



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 Converion Rate (LCR) | | |
|--|--|-------------------------------------|---------------------------------|---|
| Follow-Up Lead Capture Efficency (LCE) | | 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-Oct-2025 To Date : 31-Oct-2025 | | | | | |
|---------------|--|--------|--------|--------|--------|----------|
| Sales Zone | Expected | Leads | Won | LCE % | LCR % | Category |
| CHENNAI-01 | 14,713 | 1,301 | 801 | 8.84% | 61.57% | LH |
| CHENNAI-02 | 13,364 | 1,748 | 991 | 13.08% | 56.69% | LH |
| KL-SOUTH | 992 | 92 | 64 | 9.28% | 69.57% | LH |
| NORTH ARCOT | 12,349 | 1,459 | 610 | 11.81% | 41.81% | LA |
| SOUTH ARCOT | 10,726 | 821 | 449 | 7.65% | 54.69% | LH |
| SOUTH-01 | 25,043 | 3,506 | 2,130 | 14.00% | 60.75% | LH |
| SOUTH-03 | 20,620 | 1,305 | 756 | 6.33% | 57.93% | LH |
| TIRUPATI-01 | 8,556 | 1,902 | 1,507 | 22.23% | 79.23% | LH |
| TRICHY-01 | 16,541 | 1,562 | 1,267 | 9.44% | 81.11% | LH |
| VIJAYAWADA-01 | 8,319 | 2,933 | 2,581 | 35.26% | 88.00% | LH |
| WEST-01 | 12,689 | 2,128 | 1,730 | 16.77% | 81.30% | LH |
| WEST-02 | 17,496 | 1,715 | 1,145 | 9.80% | 66.76% | LH |
| Total | 161,406 | 20,472 | 14,031 | 12.68% | 68.54% | LH |

| RegionCHENNAI-01 MTD LCE 8.84% LCR 61.57% LH | | | | | | | | |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| CH03 7 x 61 LH | CGL1 7 x 86 LH | CH45 1 x 43 LA | GUD1 9 x 62 LH | GUD2 0 x 100 LH | MC10 7 x 42 LA | MRM1 12 x 51 LH | SKL1 4 x 86 LH | TKM1 10 x 58 LH |
| CH05 11 x 55 LH | AVD1 4 x 78 LH | CH05 11 x 59 LH | CH14 12 x 53 LH | CH26 4 x 100 LH | CH30 9 x 74 LH | CH35 13 x 66 LH | CH37 24 x 30 LL | |
| CH06 9 x 72 LH | CH08 15 x 55 LH | CH11 5 x 88 LH | CH16 3 x 82 LH | CH19 10 x 88 LH | CH29 5 x 100 LH | CH39 22 x 59 LH | CH40 3 x 100 LH | CH42 6 x 95 LH |
| CH08 9 x 59 LH | CH07 3 x 90 LH | CH22 18 x 39 LA | CH28 20 x 70 LH | CH38 5 x 38 LA | CH48 6 x 44 LA | KNR1 4 x 69 LH | MC02 3 x 100 LH | MC09 6 x 100 LH |

| RegionCHENNAI-02 MTD LCE 13.08% LCR 56.69% LH | | | | | | | | |
|---|------------------------|-----------------------|------------------------|-----------------------|-----------------------|------------------------|-----------------------|-----------------------|
| CH01 10 x 67 LH | CH03 4 x 78 LH | CH06 6 x 47 LA | CH12 23 x 58 LH | CH23 9 x 100 LH | CH24 14 x 80 LH | MC06 1 x 100 LH | | |
| CH04 15 x 49 LA | CH21 22 x 45 LA | CH34 15 x 62 LH | CH44 16 x 56 LH | GPD1 17 x 55 LH | MC05 3 x 100 LH | MJR1 15 x 31 LA | PON1 14 x 46 LA | UKI1 1 x 86 LH |
| CH07 17 x 55 LH | CH01 38 x 100 LH | CH15 26 x 41 LA | CH17 11 x 100 LH | CH18 13 x 71 LH | CH27 5 x 100 LH | CH32 18 x 100 LH | CH36 4 x 100 LH | CH43 18 x 45 LA |
| CH09 10 x 64 LH | CH09 5 x 95 LH | CH20 17 x 53 LH | CH31 5 x 80 LH | CH33 3 x 95 LH | CH41 14 x 50 LA | CH46 12 x 76 LH | | |

