



TN : BEKOVOLT Sales Performance 16/05/2026 9:37 AM

MTD Sales
36.42 L

Brand Share %
1.25 %

Information:

MTD : 01-05-2026 To 15-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **1.25 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	19.86	1.47 %
Fridge	16.56	1.05 %
Total	36.42	1.25 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	6.89	2.07 %
CHENNAI-02	5.08	1.57 %
SOUTH-01	4.93	0.98 %
CHENNAI-01	3.99	0.98 %
WEST-01	3.89	1.51 %
WEST-02	3.30	1.03 %
NORTH ARCOT	3.27	1.59 %
SOUTH ARCOT	3.01	1.59 %
SOUTH-03	2.07	0.54 %
Total	36.42	1.25 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	4.57	2.45 %
Wash-Mac	2.31	1.58 %
Total	6.89	2.07 %

Branch *	MTD Sales L	Brand Share %
KUM1	0.15	1.00 %
NGT1	0.10	1.15 %
TRY4	0.08	0.59 %
APM1		0.00 %
JKM1		0.00 %
KIK1		0.00 %
KRN1		0.00 %
KUM2		0.00 %
MDI1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
TNJ2		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TVR2		0.00 %
Total	6.89	2.07 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	2.75	1.95 %
Fridge	2.32	1.27 %
Total	5.08	1.57 %

Branch *	MTD Sales L	Brand Share %
CH18	0.18	0.95 %
CH06	0.14	1.06 %
CH51	0.11	0.68 %
CH17	0.10	0.67 %
CH41	0.10	0.68 %
CH01		0.00 %
CH12		0.00 %
CH15		0.00 %
CH27		0.00 %
CH32		0.00 %
CH34		0.00 %
CH36		0.00 %
CH43		0.00 %
CH44		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC06		0.00 %
UKI1		0.00 %
Total	5.08	1.57 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	2.98	1.22 %
Fridge	1.95	0.75 %
Total	4.93	0.98 %

Branch *	MTD Sales L	Brand Share %
TUT1	0.61	0.97 %
RPM1	0.15	0.71 %
TKS2	0.14	0.61 %
PKD1	0.12	1.23 %
TVL1	0.12	0.29 %
VNR2	0.12	0.66 %
APK1		0.00 %
ASM1		0.00 %
COL1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
MAR1		0.00 %
MMT1		0.00 %
NGR1		0.00 %
PDI1		0.00 %
RND1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
SKD1		0.00 %
STU2		0.00 %
TKS1		0.00 %
TKY1		0.00 %
TYI1		0.00 %
UDN1		0.00 %
VLY1		0.00 %
VNR1		0.00 %
WHTV		0.00 %
Total	4.93	0.98 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	2.19	1.20 %
Fridge	1.80	0.79 %
Total	3.99	0.98 %

Branch *	MTD Sales L	Brand Share %
CH14	0.29	1.15 %
CH45	0.14	1.20 %
CH48	0.14	0.89 %
CGL1	0.10	1.22 %
CH22	0.09	0.94 %
AVD1		0.00 %
CH05		0.00 %
CH16		0.00 %
CH25		0.00 %
CH28		0.00 %
CH29		0.00 %
CH30		0.00 %
CH35		0.00 %
CH38		0.00 %
CH39		0.00 %
CH40		0.00 %
CH47		0.00 %
CH49		0.00 %
CZWH		0.00 %
GUD2		0.00 %
KNR1		0.00 %
MC10		0.00 %
SKL1		0.00 %
TKM1		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	3.99	0.98 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	3.30	2.60 %
Fridge	0.59	0.45 %
Total	3.89	1.51 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.34	0.84 %
UMP1	0.13	1.15 %
CBE3		0.00 %
CBE4		0.00 %
CBE5		0.00 %
CBE6		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
MPM1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
TPR1		0.00 %
TPR4		0.00 %
UAM1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	3.89	1.51 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	1.84	1.11 %
Wash-Mac	1.46	0.94 %
Total	3.30	1.03 %

Branch *	MTD Sales L	Brand Share %
SLM3	0.12	0.95 %
APN1		0.00 %
ATU1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
EPI1		0.00 %
ERD1		0.00 %
HRR1		0.00 %
HSR1		0.00 %
HSR2		0.00 %
KAM1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
OML1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
TCG1		0.00 %
TRM1		0.00 %
VKL1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	3.30	1.03 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	1.78	1.92 %
Fridge	1.49	1.32 %
Total	3.27	1.59 %

Branch *	MTD Sales L	Brand Share %
AKM1	0.12	1.13 %
ABR1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VNB1		0.00 %
WHVL		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	3.27	1.59 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	1.58	1.80 %
Fridge	1.43	1.41 %
Total	3.01	1.59 %

Branch *	MTD Sales L	Brand Share %
CUD1	0.13	0.53 %
ULP1	0.11	1.21 %
SJI2	0.09	1.03 %
CDM1		0.00 %
NVL2		0.00 %
POY1		0.00 %
POY2		0.00 %
STP1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
VCM2		0.00 %
VPM1		0.00 %
Total	3.01	1.59 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	1.50	0.84 %
Fridge	0.56	0.28 %
Total	2.07	0.54 %

Branch *	MTD Sales L	Brand Share %
KKD3	0.15	0.71 %
TEN1	0.13	1.19 %
ADP1		0.00 %
ATG1		0.00 %
BNR1		0.00 %
BTU1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
DGL2		0.00 %
DKI1		0.00 %
KPT1		0.00 %
KYK1		0.00 %
MDU1		0.00 %
MDU2		0.00 %
MDU3		0.00 %
MDU4		0.00 %
MDU6		0.00 %
MDU7		0.00 %
MNM1		0.00 %
MPA1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
PNV2		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TMM1		0.00 %
TPT1		0.00 %
USL1		0.00 %
WHMD		0.00 %
Total	2.07	0.54 %