



TN : BEKOVOLT Sales Performance 28/05/2026 9:37 AM

MTD Sales
169.43 L

Brand Share %
3.01 %

Information:

MTD : 01-05-2026 To 27-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **3.01 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	93.36	3.66 %
Fridge	76.07	2.46 %
Total	169.43	3.01 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	27.21	2.77 %
TRICHY-01	26.48	4.00 %
CHENNAI-02	23.20	3.64 %
CHENNAI-01	18.71	2.40 %
SOUTH ARCOT	17.99	4.23 %
SOUTH-03	16.45	2.23 %
WEST-01	14.41	3.14 %
NORTH ARCOT	13.78	3.54 %
WEST-02	11.19	1.97 %
Total	169.43	3.01 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	16.63	3.56 %
Fridge	10.59	2.06 %
Total	27.21	2.77 %

Branch *	MTD Sales L	Brand Share %
RPM1	1.13	2.84 %
TKS2	0.95	2.18 %
VNR2	0.82	2.52 %
RND1	0.82	2.17 %
NGR1	0.47	0.87 %
KYR1	0.29	1.73 %
PDI1	0.25	1.32 %
VKM1	0.17	1.16 %
TVL1	0.12	0.16 %
TKS1	0.12	0.31 %
VLY1	0.12	0.38 %
TYI1	0.08	0.51 %
VNR1	0.08	0.82 %
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	27.21	2.77 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	14.92	3.95 %
Wash-Mac	11.56	4.05 %
Total	26.48	4.00 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.23	2.29 %
JKM1	0.72	2.75 %
TRY3	0.58	2.89 %
TRY4	0.58	2.47 %
MDI1	0.58	1.93 %
KIK1	0.31	1.39 %
MSI1	0.12	1.01 %
APM1		0.00 %
KRN1		0.00 %
KUM2		0.00 %
NCK1		0.00 %
TTP1		0.00 %
WTRZ	-0.21	1.56 %
Total	26.48	4.00 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	14.59	5.23 %
Fridge	8.61	2.41 %
Total	23.20	3.64 %

Branch *	MTD Sales L	Brand Share %
CH15	1.57	2.40 %
CH51	0.92	2.45 %
CH17	0.88	2.72 %
CH12	0.85	2.41 %
CH41	0.65	2.56 %
CH06	0.41	1.72 %
CH34	0.30	1.39 %
CH43	0.29	1.56 %
CH27	0.27	2.28 %
CH01		0.00 %
CH32		0.00 %
CH36		0.00 %
MC06		0.00 %
Total	23.20	3.64 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	10.74	3.19 %
Fridge	7.96	1.80 %
Total	18.71	2.40 %

Branch *	MTD Sales L	Brand Share %
CH47	1.03	2.00 %
CH49	0.69	1.78 %
MRM1	0.51	2.43 %
CH45	0.49	2.10 %
CH48	0.47	1.93 %
CGL1	0.41	2.44 %
CH22	0.32	1.67 %
CH30	0.31	1.30 %
CH37	0.16	1.21 %
CH25	0.09	0.33 %
CH39	0.09	0.76 %
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	18.71	2.40 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	9.48	4.78 %
Fridge	8.51	3.75 %
Total	17.99	4.23 %

Branch *	MTD Sales L	Brand Share %
CUD1	0.59	1.38 %
POY2	0.51	1.62 %
TDM1	0.30	2.19 %
CDM1	0.17	0.50 %
STP1	0.12	1.64 %
POY1	0.10	0.19 %
NVL2		0.00 %
VCM2		0.00 %
VPM1		0.00 %
Total	17.99	4.23 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	9.05	2.20 %
Wash-Mac	7.40	2.28 %
Total	16.45	2.23 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.44	0.55 %
DGL2	0.35	2.46 %
MDU6	0.26	0.72 %
MLR1	0.16	0.93 %
ODM1	0.16	2.84 %
KKD3	0.15	0.39 %
MDU4	0.14	0.78 %
ADP1	0.13	0.79 %
BNR1	0.12	0.91 %
SGP1	0.11	1.18 %
MDU2	0.10	0.26 %
SVG1	0.10	0.92 %
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 %
PKM1		0.00 %
PVI1		0.00 %
SZSD		0.00 %
TMM1		0.00 %
USL1		0.00 %
WHMD		0.00 %
Total	16.45	2.23 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	10.43	4.61 %
Fridge	3.98	1.72 %
Total	14.41	3.14 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.77	2.50 %
CBE6	0.68	2.79 %
MPM1	0.28	1.53 %
CBE4	0.22	0.79 %
PPI1	0.18	2.17 %
DPM2	0.13	1.45 %
CBE3	0.09	1.15 %
KGI1	0.08	1.07 %
CNR1		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	14.41	3.14 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	7.01	3.15 %
Wash-Mac	6.78	4.07 %
Total	13.78	3.54 %

Branch *	MTD Sales L	Brand Share %
AKM1	0.56	3.00 %
KPM2	0.31	0.79 %
ABR1	0.30	1.25 %
ANI1	0.21	2.06 %
SLG1	0.10	1.27 %
WJD1	0.10	0.91 %
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	13.78	3.54 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	5.75	2.16 %
Fridge	5.44	1.80 %
Total	11.19	1.97 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.72	2.83 %
ATU1	0.42	1.60 %
VPD1	0.25	1.41 %
SLM3	0.24	1.17 %
RSP1	0.19	1.02 %
PLC1	0.16	1.19 %
ERD1	0.13	0.43 %
MTR1	0.10	0.77 %
SGI1	0.10	0.92 %
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	-0.74 %
Total	11.19	1.97 %