



A pipeline that **fills itself**.

Describe the customer you want in plain English. Lead Gen finds real businesses that match, checks whether they can actually be reached, writes the email, sends the follow-ups, and stops the moment someone replies. **The finding, the ranking and the supply cost ₹0** — you spend only where a lead can turn into money.

Plain-English discovery

Free 0-100 closeability score

Verify & enrich with evidence

Sequenced outreach, reply-safe

Supply that refills itself

₹0 rails by default

01 THE PROBLEM

Buying a list is easy. Finding someone worth emailing is not.

Every lead tool sells volume. Volume is the one thing that was never scarce. What a small team actually runs out of is *businesses it can reach, that need what it sells, that nobody has pitched yet* — and every hour spent proving that by hand is an hour not spent selling.

01

Lists that can't be contacted

A row with a company name and no phone, no email and a dead website isn't a lead. It's a row. Most bought lists are mostly rows.

02

Per-lead pricing on a maybe

Paying to enrich a prospect before you know they're reachable means paying hardest for your worst leads.

03

Silence that nobody chases

The opener goes out, nothing comes back, and the follow-up never gets written because writing it is dull. Most pipelines die here.

04

Sequences that keep sending

The worst outreach failure isn't a missed send — it's the fourth nudge that goes out after they already said yes.

02 HOW IT WORKS

Four states, and the system moves them.

A lead lives on one board with one status: **found** → **verified** → **contacted** → **replied** (with *rejected* parked off to the side). Every screen exists to move rows to the right. There is no export step, no second tool, and no re-keying.

STEP 01

Find

- "dentists in Pune", "gyms with no website"
- Every free source at once, cheapest first
- Real pool depth shown before you commit
- Free 0–100 score on every result

STEP 02

Verify

- Free quick check on import: crawl, MX, liveness
- Paid verify only on what came back contactable
- Website audit → the gap you'd pitch
- Service fit judged against your real catalogue

STEP 03

Reach out

- Opener + whole follow-up sequence drafted at enrol
- Your send time, your account, weekends optional
- Attachments, CC/BCC, merge fields
- Queued and sent for you — no per-lead work

STEP 04

Reply

- Opens, clicks and replies logged with timestamps
- A reply cancels the rest of the sequence instantly
- Inbox polled so replies are detected before sends
- Dead ends parked, with a retention clock

42.4M

MSME/Udyam units reachable by pincode

3.67M

Registered companies in the MCA master data

10 min

Cron cadence — sends, replies, supply, sweeps

₹0

Discovery, scoring and quick check, at any batch size

Six screens. Each one answers a different question.

Lead Gen is a module of the Voltair admin, not a separate product to log into. It shares the same accounts, the same database and the same service catalogue as the rest of the panel.

/leads/discover

Find Leads

A guided, four-step ask built from live catalogues — your published industries and services, plus a real gazetteer of cities. Type your own if it isn't listed.

- **Plain English.** Name a city for that city, a state for every city in it, or nothing at all for all of India.
- **Honest supply.** The line under the box is the real count of matching businesses held. It never pads a short batch.
- **Focus, not filter.** "favour: no website, family-run" re-ranks; "avoid: chains" drops. It never changes who gets searched for.
- **Import runs the free check** — crawl, MX, liveness — before anything paid is offered.

/leads

The Leads board

The book of record. Every lead, every status, filterable and bulk-actionable, with a full detail page per company.

- **Verify & enrich** — one pass: crawl, grounded research, MX check, then a profile, a verdict and a ranked service fit.
- **Bulk runner** for passes across a selection, with progress you can watch.
- **CSV in, CSV out.** Import a list you already own; export anything you filter.
- **Timeline, notes and tags** per lead — who did what, and when.

/leads/campaigns

Campaigns

Sequenced outreach with automatic follow-ups and reply-safe cancellation. Add verified leads; every opener drafts and queues itself.

- **Whole sequence written at enrol** — each follow-up threads on that lead's actual opener with a fresh angle, ending on a warm goodbye.
- **Your send window** (IST), with weekends skippable. Sends land within minutes of the chosen time.
- **A reply or a rejection cancels the queue.** Pausing a campaign holds all of it.
- **Attachments from the asset library**, per campaign or per draft, with CC/BCC.

