



TN : BEKOVOLT Sales Performance 22/05/2026 9:37 AM

MTD Sales
98.62 L

Brand Share %
2.35 %

Information:

MTD : 01-05-2026 To 21-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **2.35 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	55.34	2.87 %
Fridge	43.29	1.91 %
Total	98.62	2.35 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	15.45	3.17 %
SOUTH-01	15.05	2.08 %
CHENNAI-02	14.05	3.00 %
CHENNAI-01	11.22	1.90 %
SOUTH-03	9.45	1.75 %
SOUTH ARCOT	9.01	2.96 %
NORTH ARCOT	8.93	3.08 %
WEST-01	8.37	2.34 %
WEST-02	7.09	1.62 %
Total	98.62	2.35 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	9.18	3.38 %
Wash-Mac	6.27	2.91 %
Total	15.45	3.17 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.58	2.00 %
JKM1	0.33	1.52 %
TRY4	0.30	1.72 %
MSI1	0.12	1.50 %
PBR1	0.12	1.52 %
APM1		0.00 %
KIK1		0.00 %
KRN1		0.00 %
KUM2		0.00 %
MDI1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
PDK1		0.00 %
TTP1		0.00 %
WTRZ	-0.21	1.79 %
Total	15.45	3.17 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	8.81	2.55 %
Fridge	6.24	1.65 %
Total	15.05	2.08 %

Branch *	MTD Sales L	Brand Share %
RPM1	0.60	2.07 %
RND1	0.50	1.88 %
NGR1	0.36	0.84 %
APK2	0.19	1.76 %
VKM1	0.17	1.70 %
KYR1	0.17	1.37 %
PDI1	0.16	1.12 %
TVL1	0.12	0.20 %
VLV1	0.12	0.60 %
VNR2	0.12	0.46 %
TY11	0.08	0.66 %
VNR1	0.08	1.23 %
APK1		0.00 %
COL1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
MAR1		0.00 %
MMT1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
SKD1		0.00 %
STU2		0.00 %
TKS1		0.00 %
TKY1		0.00 %
UDN1		0.00 %
WHTV		0.00 %
Total	15.05	2.08 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	9.11	4.37 %
Fridge	4.94	1.90 %
Total	14.05	3.00 %

Branch *	MTD Sales L	Brand Share %
CH15	0.89	1.84 %
CH51	0.52	2.06 %
CH06	0.41	2.31 %
CH17	0.36	1.65 %
CH27	0.16	1.41 %
CH43	0.15	1.15 %
CH12	0.10	0.36 %
CH41	0.10	0.50 %
CH01		0.00 %
CH32		0.00 %
CH34		0.00 %
CH36		0.00 %
GPD1		0.00 %
MC06		0.00 %
Total	14.05	3.00 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	6.40	2.52 %
Fridge	4.82	1.43 %
Total	11.22	1.90 %

Branch *	MTD Sales L	Brand Share %
CH47	0.61	1.47 %
CH28	0.38	1.40 %
MRM1	0.34	2.21 %
CH49	0.32	1.19 %
CH48	0.25	1.28 %
CGL1	0.25	2.10 %
CH45	0.23	1.40 %
CH22	0.22	1.57 %
CH30	0.16	0.88 %
CH37	0.16	1.58 %
CH39	0.09	0.92 %
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	0.98 %
Total	11.22	1.90 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	4.78	1.61 %
Wash-Mac	4.67	1.91 %
Total	9.45	1.75 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.33	0.56 %
MDU6	0.26	0.95 %
MLR1	0.16	1.20 %
PNV2	0.16	1.87 %
KKD3	0.15	0.53 %
MDU3	0.14	0.93 %
ADP1	0.13	1.31 %
SGP1	0.11	1.42 %
MDU2	0.10	0.32 %
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 %
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	9.45	1.75 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	5.07	3.47 %
Fridge	3.94	2.49 %
Total	9.01	2.96 %

Branch *	MTD Sales L	Brand Share %
POY2	0.51	2.04 %
CUD1	0.50	1.50 %
KKI2	0.15	1.03 %
POY1	0.10	0.23 %
CDM1		0.00 %
NVL2		0.00 %
STP1		0.00 %
VCM2		0.00 %
VPM1		0.00 %
Total	9.01	2.96 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	4.73	2.90 %
Wash-Mac	4.19	3.31 %
Total	8.93	3.08 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.31	1.09 %
ABR1	0.18	1.12 %
SLG1	0.10	1.47 %
WJD1	0.10	1.03 %
ANI1	0.10	1.07 %
TRT1	0.10	0.85 %
BGR1		0.00 %
CPT1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
VNB1		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	8.93	3.08 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	6.86	3.84 %
Fridge	1.51	0.85 %
Total	8.37	2.34 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.85	1.44 %
SNR1	0.39	2.20 %
UMP1	0.27	1.86 %
CBE6	0.22	1.18 %
CBE4	0.11	0.53 %
CBE3	0.09	1.50 %
MPM1	0.08	0.60 %
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	8.37	2.34 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	3.95	1.89 %
Fridge	3.14	1.38 %
Total	7.09	1.62 %

Branch *	MTD Sales L	Brand Share %
ATU1	0.26	1.30 %
VPD1	0.25	1.64 %
RSP1	0.19	1.24 %
PLC1	0.16	1.57 %
ERD1	0.13	0.60 %
SLM3	0.12	0.73 %
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	-0.99 %
Total	7.09	1.62 %