



TN : BEKOVOLT Sales Performance 21/05/2026 9:37 AM

MTD Sales
89.21 L

Brand Share %
2.23 %

Information:

MTD : 01-05-2026 To 20-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **2.23 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	50.40	2.73 %
Fridge	38.82	1.80 %
Total	89.21	2.23 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	14.12	3.03 %
SOUTH-01	13.68	1.98 %
CHENNAI-02	12.65	2.83 %
CHENNAI-01	10.49	1.90 %
NORTH ARCOT	8.09	2.90 %
SOUTH-03	8.02	1.54 %
SOUTH ARCOT	7.92	2.74 %
WEST-01	7.47	2.19 %
WEST-02	6.76	1.59 %
Total	89.21	2.23 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	8.70	3.36 %
Wash-Mac	5.41	2.63 %
Total	14.12	3.03 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.58	2.10 %
TNJ2	0.46	2.22 %
TRY4	0.22	1.29 %
JKM1	0.21	1.04 %
MSI1	0.12	1.55 %
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 %
TTP1		0.00 %
WTRZ	-0.21	1.86 %
Total	14.12	3.03 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	8.02	2.43 %
Fridge	5.66	1.57 %
Total	13.68	1.98 %

Branch *	MTD Sales L	Brand Share %
RPM1	0.60	2.14 %
RND1	0.50	1.94 %
NGR1	0.36	0.89 %
PKD1	0.22	1.79 %
APK2	0.19	1.96 %
VKM1	0.17	1.77 %
KYR1	0.17	1.38 %
TVL1	0.12	0.21 %
VNR2	0.12	0.48 %
TYI1	0.08	0.67 %
APK1		0.00 %
COL1		0.00 %
KGL1		0.00 %
KSM1		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 %
UDN1		0.00 %
VLY1		0.00 %
VNR1		0.00 %
WHTV		0.00 %
Total	13.68	1.98 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	8.10	4.06 %
Fridge	4.55	1.84 %
Total	12.65	2.83 %

Branch *	MTD Sales L	Brand Share %
CH15	0.73	1.57 %
CH51	0.52	2.12 %
CH24	0.30	1.37 %
CH17	0.26	1.25 %
CH43	0.15	1.25 %
CH06	0.14	0.84 %
CH12	0.10	0.38 %
CH41	0.10	0.52 %
CH01		0.00 %
CH27		0.00 %
CH32		0.00 %
CH34		0.00 %
CH36		0.00 %
GPD1		0.00 %
MC06		0.00 %
Total	12.65	2.83 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	6.40	2.61 %
Fridge	4.09	1.34 %
Total	10.49	1.90 %

Branch *	MTD Sales L	Brand Share %
CH47	0.61	1.51 %
CH28	0.38	1.42 %
CH49	0.32	1.27 %
CH48	0.25	1.35 %
CH45	0.23	1.42 %
CH22	0.22	1.58 %
CH30	0.16	0.92 %
CH37	0.16	1.58 %
CH38	0.14	1.18 %
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	1.14 %
Total	10.49	1.90 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	4.31	2.76 %
Wash-Mac	3.79	3.09 %
Total	8.09	2.90 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.31	1.11 %
ABR1	0.18	1.17 %
AKM1	0.12	0.86 %
WJD1	0.10	1.08 %
ANI1	0.10	1.14 %
TRT1	0.10	0.93 %
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	8.09	2.90 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	4.27	1.82 %
Fridge	3.75	1.32 %
Total	8.02	1.54 %

Branch *	MTD Sales L	Brand Share %
MDU6	0.26	1.02 %
MDU1	0.21	0.37 %
MLR1	0.16	1.22 %
PNV2	0.16	1.95 %
KKD3	0.15	0.54 %
MDU3	0.14	0.97 %
ADP1	0.13	1.40 %
SGP1	0.11	1.42 %
SVG1	0.10	1.15 %
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 %
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 %
SZSD		0.00 %
TMM1		0.00 %
USL1		0.00 %
WHMD		0.00 %
Total	8.02	1.54 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	4.58	3.32 %
Fridge	3.34	2.22 %
Total	7.92	2.74 %

Branch *	MTD Sales L	Brand Share %
POY2	0.51	2.09 %
CUD1	0.34	1.06 %
SJI2	0.21	1.47 %
KKI2	0.15	1.09 %
POY1	0.10	0.25 %
CDM1		0.00 %
NVL2		0.00 %
STP1		0.00 %
VCM1		0.00 %
VCM2		0.00 %
VPM1		0.00 %
Total	7.92	2.74 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	6.20	3.65 %
Fridge	1.27	0.74 %
Total	7.47	2.19 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.85	1.56 %
UMP1	0.27	1.89 %
CBE6	0.22	1.21 %
SNR1	0.17	0.99 %
CBE4	0.11	0.55 %
MPM1	0.08	0.62 %
CBE3		0.00 %
CBE5		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
PDM1		0.00 %
SUL1		0.00 %
TPR1		0.00 %
UAM1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	7.47	2.19 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	3.62	1.78 %
Fridge	3.14	1.42 %
Total	6.76	1.59 %

Branch *	MTD Sales L	Brand Share %
VPD1	0.25	1.66 %
RSP1	0.19	1.27 %
ATU1	0.16	0.86 %
PLC1	0.16	1.67 %
ERD1	0.13	0.62 %
SLM3	0.12	0.76 %
MTR1	0.10	1.11 %
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	-1.04 %
Total	6.76	1.59 %