HH	LA
NA03	BGR1	CPT1	PTU1		G1 TRL1	TRT1	UGI1	VSI1
35 x 60	56 x 67	44 x 49	37 x 74		9 x 66 11 x 73	75 x 49	64 x 62	31 x 63
LH	AH	LA	LH		H LH	HA	HH	LH

Region SOUTH ARCOT MTD | LCE 27.99% | LCR 57.26% | LH



Follow-Up Lead Capturing Effectiveness as on 8/31/2025 10:00:58 AM

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A01 0 x 61 H	CUD1 60 x 64 AH	KLM 51 x AH		MKM1 38 x 59 LH		POY1 17 x 68 LH		POY2 28 x 40 LA
A02 8 x 58 H	CDM1 28 x 56 LH	KKI2 55 x 57 AH	KML1 4 x 75 LH	NVL2 6 x 59 LH	PRT1 8 x 92 LH	STP1 2 x 20 LL	ULP1 6 x 61 LH	VCM1 13 x 50 LA
403 7 x 51 H	SJI1 11 x 16 LL	TDM1 43 x 57 LH	TRK1 53 x 56 AH		/M1 3 x 58 H	TVM2 17 x 38 LA	VPM1 30 x 39 LA	VPM2 6 x 46 LA
Region			SOUTH-01	MTD L	.CE 34.89%	LCR 64.4	4% LH	
VT1 5 x 63 H	KVT1 31 x 72 LH	KYR1 18 x 72 LH	PKD1 48 x 58 LH	RND1 54 x 62 AH	SKD1 4 x 100 LH	SNL1 42 x 68 LH	STU2 41 x 60 LH	VKM1 44 x 47 LA
GR1 4 x 72 H	COL1 10 x 8 LL	KGL1 38 x 59 LH	KSM1 9 x 33 LA		AR1 3 x 76 1	MMT1 49 x 87 LH	NGR1 4 x 95 LH	TKY1 8 x 46 LA
KS1 9 x 66 H	PDI1 23 x 68 LH	RPM1 13 x 82 LH	2	DI1 5 x 50 A	SGT1 69 x 63 HH	· ·	TKS1 42 x 57 LH	TKS2 22 x 80 LH
UT1 3 x 66 H	ERL1 107 x 41 HA	ERL2 12 x 100 LH	TCN1 54 x 59 AH		JT1 9 x 63 H	TUT2 24 x 72 LH	TYI1 42 x 78 LH	UDN1 94 x 69 HH
VL1 2 x 73 H	ARM1 51 x 71 AH	ASN 34 x LH		TVL1 26 x 74 LH		TVL2 33 x 81 LH		VLY1 37 x 68 LH
NR1 5 x 54 H	APK1 48 x 59 LH	APK 0 x I LL		SVK1 54 x 56 AH		VNR1 89 x 70 HH		VNR2 57 x 46 AA
Region		-	SOUTH-03	MTD L	.CE 23.25%	LCR 57.9	8% LH	
GL1 1 x 77 H	DGL1 4 x 100 LH	DGL2 2 x 100 LH	MDU1 6 x 100 LH	M	DU5 1 x 70	MPA1 1 x 100 LH	NTM1 27 x 61 LH	PNI1 67 x 67 HH
KD2 4 x 55	ATG1 5 x 82 LH	DKI1 29 x 26 LL	8 x 100	И NM1 1 x 77 Н	PNV1 24 x 61 LH	41 x 55	SGP1 TC 3 x 100 1: LH LA	(33
RR1 x 100 H	KRR1 11 x 100 LH				ODM1 2 x 100 LH			
1DU2 8 x 52 H	ADP1 27 x 41 LA	BNR1 CBN 67 x 49 29 x HA LH		MDU2 15 x 46 LA	MDU3 5 x 100 LH	MDU4 17 x 65 LH	MDU6 44 x 51 LH	TEN1 TEN2 18 x 37 20 x 28 LA LL
/G1 8 x 57 H	BTU1 69 x 51 HH	KPT1 9 x 29 LL	1 x 100	ЛLR1 x 78 Н	NKI1 42 x 46 LA	75 x 79		MM1 USL1 x 62 63 x 46 H HA
Region			TIRUPATI-0	1 MTD	LCE 78.55%	6 LCR 75.	75% HH	
TP1 09 x 85 H	ADI1 88 x 56 HH	ATP1 39 x 81 LH	DHN1 155 x 89 HH	GTL1 278 x 97 HH	KNL1 112 x 90 HH	KNL2 102 x 97 HH	NDL1 75 x 52 HH	TPI1 200 x 91 HH
DA1 5 x 73 H	BVL1 31 x 65 LH	KDA1 34 x 66 LH	KOU1 38 x 69 LH	MPL1 24 x 88 LH	PDT1 61 x 83 HH	PIL1 32 x 72 LH	RCY1 59 x 73 AH	RJP1 92 x 69 HH
PY1 6 x 67 H	CTO1 50 x 59 AH	KHT1 KVL1 94 x 64 0 x NaN HH LL	109 x 73	IYP1 PGR. 11 x 85 102 IH HH		66 x 44	SPE1 TPY1 104 x 77 87 x 65 HH HH	TPY2 VKI1 59 x 53 109 x 73 AH HH
Region			TRICHY-0:	L MTD L	_CE 35.84%	LCR 73.4	1% LH	
JM1 2 x 69 H	JKM1 13 x 78 LH	KUM1 71 x 70 HH	7	//VM1 7 x 61 IH	NCK1 42 x 88 LH		TVR1 14 x 87 LH	TVR2 4 x 78 LH
TK1 4 x 65	APM1 71 x 64 HH	MDI1 9 x 94 LH	2	IGT1 2 x 68 H	NMM1 64 x 59 HH		PTK1 4 x 100 LH	TTP1 16 x 54 LH
I								



