



TN : IFB Sales Performance 17/03/2026 9:21 AM

MTD Sales
197.79 L

Brand Share %
2.22 %

Information:

MTD : 01-03-2026 To 16-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **2.22 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	176.52	10.65 %
Oven	10.34	28.84 %
Dishwash	7.23	7.86 %
Air-Cond	3.70	0.05 %
Dummy-AC		9.09 %
Total	197.79	2.22 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	32.72	2.50 %
TRICHY-01	28.91	2.33 %
CHENNAI-01	27.61	2.02 %
SOUTH-03	26.04	2.31 %
WEST-01	25.36	3.33 %
WEST-02	24.81	2.92 %
CHENNAI-02	15.75	1.46 %
NORTH ARCOT	9.72	1.60 %
SOUTH ARCOT	6.88	1.22 %
Total	197.79	2.22 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	27.95	9.43 %
Oven	2.10	29.62 %
Dishwash	1.62	7.23 %
Air-Cond	1.05	0.11 %
Total	32.72	2.50 %

Branch *	MTD Sales L	Brand Share %
TUT1	3.04	1.12 %
PKD1	0.62	1.98 %
MMT1	0.30	1.89 %
STU2	0.28	2.01 %
NGR1	0.27	0.34 %
KGL1	0.25	1.46 %
APK2	0.25	1.04 %
VNR1	0.21	0.82 %
VNR2	0.21	0.49 %
APK1	0.19	0.84 %
MAR1	0.19	0.67 %
VKM1	0.18	1.10 %
S2SD	0.11	0.63 %
KSM1		0.00 %
KYR1		0.00 %
RND1		0.00 %
SGT1		0.00 %
Total	32.72	2.50 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	26.60	16.45 %
Dishwash	1.49	28.20 %
Oven	0.83	50.43 %
Total	28.91	2.33 %

Branch *	MTD Sales L	Brand Share %
TRY1	3.50	0.98 %
PTK1	1.28	2.00 %
PBR2	1.06	1.53 %
KUM1	0.98	1.34 %
TNJ2	0.18	0.31 %
PDK1	0.13	0.49 %
APM1		0.00 %
JKM1		0.00 %
KRN1		0.00 %
NCK1		0.00 %
PBR1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TRY4		0.00 %
TTP1		0.00 %
TVR1		0.00 %
WTRZ		0.00 %
Total	28.91	2.33 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	23.11	10.00 %
Oven	2.56	35.46 %
Dishwash	1.23	6.52 %
Air-Cond	0.71	0.06 %
Total	27.61	2.02 %

Branch *	MTD Sales L	Brand Share %
CH22	1.31	1.78 %
CH39	0.52	2.04 %
CH07	0.50	0.85 %
CH05	0.48	0.46 %
CH35	0.46	1.26 %
CZWH	0.44	1.28 %
CH25	0.40	0.74 %
TKM1	0.21	1.71 %
CGL1		0.00 %
CH08		0.00 %
CH26		0.00 %
CH29		0.00 %
CH30		0.00 %
CH37		0.00 %
CH38		0.00 %
CH40		0.00 %
CH45		0.00 %
CH48		0.00 %
GUD1		0.00 %
GUD2		0.00 %
KNR1		0.00 %
MC10		0.00 %
MRM1		0.00 %
SKL1		0.00 %
WHC3		0.00 %
Total	27.61	2.02 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	24.04	10.98 %
Air-Cond	1.07	0.12 %
Oven	0.49	12.57 %
Dishwash	0.43	4.64 %
Total	26.04	2.31 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.80	1.22 %
MDU3	1.10	2.04 %
KKD3	0.97	1.94 %
ATG1	0.77	1.79 %
MDU7	0.50	1.27 %
KYK1	0.30	1.85 %
DGL2	0.29	1.43 %
USL1	0.25	1.37 %
CMR1	0.19	1.10 %
PKM1	0.17	1.48 %
NKI1	0.17	1.60 %
ADP1		0.00 %
BTU1		0.00 %
DKI1		0.00 %
KPT1		0.00 %
KRR1		0.00 %
MDU6		0.00 %
MLR1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PNI1		0.00 %
PNV2		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
TDI1		0.00 %
Total	26.04	2.31 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	22.23	13.80 %
Dishwash	1.72	13.76 %
Oven	1.40	30.82 %
Total	25.36	3.33 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.70	1.99 %
CBE1	0.70	1.98 %
KGM1	0.17	1.52 %
PLI1	0.17	0.67 %
SNR1	0.15	0.49 %
ANR1		0.00 %
CBE3		0.00 %
CBE5		0.00 %
CNR1		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KMD1		0.00 %
SYM2		0.00 %
TPR4		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	25.36	3.33 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	23.67	11.72 %
Oven	1.14	30.67 %
Total	24.81	2.92 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.99	1.13 %
NKL2	0.66	1.54 %
HRR1	0.38	2.09 %
DPR2	0.34	1.81 %
EDP1	0.33	2.12 %
HSR1	0.32	1.32 %
TCG1	0.21	0.90 %
SLM3	0.20	0.47 %
MTR1	0.16	0.53 %
APN1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
KMM1		0.00 %
OML1		0.00 %
PMP1		0.00 %
SGI1		0.00 %
TRM1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	24.81	2.92 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	14.43	8.10 %
Oven	1.00	23.59 %
Air-Cond	0.31	0.04 %
Dummy-AC		10.53 %
Total	15.75	1.46 %

Branch *	MTD Sales L	Brand Share %
CH15	1.90	1.65 %
CH50	1.06	2.17 %
CH34	0.79	2.18 %
MJR1	0.73	2.12 %
CH23	0.47	2.10 %
UKI1	0.47	2.15 %
CH21	0.36	0.63 %
CH43	0.33	1.01 %
CH46	0.28	1.24 %
GPD1	0.28	0.91 %
CH18	0.17	0.42 %
CH17	0.16	0.36 %
CH36	0.13	0.75 %
CH01		0.00 %
CH06		0.00 %
CH20		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
CH41		0.00 %
CH51		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	15.75	1.46 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	8.97	8.13 %
Oven	0.49	22.29 %
Air-Cond	0.26	0.05 %
Total	9.72	1.60 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.77	1.61 %
TRT1	0.29	1.25 %
KPM2	0.15	0.23 %
ABR1		0.00 %
AKM1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
TRR1		0.00 %
UGI1		0.00 %
VNB1		0.00 %
WHVL		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	9.72	1.60 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	5.54	5.63 %
Dishwash	0.73	17.52 %
Oven	0.32	25.64 %
Air-Cond	0.30	0.06 %
Total	6.88	1.22 %

Branch *	MTD Sales L	Brand Share %
POY2	1.19	2.19 %
POY1	0.76	1.07 %
NVL2	0.32	0.91 %
KLM1	0.30	0.96 %
SJI2	0.30	1.01 %
KKI2	0.25	0.96 %
MKM1	0.20	0.98 %
CDM1	0.17	0.66 %
KML1	0.16	0.96 %
CUD1	0.16	0.29 %
STP1		0.00 %
TDM1		0.00 %
TRK1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
ULP1		0.00 %
VCM1		0.00 %
WHUT		0.00 %
Total	6.88	1.22 %