/leads/replies

Mail Log

Every email you've sent — who opened, who clicked, who wrote back, and who's gone quiet, with timestamps.

- **Open and click tracking** on your own domain, no third-party pixel service.
- **Inbound replies polled over IMAP** and matched back to the lead automatically.
- **"Gone quiet" is a first-class state**, not something you work out from an empty column.

/leads/copilot

Prospecting Copilot

An agentic assistant that reads your pipeline, searches the live web with sources, and knows your services and pricing.

- **Ask it to prioritise.** "Which verified leads should I email first?"
- **Ask it to hunt.** "Find 5 Pune clinics with no website chat."
- **Ask it to pitch.** "What's our strongest angle for a D2C brand on Shopify?"
- **Read-only by design.** It never sends or edits — it points you to the button.

/leads/settings

Settings & agent access

Sending accounts, automation switches, spend meters and the MCP endpoint — all configurable in the UI, with no env vars and no redeploy.

- **Multiple send accounts;** each campaign picks which one it goes out from.
- **Auto-passes.** Quick check and scoring run themselves on a sweeper; the paid verify stays off until you turn it on, with a cap.
- **Cost dashboard** priced from real token usage, plus free-tier headroom per rail.
- **Agent access.** Mint a scoped MCP token and point your own agent — Claude Code, Cursor, a self-hosted daemon — at the book.

Three pools, all free, one search box.

There is no source to pick. A search uses whatever can serve the ask, cheapest rail first — and because everything is normalised into one score, a 78 means the same thing whichever pool it came from.

RAIL	WHAT IT HOLDS	BEST FOR	COST
Bulk & maps	Our own copy of OpenStreetMap India, plus harvested Google Maps and Foursquare listings — carrying ratings, review counts and a real <i>permanently closed</i> flag.	Local businesses with a shopfront	₹0
Company register	MCA Company Master Data (3.67M companies, with paid-up capital as a size filter) and MSME/Udyam (42.4M units, classified by activity and carrying a pincode).	B2B — software, manufacturing, trading	₹0
Live web	Grounded research run at query time on small, high-value asks, with sources.	Named or mid-market accounts	FREE TIER

The tightest geo filter in the system is a pincode — and the highest-intent pull is a date.

The MSME register can be pulled a neighbourhood at a time, or by *who registered this week*. A business that registered days ago has no website, no booking flow and no branding — and nobody has pitched it yet. Around 50,000 units register nationwide every day, so the slice is always geographic as well as recent.

Registers publish no contact details, so the enricher derives them: guess the domain from the registered name, probe it, confirm the site really is theirs, then crawl for an email and MX-check it. Roughly one in six converts into a workable lead — and only those are ever surfaced, because the contactability floor holds everywhere.

When the pool runs short, it goes and gets more.

Most tools answer a big ask by quietly returning fewer rows. This one queues a real harvest for exactly what you asked for, in the place you asked for it — no second button, no ticket, no wait for someone technical.

✓ It refills without being asked

A tick that finds the queue empty re-seeds itself: first re-scraping cities older than 30 days, then following what people have actually been searching for, then a general sweep. Nobody has to run anything.

✓ Searchable straight away

Harvested rows land in the pool immediately — including under the words that found them, so a city harvested for "hr services" answers that query the next time it's asked.

✓ It cannot produce a bill

The server-side rail is bounded to 9,000 of its 10,000 free monthly calls. The ceiling is enforced in code, not in a policy document.

✓ Turbo is one line, and optional

A deeper Maps pass runs on a normal computer — Google blocks datacentre IPs, so it can't be a server. Download the worker from Settings and open it; it holds no database credential and expires in 30 days.

06 THE ENGINE

What's judgement, and what's just arithmetic.

The expensive part of most lead tools is the part that doesn't need a model. Ranking is deterministic here, so it costs nothing at 10 leads or 10,000 — and AI is spent only where it reads something a rule can't.

FREE · DETERMINISTIC

Closeability score

One 0–100 scale for every rail. Evidence a rail doesn't carry simply doesn't score — the register has no review counts, map listings have no capital, and neither is penalised for it.

FREE · NO MODEL CALLS

Quick check

Crawls the site, harvests emails, phones, socials and address, MX-checks every address, and probes liveness. Runs automatically on every import.