| RegionKL-SOUTH MTD LCE 9.28% LCR 69.57% LH | | | |
|--|-----------------------|-----------------------|----------------------|
| TVP1 9 x 70 LH | KLR1 4 x 100 LH | PAS1 15 x 65 LH | TVP1 9 x 67 LH |

| RegionNORTH ARCOT MTD LCE 11.81% LCR 41.81% LA | | | | | | | | | |
|--|-----------------------|----------------------|-----------------------|-----------------------|----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| NA01 21 x 32 LA | AKM1 30 x 26 LL | ANI1 7 x 65 LH | ARC2 2 x 100 LH | CYR1 8 x 53 LH | KPM1 9 x 67 LH | KPM2 40 x 20 LL | WJD1 12 x 66 LH | WJP1 16 x 70 LH | |
| NA02 7 x 59 LH | ABR1 6 x 71 LH | CGM1 1 x 75 LH | GDM1 8 x 48 LA | PLR1 4 x 100 LH | TRR1 5 x 71 LH | VEL1 13 x 62 LH | VEL2 13 x 46 LA | VNB1 1 x 33 LA | |
| NA03 6 x 61 LH | BGR1 12 x 69 LH | CPT1 4 x 50 LA | PTU1 5 x 78 LH | SBR1 1 x 67 LH | SLG1 3 x 54 LH | TRL1 4 x 93 LH | TRT1 5 x 27 LL | UGI1 11 x 59 LH | VSI1 13 x 55 LH |

| RegionSOUTH ARCOT MTD LCE 7.65% LCR 54.69% LH | | | |
|---|--|--|--|
|---|--|--|--|



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|-----------------------|-------------------------|--|-----------------------|-----------------------|-----------------------|----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| SA01 12 x 46 LA | CUD1 21 x 30 LA | | KLM1 10 x 62 LH | | MKM1 3 x 75 LH | | POY1 8 x 82 LH | | POY2 6 x 68 LH | |
| SA02 6 x 61 LH | CDM1 10 x 33 LA | | KKI2 16 x 65 LH | KML1 1 x 100 LH | NVL2 5 x 64 LH | PRT1 5 x 92 LH | STP1 1 x 100 LH | ULP1 1 x 100 LH | VCM1 7 x 93 LH | |
| SA03 5 x 65 LH | SJI1 NaN x NaN LL | | SJI2 1 x 100 LH | TDM1 5 x 54 LH | TRK1 13 x 49 LA | | TVM1 8 x 100 LH | TVM2 2 x 100 LH | VPM1 10 x 95 LH | VPM2 0 x 100 LH |

RegionSOUTH-01 MTD | LCE 14.00% | LCR 60.75% | LH

| | | | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| KVT1 13 x 56 LH | KVT1 4 x 67 LH | KYR1 2 x 64 LH | PKD1 24 x 40 LA | RND1 25 x 60 LH | SKD1 11 x 55 LH | SNL1 10 x 50 LA | STU2 11 x 86 LH | VKM1 14 x 64 LH |
| NGR1 10 x 64 LH | COL1 26 x 81 LH | KGL1 14 x 72 LH | KSM1 5 x 60 LH | MAR1 11 x 93 LH | MMT1 9 x 66 LH | NGR1 10 x 46 LA | TKY1 4 x 57 LH | |
| TKS1 12 x 77 LH | PDI1 4 x 56 LH | RPM1 8 x 81 LH | SDI1 7 x 70 LH | SGT1 8 x 78 LH | TKS1 12 x 65 LH | TKS2 21 x 85 LH | | |
| TUT1 16 x 59 LH | ERL1 ∞ x 100 HH | ERL2 17 x 70 LH | TCN1 10 x 60 LH | TUT1 14 x 56 LH | TUT2 15 x 47 LA | TYI1 13 x 72 LH | UDN1 43 x 65 LH | |
| TVL1 18 x 78 LH | ARM1 19 x 49 LA | ASM1 17 x 83 LH | TVL1 19 x 87 LH | TVL2 27 x 92 LH | VLY1 14 x 55 LH | | | |
| VNR1 16 x 36 LA | APK1 18 x 17 LL | APK2 41 x 41 LA | SVK1 4 x 57 LH | VNR1 27 x 38 LA | VNR2 10 x 36 LA | | | |

