



TN : IFB Sales Performance 19/03/2026 9:21 AM

MTD Sales
216.13 L

Brand Share %
2.24 %

Information:

MTD : 01-03-2026 To 18-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **2.24 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	192.11	10.73 %
Oven	12.11	30.62 %
Dishwash	7.92	7.87 %
Air-Cond	4.01	0.05 %
Dummy-AC		8.69 %
Total	216.13	2.24 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	36.86	2.55 %
TRICHY-01	32.66	2.45 %
CHENNAI-01	29.38	2.01 %
SOUTH-03	27.94	2.28 %
WEST-01	27.92	3.46 %
WEST-02	25.93	2.81 %
CHENNAI-02	16.90	1.45 %
NORTH ARCOT	10.39	1.56 %
SOUTH ARCOT	8.15	1.33 %
Total	216.13	2.24 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	30.75	9.60 %
Oven	2.79	34.87 %
Dishwash	1.96	8.15 %
Air-Cond	1.36	0.12 %
Total	36.86	2.55 %

Branch *	MTD Sales L	Brand Share %
TUT1	3.45	1.13 %
VNR2	0.35	0.77 %
MMT1	0.30	1.76 %
STU2	0.28	1.78 %
NGR1	0.27	0.31 %
KGL1	0.25	1.39 %
APK2	0.25	0.92 %
VNR1	0.21	0.75 %
APK1	0.19	0.76 %
MAR1	0.19	0.60 %
VKM1	0.18	1.04 %
S2SD	0.11	0.47 %
KSM1		0.00 %
KYR1		0.00 %
RND1		0.00 %
SGT1		0.00 %
Total	36.86	2.55 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	29.67	17.07 %
Dishwash	1.84	31.19 %
Oven	1.15	46.12 %
Total	32.66	2.45 %

Branch *	MTD Sales L	Brand Share %
TRY1	3.85	1.03 %
KUM1	1.41	1.75 %
PBR2	1.32	1.73 %
PTK1	1.28	1.87 %
ORU1	0.25	2.08 %
TNJ2	0.18	0.29 %
PDK1	0.13	0.43 %
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	32.66	2.45 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	24.60	9.83 %
Oven	2.84	35.76 %
Dishwash	1.23	5.97 %
Air-Cond	0.71	0.06 %
Total	29.38	2.01 %

Branch *	MTD Sales L	Brand Share %
CH22	1.43	1.88 %
CH39	0.52	1.83 %
CH07	0.50	0.81 %
CH05	0.48	0.43 %
CH35	0.46	1.18 %
CZWH	0.44	1.26 %
CH25	0.40	0.69 %
TKM1	0.21	1.65 %
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	29.38	2.01 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	25.63	10.92 %
Air-Cond	1.07	0.11 %
Oven	0.81	17.94 %
Dishwash	0.43	4.10 %
Total	27.94	2.28 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.80	1.13 %
MDU3	1.26	2.21 %
ATG1	0.77	1.70 %
TPT1	0.59	2.10 %
MDU7	0.50	1.17 %
DKI1	0.36	1.07 %
KYK1	0.30	1.75 %
DGL2	0.29	1.40 %
USL1	0.25	1.22 %
CMR1	0.19	1.06 %
PKM1	0.17	1.45 %
NKI1	0.17	1.51 %
PNV2	0.15	0.63 %
ADP1		0.00 %
BTU1		0.00 %
KPT1		0.00 %
KRR1		0.00 %
MDU6		0.00 %
MLR1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PNI1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
TDI1		0.00 %
Total	27.94	2.28 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	24.79	14.29 %
Dishwash	1.72	13.76 %
Oven	1.40	29.50 %
Total	27.92	3.46 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.96	2.08 %
CBE1	0.70	1.92 %
GBM1	0.30	1.68 %
KGM1	0.17	1.38 %
PLI1	0.17	0.57 %
SNR1	0.15	0.44 %
ANR1		0.00 %
CBE3		0.00 %
CBE5		0.00 %
CNR1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KMD1		0.00 %
SYM2		0.00 %
TPR4		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	27.92	3.46 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	24.64	11.40 %
Oven	1.30	33.45 %
Total	25.93	2.81 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.99	1.04 %
NKL2	0.66	1.40 %
HRR1	0.38	1.98 %
KVP1	0.37	2.21 %
DPR2	0.34	1.71 %
EDP1	0.33	2.00 %
HSR1	0.32	1.18 %
TCG1	0.21	0.82 %
SLM3	0.20	0.43 %
MTR1	0.16	0.51 %
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	25.93	2.81 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	15.59	8.00 %
Oven	1.00	22.95 %
Air-Cond	0.31	0.03 %
Dummy-AC		10.53 %
Total	16.90	1.45 %

Branch *	MTD Sales L	Brand Share %
CH15	2.24	1.83 %
CH50	1.06	2.12 %
MJR1	0.73	1.95 %
CH23	0.47	1.99 %
CH21	0.36	0.52 %
CH43	0.33	0.91 %
CH46	0.28	1.12 %
GPD1	0.28	0.88 %
CH51	0.27	0.56 %
PON1	0.18	0.73 %
CH18	0.17	0.40 %
CH17	0.16	0.33 %
CH36	0.13	0.67 %
CH01		0.00 %
CH06		0.00 %
CH20		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
CH41		0.00 %
MC06		0.00 %
Total	16.90	1.45 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	9.64	7.87 %
Oven	0.49	21.11 %
Air-Cond	0.26	0.05 %
Total	10.39	1.56 %

Branch *	MTD Sales L	Brand Share %
TRL1	1.47	1.96 %
VEL2	0.77	1.49 %
TRT1	0.29	1.16 %
ABR1	0.17	0.64 %
KPM2	0.15	0.21 %
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	10.39	1.56 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	6.80	6.51 %
Dishwash	0.73	16.15 %
Oven	0.32	25.64 %
Air-Cond	0.30	0.06 %
Total	8.15	1.33 %

Branch *	MTD Sales L	Brand Share %
POY1	0.76	0.95 %
KLM1	0.58	1.82 %
NVL2	0.32	0.87 %
SJI2	0.30	0.98 %
KKI2	0.25	0.86 %
MKM1	0.20	0.97 %
CDM1	0.17	0.60 %
KML1	0.16	0.87 %
CUD1	0.16	0.27 %
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	8.15	1.33 %