



TN : BEKOVOLT Sales Performance 26/05/2026 9:37 AM

MTD Sales
148.54 L

Brand Share %
2.85 %

Information:

MTD : 01-05-2026 To 25-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **2.85 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	81.95	3.45 %
Fridge	66.59	2.34 %
Total	148.54	2.85 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	23.70	2.64 %
TRICHY-01	22.19	3.67 %
CHENNAI-02	20.26	3.43 %
CHENNAI-01	16.63	2.26 %
SOUTH ARCOT	16.28	4.20 %
SOUTH-03	14.46	2.15 %
WEST-01	12.47	2.89 %
NORTH ARCOT	12.30	3.39 %
WEST-02	10.24	1.92 %
Total	148.54	2.85 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	13.93	3.26 %
Fridge	9.76	2.07 %
Total	23.70	2.64 %

Branch *	MTD Sales L	Brand Share %
RPM1	0.99	2.70 %
TKS2	0.95	2.42 %
RND1	0.82	2.43 %
VNR2	0.50	1.65 %
NGR1	0.47	0.92 %
KYR1	0.29	1.91 %
PDI1	0.25	1.44 %
APK2	0.19	1.39 %
VKM1	0.17	1.32 %
TVL1	0.12	0.17 %
TKS1	0.12	0.33 %
VLY1	0.12	0.44 %
TYI1	0.08	0.56 %
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	23.70	2.64 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	13.22	3.87 %
Wash-Mac	8.98	3.41 %
Total	22.19	3.67 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.91	2.07 %
TRY4	0.58	2.64 %
JKM1	0.45	1.83 %
TRY3	0.45	2.46 %
NMM1	0.24	2.36 %
KIK1	0.15	0.78 %
MDI1	0.12	0.43 %
MSI1	0.12	1.10 %
APM1		0.00 %
KRN1		0.00 %
KUM2		0.00 %
NCK1		0.00 %
TTP1		0.00 %
WTRZ	-0.21	1.61 %
Total	22.19	3.67 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	13.15	5.08 %
Fridge	7.11	2.14 %
Total	20.26	3.43 %

Branch *	MTD Sales L	Brand Share %
CH15	1.43	2.33 %
CH51	0.79	2.25 %
CH17	0.78	2.57 %
CH41	0.65	2.83 %
CH06	0.41	1.92 %
CH12	0.37	1.15 %
CH34	0.30	1.46 %
CH43	0.29	1.75 %
CH27	0.27	2.42 %
CH01		0.00 %
CH32		0.00 %
CH36		0.00 %
MC06		0.00 %
Total	20.26	3.43 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	9.80	3.07 %
Fridge	6.84	1.64 %
Total	16.63	2.26 %

Branch *	MTD Sales L	Brand Share %
CH47	0.75	1.52 %
CH45	0.49	2.20 %
CH48	0.47	1.98 %
CH49	0.43	1.23 %
CGL1	0.41	2.52 %
MRM1	0.34	1.77 %
GUD2	0.33	2.72 %
CH22	0.32	1.76 %
CH30	0.31	1.35 %
CH37	0.16	1.25 %
CH25	0.09	0.35 %
CH39	0.09	0.80 %
AVD1		0.00 %
CH05		0.00 %
CH16		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	16.63	2.26 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	9.00	4.95 %
Fridge	7.28	3.53 %
Total	16.28	4.20 %

Branch *	MTD Sales L	Brand Share %
CUD1	0.59	1.48 %
POY2	0.51	1.69 %
TDM1	0.30	2.63 %
CDM1	0.17	0.56 %
POY1	0.10	0.20 %
NVL2		0.00 %
STP1		0.00 %
VCM2		0.00 %
VPM1		0.00 %
Total	16.28	4.20 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	7.94	2.13 %
Wash-Mac	6.52	2.17 %
Total	14.46	2.15 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.44	0.59 %
MDU6	0.26	0.76 %
DGL2	0.18	1.41 %
PNI1	0.17	2.14 %
MLR1	0.16	1.00 %
KKD3	0.15	0.43 %
MDU4	0.14	0.86 %
ADP1	0.13	0.89 %
BNR1	0.12	1.00 %
SGP1	0.11	1.24 %
MDU2	0.10	0.27 %
SVG1	0.10	1.07 %
ATG1		0.00 %
BTU1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
DKI1		0.00 %
KPT1		0.00 %
KYK1		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	14.46	2.15 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	9.30	4.33 %
Fridge	3.17	1.46 %
Total	12.47	2.89 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.61	2.34 %
CBE6	0.38	1.63 %
UMP1	0.27	1.64 %
MPM1	0.19	1.06 %
PPI1	0.18	2.34 %
CBE5	0.14	2.14 %
CBE4	0.11	0.42 %
CBE3	0.09	1.23 %
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	12.47	2.89 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	6.28	3.03 %
Wash-Mac	6.02	3.86 %
Total	12.30	3.39 %

Branch *	MTD Sales L	Brand Share %
AKM1	0.46	2.58 %
KPM2	0.31	0.84 %
ABR1	0.30	1.43 %
SLG1	0.10	1.27 %
WJD1	0.10	0.92 %
ANI1	0.10	0.97 %
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	12.30	3.39 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	5.25	2.06 %
Fridge	5.00	1.79 %
Total	10.24	1.92 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.58	2.44 %
ATU1	0.26	1.16 %
VPD1	0.25	1.57 %
SLM3	0.24	1.27 %
RSP1	0.19	1.07 %
PLC1	0.16	1.34 %
ERD1	0.13	0.46 %
MTR1	0.10	0.87 %
SGI1	0.10	0.95 %
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 %
WHPD		0.00 %
WZWH		0.00 %
EPI1	-0.13	-0.77 %
Total	10.24	1.92 %