RegionSOUTH-03 MTD | LCE 6.33% | LCR 57.93% | LH

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|-----------------------|-----------------------|--|-----------------------|--|------------------------|--|-----------------------|--|-----------------------|--|-----------------------|--|-----------------------|--|-----------------------|--|-----------------------|--|----------------------|--|
| DGL1 3 x 88 LH | DGL1 2 x 100 LH | | DGL2 2 x 100 LH | | MDU1 3 x 97 LH | | MDU5 7 x 97 LH | | MPA1 2 x 100 LH | | NTM1 3 x 64 LH | | PNI1 12 x 58 LH | | | | | | | |
| KKD2 2 x 88 LH | ATG1 1 x 100 LH | | DKI1 2 x 78 LH | | KKD2 11 x 100 LH | | KKD3 1 x 100 LH | | MNM1 0 x 100 LH | | PNV1 1 x 67 LH | | PVI1 8 x 87 LH | | SGP1 1 x 100 LH | | TDI1 1 x 80 LH | | TPT1 1 x 75 LH | |
| KRR1 3 x 96 LH | KRR1 4 x 96 LH | | | | | | | | | | ODM1 0 x 100 LH | | | | | | | | | |
| MDU2 12 x 43 LA | ADP1 0 x 100 LH | | BNR1 10 x 56 LH | | CBM1 3 x 57 LH | | CMR1 15 x 84 LH | | MDU2 6 x 68 LH | | MDU3 2 x 100 LH | | MDU4 4 x 56 LH | | MDU6 50 x 30 LL | | TEN1 3 x 93 LH | | TEN2 3 x 64 LH | |
| SVG1 8 x 61 LH | BTU1 10 x 77 LH | | KPT1 1 x 83 LH | | KYK1 1 x 100 LH | | MLR1 2 x 100 LH | | NKI1 2 x 55 LH | | PKM1 31 x 48 LA | | SVG1 4 x 88 LH | | TMM1 9 x 64 LH | | USL1 11 x 49 LA | | | |

RegionTIRUPATI-01 MTD | LCE 22.23% | LCR 79.23% | LH

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|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|-----------------------|------------------------|-----------------------|------------------------|-----------------------|-----------------------|-----------------------|-----------------------|--|------------------------|--|--|
| ATP1 31 x 91 LH | ADI1 29 x 61 LH | | ATP1 12 x 75 LH | | DHN1 14 x 100 LH | | GTL1 42 x 100 LH | | KNL1 62 x 99 HH | | KNL2 12 x 89 LH | | NDL1 14 x 83 LH | | TPI1 113 x 98 HH | | |
| KDA1 6 x 89 LH | BVL1 1 x 100 LH | | KDA1 4 x 90 LH | | KOU1 11 x 97 LH | | MPL1 3 x 78 LH | | PDT1 11 x 100 LH | | PIL1 1 x 100 LH | | RCY1 1 x 100 LH | | RJP1 12 x 73 LH | | |
| TPY1 25 x 69 LH | CTO1 6 x 75 LH | KHT1 26 x 83 LH | KVL1 16 x 51 LH | NLR1 18 x 76 LH | NYP1 33 x 59 LH | PGR1 22 x 86 LH | PMR1 40 x 95 LH | PUT1 16 x 60 LH | SPE1 16 x 78 LH | TPY1 44 x 37 LA | TPY2 29 x 56 LH | VKI1 56 x 95 AH | | | | | |

RegionTRICHY-01 MTD | LCE 9.44% | LCR 81.11% | LH

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|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------|-----------------------|-----------------------|--|
| KUM1 7 x 81 LH | KIK1 7 x 88 LH | KUM1 11 x 82 LH | NCK1 20 x 75 LH | NGT1 5 x 72 LH | TTP1 3 x 80 LH | TVR1 4 x 92 LH | TVR2 1 x 100 LH | |
| PBR1 8 x 74 LH | AYR1 15 x 99 LH | JKM1 1 x 100 LH | MSI1 1 x 83 LH | MVM1 12 x 74 LH | PBR1 6 x 90 LH | PBR2 9 x 60 LH | TYR1 8 x 60 LH | |
| TNJ1 14 x 83 LH | APM1 17 x 72 LH | MDI1 25 x 93 LH | NMM1 19 x 83 LH | ORU1 6 x 71 LH | PTK1 6 x 75 LH | TNJ1 10 x 79 LH | TNJ2 16 x 78 LH | |



