



TN : BEKOVOLT Sales Performance 25/05/2026 9:37 AM

MTD Sales
136.73 L

Brand Share %
2.74 %

Information:

MTD : 01-05-2026 To 24-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **2.74 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	76.78	3.37 %
Fridge	59.95	2.21 %
Total	136.73	2.74 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	21.49	2.50 %
TRICHY-01	20.26	3.55 %
CHENNAI-02	19.40	3.41 %
CHENNAI-01	15.69	2.24 %
SOUTH ARCOT	14.21	3.86 %
SOUTH-03	12.51	1.94 %
WEST-01	11.92	2.86 %
NORTH ARCOT	11.63	3.34 %
WEST-02	9.63	1.87 %
Total	136.73	2.74 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	12.65	3.08 %
Fridge	8.84	1.97 %
Total	21.49	2.50 %

Branch *	MTD Sales L	Brand Share %
TKS2	0.95	2.47 %
RPM1	0.85	2.43 %
RND1	0.61	1.93 %
VNR2	0.50	1.72 %
NGR1	0.47	0.95 %
KYR1	0.29	1.97 %
PDI1	0.25	1.47 %
APK2	0.19	1.54 %
VKM1	0.17	1.33 %
TVL1	0.12	0.18 %
TKS1	0.12	0.34 %
VLY1	0.12	0.46 %
TYI1	0.08	0.60 %
VNR1	0.08	1.00 %
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 %
TKY1		0.00 %
UDN1		0.00 %
WHTV	-0.12	2.19 %
Total	21.49	2.50 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	11.93	3.72 %
Wash-Mac	8.33	3.32 %
Total	20.26	3.55 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.76	1.96 %
TRY4	0.58	2.67 %
TNJ2	0.58	2.22 %
JKM1	0.45	1.88 %
TRY3	0.45	2.64 %
NMM1	0.24	2.36 %
KIK1	0.15	0.84 %
MDI1	0.12	0.44 %
MSI1	0.12	1.25 %
APM1		0.00 %
KRN1		0.00 %
KUM2		0.00 %
NCK1		0.00 %
TTP1		0.00 %
WTRZ	-0.21	1.66 %
Total	20.26	3.55 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	12.45	4.99 %
Fridge	6.95	2.18 %
Total	19.40	3.41 %

Branch *	MTD Sales L	Brand Share %
CH15	1.43	2.41 %
CH51	0.79	2.34 %
CH17	0.78	2.69 %
CH41	0.49	2.17 %
CH06	0.41	1.98 %
CH12	0.37	1.18 %
CH34	0.30	1.52 %
CH43	0.29	1.84 %
CH27	0.27	2.48 %
GPD1	0.24	1.99 %
CH01		0.00 %
CH32		0.00 %
CH36		0.00 %
MC06		0.00 %
Total	19.40	3.41 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	9.20	3.04 %
Fridge	6.49	1.63 %
Total	15.69	2.24 %

Branch *	MTD Sales L	Brand Share %
CH47	0.75	1.59 %
CH45	0.49	2.37 %
CH49	0.43	1.28 %
CGL1	0.41	2.67 %
CH48	0.37	1.61 %
MRM1	0.34	1.88 %
GUD2	0.33	2.64 %
CH22	0.32	1.88 %
CH30	0.31	1.39 %
CH37	0.16	1.37 %
CH39	0.09	0.81 %
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	-0.34	1.45 %
Total	15.69	2.24 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	8.12	4.66 %
Fridge	6.09	3.15 %
Total	14.21	3.86 %

Branch *	MTD Sales L	Brand Share %
POY2	0.51	1.76 %
CUD1	0.50	1.33 %
KKI2	0.46	2.59 %
CDM1	0.17	0.57 %
POY1	0.10	0.21 %
NVL2		0.00 %
STP1		0.00 %
VCM2		0.00 %
VPM1		0.00 %
Total	14.21	3.86 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	6.62	1.87 %
Wash-Mac	5.89	2.03 %
Total	12.51	1.94 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.44	0.61 %
MDU3	0.37	1.94 %
MDU6	0.26	0.78 %
PNI1	0.17	2.24 %
MLR1	0.16	1.02 %
KKD3	0.15	0.44 %
ADP1	0.13	0.95 %
BNR1	0.12	1.07 %
SGP1	0.11	1.29 %
MDU2	0.10	0.28 %
SVG1	0.10	1.07 %
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	12.51	1.94 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	9.20	4.44 %
Fridge	2.71	1.30 %
Total	11.92	2.86 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.61	2.38 %
UMP1	0.27	1.69 %
CBE6	0.22	0.99 %
MPM1	0.19	1.10 %
PPI1	0.18	2.57 %
CBE5	0.14	2.40 %
CBE4	0.11	0.43 %
CBE3	0.09	1.31 %
KGI1	0.08	1.10 %
CNR1		0.00 %
DPM2		0.00 %
GDR1		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	11.92	2.86 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	5.89	2.98 %
Wash-Mac	5.74	3.81 %
Total	11.63	3.34 %

Branch *	MTD Sales L	Brand Share %
AKM1	0.46	2.63 %
TRT1	0.43	2.70 %
KPM2	0.31	0.92 %
ABR1	0.30	1.49 %
SLG1	0.10	1.29 %
WJD1	0.10	0.95 %
ANI1	0.10	1.04 %
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	11.63	3.34 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	5.21	2.13 %
Fridge	4.43	1.63 %
Total	9.63	1.87 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.58	2.53 %
ATU1	0.26	1.17 %
VPD1	0.25	1.61 %
RSP1	0.19	1.07 %
PLC1	0.16	1.38 %
ERD1	0.13	0.48 %
SLM3	0.12	0.65 %
MTR1	0.10	0.90 %
SGI1	0.10	0.96 %
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	-0.82 %
Total	9.63	1.87 %