PAID · OPT-IN

Verify & enrich

Crawl → grounded web research → MX check → one assembly grounded in your live service catalogue. Returns a profile, a legitimacy verdict and a ranked service fit with reasons. Never deletes what the lead already had.

PAID · OPT-IN

Drafting

The opener and the entire follow-up sequence, written per lead from its audit and profile — each nudge threading on that lead's real opener with a new angle.

80–100

Reachable, and visibly behind

Answers the phone, has a dead or missing website, family-run, no agency in sight. The best prospect the system can find.

45–79

Real, worth a look

Contactable and legitimate, with a site that works but leaves something on the table. Most of the workable book sits here.

0-44

Already served

A chain with 4,000 reviews already has an agency. Scored low on purpose — small and reachable beats big and impressive.

Free by default, and the meter is on the wall.

Cost per lead is a design constraint here, not a line item discovered at the end of the month. The rails that do the volume are free ones, and the two passes that spend real quota are both switchable and capped.

PASS	WHAT IT DOES	DEFAULT	COST
Discovery	Searches all three pools and returns ranked candidates	On demand	₹0
Closeability score	Ranks every candidate on hard facts	Always on	₹0
Quick check	Crawl, MX deliverability, liveness	On — sweeps the book automatically	₹0
Harvest	Fetches businesses not yet in the pool	On — self-seeding, quota-bounded	₹0
AI score	Second opinion on a shortlist	On, free model rail	FREE TIER
Verify & enrich	Research, profile, verdict, service fit	Off until you enable it, then capped per day	TOKENS
Drafting	Opener + full follow-up sequence per lead	On enrol	TOKENS

You pick the rail, per feature.

Each AI pass can run on a free model pool, on a paid model, or on one with the other as fallback. Scoring is a batch job happy to wait out a throttled free pool; drafting an email a human will read is where reliability is worth paying for. That's a setting, not a rewrite.

The cost dashboard prices every pass from real token usage and shows which feature spent what, per day — alongside free-tier headroom for each search rail, so you can see the quota before you hit it.

The things it refuses to do.

✓ No unreachable leads, ever

A lead worth surfacing has a way to reach it — a phone, an email or a live site. Rows that fail the floor are never shown, on any rail, however impressive the company.

✓ No padding a short batch

If the pool can't fill your ask it says so and queues a harvest. It never tops up with near-misses to hit a number.

✓ **Never pitch someone you're talking to**

Companies already in the book are excluded from discovery, matched on last-10-digit phone keys and domains so formatting differences don't slip a duplicate through.

✓ **Replies always win the race**

Every tick checks for replies before it checks for sends. A lead that answered cannot receive the next nudge.

✓ **Enrichment never destroys data**

Every field falls back to what the lead already had. A pass that finds nothing leaves the row exactly as it was.

✓ **Rejections have a retention clock**

Parked leads are deleted on a schedule you set — and can be reopened until then. Deletion is deliberate and configurable, not a surprise.

✓ **Agent tokens are scoped and revocable**

MCP tokens carry explicit scopes and an expiry. Deactivating an admin revokes their agent on its next call — no key rotation, no shared secret to chase.

✓ **Workers are treated as untrusted**

Anything submitted by a downloaded harvest worker is re-validated server-side: contact floor re-applied, fields re-normalised, ids re-derived. It runs on someone else's laptop, so it's never believed.

09 AGENT ACCESS

Point your own agent at the book.

The whole module is exposed as MCP tools, so each admin can drive it from whatever they already work in — Claude Code in a terminal, Cursor in an editor, a self-hosted daemon on a VPS. Mint a token in Settings, choose what it may do, paste the generated config block.

READ

Query the pipeline

Search the book, read a lead's profile, audit and timeline, and check what a discovery ask would actually return before running it.

WRITE

Add and advance

Create leads, move statuses, leave notes. Agent-added rows are tagged as such, so the board can separate what your rails found from what an agent brought in — and undo one without the other.

SCOPED

Per-admin, per-permission

Each token belongs to one admin and carries only the scopes you ticked. Signed, expiring, and revoked the moment that admin is deactivated.

Describe your customer. Get a pipeline.

Lead Gen ships inside the Voltair admin panel — same login, same database, same catalogue. Ask for a walkthrough on a live book.

voltairtech.com →

VOLTAIR TECH LEAD GENERATION MODULE PRODUCT BROCHURE