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|---|-----------------------|------------------------|------------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------|-----------------------|
| TRY1 9 x 86 LH | KRN1 3 x 76 LH | | | PDK1 55 x 81 AH | | TRY1 4 x 97 LH | | TRY2 20 x 88 LH | | | TRY3 2 x 100 LH | | TRY4 2 x 100 LH | | | |
| Region VIJAYAWADA-01 MTD LCE 35.26% LCR 88.00% LH | | | | | | | | | | | | | | | | |
| BVR1 51 x 91 AH | AMP1 36 x 91 LH | BVR1 73 x 79 HH | DPE1 10 x 100 LH | ELU1 79 x 97 HH | JGG1 19 x 96 LH | KND1 77 x 99 HH | NPR1 1 x 100 LH | PAP1 63 x 88 HH | PPM1 142 x 99 HH | RMV1 60 x 98 HH | TDD1 25 x 87 LH | TNI1 6 x 100 LH | TNK1 22 x 95 LH | | | |
| GNT1 29 x 87 LH | BPP1 5 x 88 LH | CKT1 110 x 97 HH | CRL1 19 x 92 LH | GNT1 7 x 100 LH | GNT2 17 x 94 LH | KDR1 25 x 89 LH | NRT1 5 x 100 LH | OGL1 111 x 83 HH | PNR1 31 x 49 LA | PRL1 8 x 67 LH | RAL1 12 x 64 LH | VKN1 0 x NaN LL | | | | |
| VJW1 23 x 82 LH | GDV1 30 x 98 LH | GVM1 18 x 55 LH | JPT1 29 x 53 LH | MTM1 17 x 57 LH | TEL1 27 x 84 LH | TVU1 49 x 98 LH | VJW1 26 x 95 LH | VJW2 4 x 100 LH | VJW3 15 x 74 LH | VJW4 37 x 85 LH | VJW5 21 x 79 LH | VUY1 7 x 100 LH | | | | |
| Region WEST-01 MTD LCE 16.77% LCR 81.30% LH | | | | | | | | | | | | | | | | |
| CBE1 16 x 87 LH | CBE1 15 x 91 LH | | CBE2 14 x 78 LH | | CBE3 7 x 100 LH | | CBE4 9 x 89 LH | | CBE5 3 x 100 LH | | CBE6 48 x 98 LH | | KMR1 23 x 85 LH | SNR1 8 x 97 LH | SUL1 7 x 52 LH | |
| PLI1 8 x 87 LH | DPM2 4 x 88 LH | | | KGM1 8 x 89 LH | | | PDM1 7 x 88 LH | | | PLI1 12 x 83 LH | | | UMP1 4 x 100 LH | | | |
| TPR1 19 x 79 LH | TPR1 23 x 54 LH | | | | | TPR2 4 x 96 LH | | | | | TPR3 41 x 98 LH | | | | | |
| TPR4 38 x 79 LH | ANR1 24 x 95 LH | | | AVI1 43 x 95 LH | | GBM1 84 x 67 HH | | PPI1 46 x 83 LH | | SYM2 4 x 60 LH | | | TPR4 18 x 66 LH | | | |
| UAM1 5 x 63 LH | CNR1 10 x 61 LH | | | GDR1 4 x 54 LH | | KGI1 1 x 100 LH | | KMD1 1 x 100 LH | | MPM1 11 x 59 LH | | | UAM1 2 x 89 LH | | | |
| Region WEST-02 MTD LCE 9.80% LCR 66.76% LH | | | | | | | | | | | | | | | | |
| ERD1 14 x 67 LH | CMI1 5 x 38 LA | | ERD1 18 x 68 LH | | ERD2 6 x 75 LH | | KMM1 9 x 44 LA | | NKL2 10 x 75 LH | | PDR1 19 x 65 LH | | RSP1 13 x 55 LH | SGG1 26 x 55 LH | TCG1 4 x 85 LH | VKL1 55 x 77 AH |
| HSR1 6 x 72 LH | HSR1 11 x 85 LH | | | HSR2 14 x 67 LH | | | KRI1 5 x 100 LH | | | KVP1 0 x 100 LH | | PLC1 1 x 75 LH | | PMP1 3 x 31 LA | | SGI1 1 x 100 LH |
| MTR1 8 x 76 LH | BMD1 2 x 100 LH | | | DPR1 3 x 100 LH | | DPR2 15 x 54 LH | | HRR1 33 x 100 LH | | MCR1 4 x 57 LH | | MTR1 1 x 83 LH | | OML1 11 x 41 LA | | TRM1 1 x 58 LH |
| SLM1 9 x 59 LH | APN1 25 x 34 LA | | | ATU1 14 x 49 LA | | EDP1 3 x 100 LH | | EPI1 1 x 100 LH | | SLM1 15 x 66 LH | | SLM2 6 x 81 LH | | SLM3 2 x 50 LA | | VPD1 8 x 70 LH |