



TN : BEKOVOLT Sales Performance 23/05/2026 9:37 AM

MTD Sales
110.59 L

Brand Share %
2.51 %

Information:

MTD : 01-05-2026 To 22-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **2.51 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	62.73	3.10 %
Fridge	47.85	2.01 %
Total	110.59	2.51 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	17.25	2.27 %
TRICHY-01	17.05	3.34 %
CHENNAI-02	14.78	3.05 %
CHENNAI-01	12.46	2.02 %
SOUTH ARCOT	11.52	3.48 %
SOUTH-03	10.91	1.92 %
NORTH ARCOT	9.60	3.17 %
WEST-01	9.06	2.43 %
WEST-02	7.95	1.72 %
Total	110.59	2.51 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	10.51	2.89 %
Fridge	6.74	1.70 %
Total	17.25	2.27 %

Branch *	MTD Sales L	Brand Share %
RND1	0.61	2.19 %
RPM1	0.60	1.99 %
NGR1	0.36	0.82 %
APK2	0.19	1.71 %
VKM1	0.17	1.47 %
KYR1	0.17	1.34 %
PDI1	0.16	1.10 %
TVL1	0.12	0.20 %
VLY1	0.12	0.55 %
VNR2	0.12	0.45 %
TYI1	0.08	0.62 %
VNR1	0.08	1.13 %
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	17.25	2.27 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	9.85	3.46 %
Wash-Mac	7.20	3.20 %
Total	17.05	3.34 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.58	1.94 %
TRY4	0.39	2.14 %
JKM1	0.33	1.49 %
PDK1	0.17	2.25 %
KIK1	0.15	0.92 %
MDI1	0.12	0.49 %
MSI1	0.12	1.36 %
NMM1	0.12	1.46 %
APM1		0.00 %
KRN1		0.00 %
KUM2		0.00 %
NCK1		0.00 %
TTP1		0.00 %
WTRZ	-0.21	1.76 %
Total	17.05	3.34 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	9.52	4.40 %
Fridge	5.26	1.96 %
Total	14.78	3.05 %

Branch *	MTD Sales L	Brand Share %
CH15	1.08	2.14 %
CH51	0.52	2.00 %
CH06	0.41	2.22 %
CH17	0.36	1.62 %
CH43	0.29	2.06 %
CH12	0.10	0.35 %
CH41	0.10	0.49 %
CH01		0.00 %
CH32		0.00 %
CH34		0.00 %
CH36		0.00 %
GPD1		0.00 %
MC06		0.00 %
Total	14.78	3.05 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	7.06	2.66 %
Fridge	5.40	1.54 %
Total	12.46	2.02 %

Branch *	MTD Sales L	Brand Share %
CH47	0.61	1.44 %
CH28	0.52	1.89 %
CH49	0.43	1.43 %
MRM1	0.34	2.09 %
CH22	0.32	2.22 %
CH48	0.25	1.21 %
CGL1	0.25	2.02 %
CH30	0.16	0.81 %
CH37	0.16	1.50 %
CH39	0.09	0.88 %
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	12.46	2.02 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	6.69	4.21 %
Fridge	4.83	2.80 %
Total	11.52	3.48 %

Branch *	MTD Sales L	Brand Share %
POY2	0.51	1.83 %
CUD1	0.50	1.42 %
KKI2	0.15	1.01 %
POY1	0.10	0.22 %
CDM1		0.00 %
NVL2		0.00 %
STP1		0.00 %
VCM2		0.00 %
VPM1		0.00 %
Total	11.52	3.48 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	5.60	1.80 %
Wash-Mac	5.31	2.06 %
Total	10.91	1.92 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.33	0.52 %
MDU6	0.26	0.87 %
MDU3	0.25	1.57 %
PNI1	0.17	2.35 %
MLR1	0.16	1.17 %
KKD3	0.15	0.51 %
ADP1	0.13	1.28 %
BNR1	0.12	1.18 %
SGP1	0.11	1.39 %
MDU2	0.10	0.31 %
SVG1	0.10	1.11 %
ATG1		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	10.91	1.92 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	5.00	2.92 %
Wash-Mac	4.60	3.50 %
Total	9.60	3.17 %

Branch *	MTD Sales L	Brand Share %
AKM1	0.34	2.32 %
KPM2	0.31	1.04 %
ABR1	0.18	1.09 %
SLG1	0.10	1.47 %
WJD1	0.10	1.00 %
ANI1	0.10	1.07 %
TRT1	0.10	0.76 %
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	9.60	3.17 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	7.29	3.92 %
Fridge	1.77	0.95 %
Total	9.06	2.43 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.09	1.81 %
SNR1	0.39	2.14 %
UMP1	0.27	1.78 %
CBE6	0.22	1.15 %
CBE4	0.11	0.50 %
CBE3	0.09	1.47 %
MPM1	0.08	0.55 %
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	9.06	2.43 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	4.56	2.07 %
Fridge	3.40	1.41 %
Total	7.95	1.72 %

Branch *	MTD Sales L	Brand Share %
ATU1	0.26	1.29 %
VPD1	0.25	1.64 %
RSP1	0.19	1.18 %
PLC1	0.16	1.43 %
ERD1	0.13	0.56 %
SLM3	0.12	0.72 %
MTR1	0.10	1.02 %
SGI1	0.10	1.07 %
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 %
TCG1		0.00 %
TRM1		0.00 %
VKL1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
WZWH		0.00 %
EPI1	-0.13	-0.91 %
Total	7.95	1.72 %