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TRY1 29 x 62 LH	MSI1 10 x 96 LH	PBR1 11 x 88 LH	38	PBR2 52 x 58 AH	TRY1 24 x 67 LH		TRY2 58 x 55 AH	TRY	/3 x 86	TYR1 21 x 31 LA	
Region			VIJAYAV	WADA-01 N	MTD LCE	96.61	% LCF	र 82.23%	HH		
BVR1 118 x 83 HH	AMP1 71 x 75 HH	BVR1 77 x 67 HH		LU1 JGG1 32 x 83 146 x H HH		PAF 6 127 HH	7 x 83	203 x 88 1	RMV1 183 x 93 HH	TDD1 89 x 76 HH	TNK1 79 x 70 HH
GNT1 91 x 83 HH	BPP1 60 x 69 AH	157 x 94 87	CRL1 GNT1 87 x 88 51 x 75 HH AH			NRT1 38 x 64 LH	OGL1 193 x 90 HH	PNR1 74 x 55 HH	PRL1 80 x 84 HH	RAL1 68 x 67 HH	VKN1 34 x 45 LA
/JW1 31 x 80 HH	GDV1 111 x 85 HH		PT1 MTM1 57 x 77 83 x 74 AH HH		TVU1 84 x 74 HH	VJW1 47 x 94 LH	VJW2 66 x 75 HH	VJW3 102 x 74 HH	VJW4 76 x 78 HH	VJW5 82 x 93 HH	VUY1 125 x 87 HH
Region			WES	ST-01 MTD) LCE 38	.68%	LCR 74	I.41% l	Н		
CBE1 29 x 86 LH	CBE1 53 x 77 AH	CBE2 9 x 99 LH	CBE3 17 x 100 LH	CBE4 17 x 93 LH	CBE5 0 x NaN LL	- C 4	CBE6 13 x 92 .H	KMR1 55 x 94 AH	SNR1 25 x 77 LH	7 4	SUL1 40 x 51 .H
PLI1 24 x 70 LH	DPM2 20 x 62 LH		KGM1 33 x 57 LH		PDM1 31 x 67 LH		PLI1 22 x 82 LH			MP1 .x 79	
ГРR1 57 x 77 АН	TPR1 77 x 59 HH			TPR2 5 x 84 LH				TPR3 107 x 93 HH			
ГРR4 78 x 70 НН	ANR1 40 x 70 LH		AVI1 51 x 90 AH	GBM1 90 x 56 HH		PPI1 144 x 69 HH		SYM2 74 x 59 HH		TPR4 58 x 89 AH	
UAM1 26 x 58 LH	CNR1 6 x 64 LH		GDR1 1.4 x 52 .H	KGI1 30 x 30 LL		KMD1 0 x NaN LL		MPM1 65 x 63 HH		UAM1 22 x 67 LH	
Region			WES	ST-02 MTD) LCE 42	.23%	LCR 67	'.21% l	_H		
ERD1 56 x 68 AH	CMI1 48 x 53 LH	ERD1 63 x 74 HH	ERD2 12 x 75 LH	KMM1 36 x 62 LH	NKL2 61 x 63 HH	PDR1 49 x 61 LH	RSP1 58 x 64 AH	SGG1 82 x 69 HH	TC 9 58 AH	x 65	VKL1 140 x 79 HH
HSR1 23 x 55 LH	HSR1 39 x 74 LH	HSR2 40 x 48 LA	. 8	KRI1 16 x 68 LH	KVP1 1 x 100 LH		PLC1 14 x 51 LH	PM 11 : LH	x 55	SGI1 28 x 30 LL	
MTR1 40 x 65 LH	BMD1 8 x 27 LL	DPR1 13 x 89 LH	DPR2 74 x 65 HH	HRI 5 72 HH	. x 90	MCR1 35 x 39 LA	MT 13 LL	FR1 × 21	OML1 58 x 60 AH	TRN 47 > LH	x 65
SLM1 45 x 72 LH	APN1 74 x 70 HH	ATU1 68 x 57 HH	EDP1 6 x 50 LA	EPI 7 x LA	× 44	SLM1 65 x 91 HH	SLN 35 LH	x 80	SLM3 24 x 46 LA	VPC 57 × AH	x 66