



TN : BEKOVOLT Sales Performance 20/05/2026 9:37 AM

MTD Sales
79.31 L

Brand Share %
2.07 %

Information:

MTD : 01-05-2026 To 19-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **2.07 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	44.07	2.48 %
Fridge	35.23	1.72 %
Total	79.31	2.07 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	12.88	2.92 %
SOUTH-01	12.25	1.85 %
CHENNAI-02	11.38	2.64 %
CHENNAI-01	10.06	1.91 %
NORTH ARCOT	6.90	2.63 %
SOUTH-03	6.88	1.38 %
WEST-01	6.53	2.00 %
SOUTH ARCOT	6.23	2.27 %
WEST-02	6.20	1.53 %
Total	79.31	2.07 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	7.97	3.25 %
Wash-Mac	4.92	2.50 %
Total	12.88	2.92 %

Branch *	MTD Sales L	Brand Share %
TNJ2	0.34	1.70 %
TRY4	0.22	1.32 %
JKM1	0.21	1.05 %
MSI1	0.12	1.59 %
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	-0.21	1.91 %
Total	12.88	2.92 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	6.73	2.13 %
Fridge	5.52	1.60 %
Total	12.25	1.85 %

Branch *	MTD Sales L	Brand Share %
RND1	0.39	1.62 %
NGR1	0.36	0.91 %
PKD1	0.22	1.93 %
APK2	0.19	2.00 %
VKM1	0.17	1.77 %
TVL1	0.12	0.22 %
VNR2	0.12	0.50 %
APK1		0.00 %
COL1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
MAR1		0.00 %
MMT1		0.00 %
PDI1		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	12.25	1.85 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	7.13	3.70 %
Fridge	4.24	1.78 %
Total	11.38	2.64 %

Branch *	MTD Sales L	Brand Share %
CH15	0.50	1.14 %
CH24	0.30	1.44 %
CH17	0.26	1.28 %
CH51	0.25	1.08 %
CH43	0.15	1.27 %
CH06	0.14	0.85 %
CH23	0.13	1.41 %
CH41	0.10	0.54 %
CH01		0.00 %
CH12		0.00 %
CH27		0.00 %
CH32		0.00 %
CH34		0.00 %
CH36		0.00 %
GPD1		0.00 %
MC06		0.00 %
Total	11.38	2.64 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	6.28	2.65 %
Fridge	3.78	1.30 %
Total	10.06	1.91 %

Branch *	MTD Sales L	Brand Share %
CH14	0.62	1.98 %
CH47	0.49	1.26 %
CH28	0.38	1.43 %
CH49	0.32	1.33 %
CH48	0.25	1.43 %
CH45	0.23	1.50 %
CH22	0.22	1.66 %
CH30	0.16	0.97 %
CH37	0.16	1.73 %
CH38	0.14	1.20 %
CH39	0.09	1.01 %
AVD1		0.00 %
CH05		0.00 %
CH16		0.00 %
CH25		0.00 %
CH29		0.00 %
CH35		0.00 %
CH40		0.00 %
CZWH		0.00 %
KNR1		0.00 %
MC10		0.00 %
SKL1		0.00 %
WHC3		0.00 %
WCHN	-0.20	1.15 %
Total	10.06	1.91 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	3.66	2.51 %
Wash-Mac	3.24	2.78 %
Total	6.90	2.63 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.31	1.20 %
AKM1	0.12	0.91 %
WJD1	0.10	1.15 %
ABR1	0.10	0.69 %
ANI1	0.10	1.20 %
TRT1	0.10	0.96 %
BGR1		0.00 %
CPT1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
VNB1		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	6.90	2.63 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	3.56	1.57 %
Fridge	3.32	1.23 %
Total	6.88	1.38 %

Branch *	MTD Sales L	Brand Share %
MDU6	0.26	1.07 %
TEN2	0.18	1.58 %
MLR1	0.16	1.22 %
PNV2	0.16	1.95 %
KKD3	0.15	0.55 %
ADP1	0.13	1.42 %
MDU1	0.10	0.19 %
SVG1	0.10	1.23 %
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 %
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	6.88	1.38 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	5.37	3.33 %
Fridge	1.16	0.70 %
Total	6.53	2.00 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.74	1.47 %
UMP1	0.13	0.96 %
CBE4	0.11	0.56 %
MPM1	0.08	0.66 %
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	6.53	2.00 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	3.64	2.76 %
Fridge	2.59	1.82 %
Total	6.23	2.27 %

Branch *	MTD Sales L	Brand Share %
CUD1	0.34	1.12 %
POY2	0.31	1.36 %
KKI2	0.15	1.14 %
POY1	0.10	0.27 %
SJI2	0.09	0.64 %
CDM1		0.00 %
NVL2		0.00 %
STP1		0.00 %
VCM1		0.00 %
VCM2		0.00 %
VPM1		0.00 %
Total	6.23	2.27 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	3.20	1.64 %
Fridge	2.99	1.43 %
Total	6.20	1.53 %

Branch *	MTD Sales L	Brand Share %
VPD1	0.25	1.70 %
RSP1	0.19	1.32 %
ATU1	0.16	0.88 %
PLC1	0.16	1.73 %
ERD1	0.13	0.64 %
SLM3	0.12	0.80 %
MTR1	0.10	1.31 %
APN1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
DPR2		0.00 %
EDP1		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 %
EPI1	-0.13	-1.11 %
Total	6.20	1.53 %