



TN : BEKOVOLT Sales Performance 18/05/2026 9:37 AM

MTD Sales
59.20 L

Brand Share %
1.72 %

Information:

MTD : 01-05-2026 To 17-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **1.72 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	31.26	1.97 %
Fridge	27.94	1.50 %
Total	59.20	1.72 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	10.23	2.57 %
SOUTH-01	8.82	1.49 %
CHENNAI-02	8.46	2.11 %
CHENNAI-01	7.24	1.47 %
SOUTH-03	5.50	1.22 %
WEST-01	5.31	1.80 %
NORTH ARCOT	4.64	1.95 %
WEST-02	4.59	1.25 %
SOUTH ARCOT	4.40	2.05 %
Total	59.20	1.72 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	6.54	2.91 %
Wash-Mac	3.69	2.13 %
Total	10.23	2.57 %

Branch *	MTD Sales L	Brand Share %
KUM1	0.27	1.58 %
TNJ2	0.17	0.88 %
MSI1	0.12	1.69 %
JKM1	0.08	0.45 %
TRY4	0.08	0.52 %
APM1		0.00 %
KIK1		0.00 %
KRN1		0.00 %
KUM2		0.00 %
MDI1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
WTRZ	-0.09	0.98 %
Total	10.23	2.57 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	4.51	1.58 %
Fridge	4.31	1.41 %
Total	8.82	1.49 %

Branch *	MTD Sales L	Brand Share %
NGR1	0.36	1.05 %
RPM1	0.27	1.14 %
SDI1	0.12	1.13 %
PKD1	0.12	1.14 %
TVL1	0.12	0.24 %
VNR2	0.12	0.56 %
APK1		0.00 %
COL1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
MAR1		0.00 %
MMT1		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	8.82	1.49 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	4.99	2.81 %
Fridge	3.47	1.55 %
Total	8.46	2.11 %

Branch *	MTD Sales L	Brand Share %
CH24	0.30	1.48 %
CH17	0.26	1.44 %
CH06	0.14	0.89 %
CH23	0.13	1.61 %
CH51	0.11	0.51 %
CH41	0.10	0.57 %
CH01		0.00 %
CH12		0.00 %
CH15		0.00 %
CH27		0.00 %
CH32		0.00 %
CH34		0.00 %
CH36		0.00 %
CH43		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC06		0.00 %
Total	8.46	2.11 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	4.39	2.00 %
Fridge	2.85	1.05 %
Total	7.24	1.47 %

Branch *	MTD Sales L	Brand Share %
CH08	0.49	1.65 %
CH49	0.32	1.41 %
CH48	0.25	1.52 %
CH45	0.23	1.57 %
CH28	0.17	0.68 %
CH47	0.10	0.27 %
CH22	0.09	0.72 %
CH39	0.09	1.06 %
AVD1		0.00 %
CH05		0.00 %
CH16		0.00 %
CH25		0.00 %
CH29		0.00 %
CH30		0.00 %
CH35		0.00 %
CH38		0.00 %
CH40		0.00 %
CZWH		0.00 %
GUD2		0.00 %
KNR1		0.00 %
MC10		0.00 %
SKL1		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	7.24	1.47 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	3.01	1.47 %
Fridge	2.49	1.01 %
Total	5.50	1.22 %

Branch *	MTD Sales L	Brand Share %
TPT1	0.17	1.24 %
MLR1	0.16	1.24 %
KKD3	0.15	0.61 %
ADP1	0.13	1.59 %
MDU1	0.10	0.20 %
SVG1	0.10	1.38 %
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 %
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 %
PVI1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TMM1		0.00 %
USL1		0.00 %
WHMD		0.00 %
Total	5.50	1.22 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	4.27	2.93 %
Fridge	1.04	0.70 %
Total	5.31	1.80 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.45	0.96 %
UMP1	0.13	1.11 %
CBE4	0.11	0.61 %
MPM1	0.08	0.72 %
CBE3		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 %
PDM1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
TPR1		0.00 %
UAM1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	5.31	1.80 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	2.41	1.83 %
Wash-Mac	2.23	2.10 %
Total	4.64	1.95 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.31	1.38 %
SBR1	0.20	1.57 %
AKM1	0.12	0.94 %
ABR1	0.10	0.74 %
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	4.64	1.95 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	2.65	1.40 %
Wash-Mac	1.94	1.10 %
Total	4.59	1.25 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.47	1.57 %
ATU1	0.16	0.95 %
SLM3	0.12	0.89 %
MTR1	0.10	1.49 %
RSP1	0.08	0.65 %
APN1		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 %
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	4.59	1.25 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	2.21	2.21 %
Fridge	2.19	1.90 %
Total	4.40	2.05 %

Branch *	MTD Sales L	Brand Share %
KKI2	0.15	1.28 %
CUD1	0.13	0.47 %
PRT1	0.12	1.48 %
ULP1	0.11	0.94 %
SJI2	0.09	0.83 %
CDM1		0.00 %
NVL2		0.00 %
POY1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
VCM2		0.00 %
VPM1		0.00 %
Total	4.40	2.05 %