



TN : IFB Sales Performance 22/03/2026 9:21 AM

MTD Sales
258.24 L

Brand Share %
2.33 %

Information:

MTD : 01-03-2026 To 21-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **2.33 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	231.10	11.18 %
Oven	13.40	28.91 %
Dishwash	9.74	8.36 %
Air-Cond	4.01	0.05 %
Dummy-AC		7.21 %
Total	258.24	2.33 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	44.70	2.69 %
TRICHY-01	37.91	2.52 %
CHENNAI-01	36.07	2.17 %
SOUTH-03	34.11	2.41 %
WEST-02	32.50	3.16 %
WEST-01	31.67	3.22 %
CHENNAI-02	20.79	1.52 %
NORTH ARCOT	11.79	1.57 %
SOUTH ARCOT	8.70	1.20 %
Total	258.24	2.33 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	38.00	10.40 %
Oven	3.05	34.13 %
Dishwash	2.29	8.83 %
Air-Cond	1.36	0.11 %
Total	44.70	2.69 %

Branch *	MTD Sales L	Brand Share %
TUT1	3.74	1.13 %
VNR2	0.79	1.49 %
S2SD	0.42	1.48 %
MMT1	0.30	1.59 %
STU2	0.28	1.54 %
NGR1	0.27	0.27 %
APK2	0.25	0.79 %
VNR1	0.21	0.72 %
APK1	0.19	0.65 %
MAR1	0.19	0.47 %
VKM1	0.18	0.94 %
KSM1		0.00 %
KYR1		0.00 %
RND1		0.00 %
SGT1		0.00 %
WHTV		0.00 %
Total	44.70	2.69 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	34.56	17.30 %
Dishwash	2.20	30.59 %
Oven	1.15	36.44 %
Total	37.91	2.52 %

Branch *	MTD Sales L	Brand Share %
TRY1	4.82	1.19 %
PBR2	1.67	1.89 %
KUM1	1.58	1.75 %
PTK1	1.54	2.11 %
TNJ2	0.18	0.26 %
PDK1	0.13	0.36 %
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 %
TZSD		0.00 %
Total	37.91	2.52 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	30.65	10.72 %
Oven	3.13	33.45 %
Dishwash	1.58	6.42 %
Air-Cond	0.71	0.05 %
Total	36.07	2.17 %

Branch *	MTD Sales L	Brand Share %
CH22	1.63	2.00 %
CH35	0.63	1.45 %
CH39	0.52	1.60 %
CH07	0.50	0.73 %
CH05	0.48	0.39 %
CZWH	0.44	1.01 %
CH25	0.40	0.60 %
TKM1	0.21	1.47 %
CH30	0.16	0.28 %
CGL1		0.00 %
CH08		0.00 %
CH26		0.00 %
CH29		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 %
WCHN	-0.17	1.62 %
Total	36.07	2.17 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	31.21	11.42 %
Air-Cond	1.07	0.10 %
Oven	0.97	17.86 %
Dishwash	0.86	7.62 %
Total	34.11	2.41 %

Branch *	MTD Sales L	Brand Share %
MDU2	2.01	2.27 %
MDU1	1.80	0.99 %
MDU3	1.26	2.04 %
DGL2	0.84	1.50 %
ATG1	0.77	1.54 %
TPT1	0.59	1.85 %
MDU6	0.58	0.89 %
MDU7	0.50	0.98 %
DKI1	0.36	0.93 %
KYK1	0.30	1.48 %
CMR1	0.19	0.95 %
PKM1	0.17	1.26 %
KRR1	0.16	0.28 %
PNV2	0.15	0.60 %
ADP1		0.00 %
BTU1		0.00 %
KPT1		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 %
WHMD		0.00 %
Total	34.11	2.41 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	30.69	12.11 %
Oven	1.45	34.15 %
Dishwash	0.36	4.98 %
Total	32.50	3.16 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.50	1.39 %
NKL2	0.66	1.27 %
HRR1	0.38	1.85 %
KVP1	0.37	2.09 %
DPR2	0.34	1.59 %
EDP1	0.33	1.94 %
HSR1	0.32	1.09 %
PLC1	0.27	2.00 %
SLM3	0.20	0.40 %
MTR1	0.16	0.47 %
APN1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
KMM1		0.00 %
OML1		0.00 %
PMP1		0.00 %
SGI1		0.00 %
TRM1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
Total	32.50	3.16 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	28.40	14.04 %
Dishwash	1.72	12.05 %
Oven	1.55	28.71 %
Total	31.67	3.22 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.85	2.25 %
CBE1	0.70	1.67 %
GBM1	0.30	1.36 %
KGM1	0.17	1.11 %
PLI1	0.17	0.49 %
SNR1	0.15	0.37 %
ANR1		0.00 %
CBE3		0.00 %
CBE5		0.00 %
CNR1		0.00 %
KGI1		0.00 %
KMD1		0.00 %
SYM2		0.00 %
TPR4		0.00 %
WHCB		0.00 %
Total	31.67	3.22 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	19.34	8.46 %
Oven	1.13	21.98 %
Air-Cond	0.31	0.03 %
Dummy-AC		10.53 %
Total	20.79	1.52 %

Branch *	MTD Sales L	Brand Share %
CH15	3.14	2.14 %
CH12	1.78	2.24 %
MJR1	0.92	2.13 %
CH51	0.75	1.16 %
CH23	0.66	2.10 %
UKI1	0.65	2.29 %
CH46	0.57	1.99 %
CH21	0.36	0.45 %
CH43	0.33	0.81 %
GPD1	0.28	0.80 %
PON1	0.18	0.63 %
CH41	0.17	0.28 %
CH18	0.17	0.34 %
CH17	0.16	0.28 %
CH36	0.13	0.61 %
CH01		0.00 %
CH06		0.00 %
CH20		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
MC06		0.00 %
Total	20.79	1.52 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	10.88	7.88 %
Oven	0.65	22.26 %
Air-Cond	0.26	0.04 %
Total	11.79	1.57 %

Branch *	MTD Sales L	Brand Share %
TRL1	1.74	2.13 %
VEL2	1.24	1.92 %
SBR1	0.30	0.55 %
TRT1	0.29	1.02 %
ABR1	0.17	0.57 %
KPM2	0.15	0.19 %
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 %
TRR1		0.00 %
UGI1		0.00 %
VNB1		0.00 %
WHVL		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	11.79	1.57 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	7.36	6.09 %
Dishwash	0.73	13.28 %
Oven	0.32	18.16 %
Air-Cond	0.30	0.05 %
Total	8.70	1.20 %

Branch *	MTD Sales L	Brand Share %
POY2	1.40	2.06 %
POY1	1.05	1.10 %
KLM1	0.58	1.60 %
NVL2	0.32	0.74 %
SJI2	0.30	0.82 %
KKI2	0.25	0.70 %
MKM1	0.20	0.86 %
CDM1	0.17	0.51 %
KML1	0.16	0.80 %
CUD1	0.16	0.23 %
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	8.70	1.20 %