



TN : IFB Sales Performance 23/04/2026 9:21 AM

MTD Sales
501.80 L

Brand Share %
1.91 %

Information:

MTD : 01-04-2026 To 22-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **1.91 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	269.43	12.72 %
Air-Cond	205.28	0.86 %
Oven	14.29	32.71 %
Dishwash	12.81	9.55 %
Total	501.80	1.91 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	103.92	2.91 %
SOUTH-01	69.93	1.61 %
WEST-02	66.89	2.60 %
CHENNAI-01	61.36	1.81 %
WEST-01	60.72	2.63 %
SOUTH-03	53.97	1.54 %
CHENNAI-02	47.18	1.63 %
NORTH ARCOT	25.12	1.34 %
SOUTH ARCOT	12.70	0.71 %
Total	501.80	1.91 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	53.40	1.62 %
Wash-Mac	47.28	18.92 %
Dishwash	2.05	28.49 %
Oven	1.20	27.96 %
Total	103.92	2.91 %

Branch *	MTD Sales L	Brand Share %
TRY1	11.01	1.37 %
PBR2	3.06	1.39 %
TNJ2	2.28	1.44 %
KUM1	1.65	0.92 %
PBR1	1.39	1.63 %
KIK1	1.28	1.28 %
PDK1	0.64	0.67 %
TRY3	0.41	0.27 %
NCK1	0.39	1.18 %
TRY2	0.35	0.32 %
APM1	0.19	0.58 %
KRN1		0.00 %
TRY4		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	103.92	2.91 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	46.13	13.68 %
Air-Cond	18.66	0.47 %
Oven	3.13	36.27 %
Dishwash	2.02	9.91 %
Total	69.93	1.61 %

Branch *	MTD Sales L	Brand Share %
TVL1	4.63	0.88 %
TUT2	2.41	1.19 %
TUT1	1.69	0.41 %
VNR2	1.66	1.22 %
NGR1	1.51	0.46 %
APK2	0.99	1.90 %
KGL1	0.86	1.02 %
TYI1	0.78	1.14 %
STU2	0.77	1.40 %
RND1	0.72	0.47 %
TKY1	0.51	0.98 %
UDN1	0.33	0.52 %
MMT1	0.30	0.39 %
VKM1	0.30	0.71 %
SKD1	0.27	0.67 %
APK1	0.27	0.40 %
ERL2	0.27	0.28 %
MAR1	0.26	0.16 %
VNR1	0.24	0.60 %
ARM1		0.00 %
COL1		0.00 %
KSM1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
WHTV		0.00 %
Total	69.93	1.61 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	37.33	15.50 %
Air-Cond	27.05	1.16 %
Dishwash	1.67	19.61 %
Oven	0.85	21.79 %
Total	66.89	2.60 %

Branch *	MTD Sales L	Brand Share %
SLM3	1.59	1.20 %
SLM1	1.42	0.52 %
MTR1	1.04	1.60 %
NKL2	0.96	0.76 %
MCR1	0.82	1.59 %
TCG1	0.82	1.23 %
HSR1	0.75	0.91 %
CMI1	0.61	1.87 %
KRI1	0.60	0.64 %
HRR1	0.37	1.54 %
BMD1	0.36	1.21 %
OML1	0.35	0.61 %
SGG1	0.33	1.29 %
DPR2	0.31	0.74 %
KMM1	0.27	0.64 %
TRM1	0.17	0.35 %
KAM1	0.17	0.55 %
EDP1		0.00 %
SGI1		0.00 %
WZWH		0.00 %
WHPD	-0.22	1.48 %
Total	66.89	2.60 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	37.76	12.55 %
Air-Cond	18.69	0.61 %
Oven	3.51	38.19 %
Dishwash	1.40	4.91 %
Total	61.36	1.81 %

Branch *	MTD Sales L	Brand Share %
CH25	1.08	0.80 %
CH08	0.92	0.55 %
CGL1	0.63	0.88 %
CH45	0.57	0.48 %
CH38	0.52	0.61 %
TKM1	0.48	1.13 %
CH07	0.47	0.30 %
CH39	0.33	0.56 %
CH37	0.32	0.54 %
CZWH	0.29	0.42 %
MRM1	0.28	0.31 %
CH26	0.27	1.06 %
CH48	0.24	0.16 %
CH30	0.02	0.01 %
CH05		0.00 %
CH29		0.00 %
CH40		0.00 %
GUD1		0.00 %
GUD2		0.00 %
KNR1		0.00 %
MC09		0.00 %
MC10		0.00 %
SKL1		0.00 %
WHC3		0.00 %
WCHN	-1.51	1.75 %
Total	61.36	1.81 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	29.26	1.39 %
Wash-Mac	27.44	15.68 %
Oven	2.12	40.21 %
Dishwash	1.90	11.03 %
Total	60.72	2.63 %

Branch *	MTD Sales L	Brand Share %
TPR1	2.31	1.88 %
TPR3	0.91	1.70 %
UMP1	0.89	1.23 %
CBE5	0.73	1.75 %
AVI1	0.59	0.87 %
CBE1	0.59	0.62 %
PLI1	0.52	0.50 %
KMD1	0.46	1.06 %
SYM2	0.30	0.71 %
SUL1	0.28	0.48 %
ANR1		0.00 %
CBE3		0.00 %
GBM1		0.00 %
KGM1		0.00 %
WZSD		0.00 %
WHCB	-0.29	1.28 %
Total	60.72	2.63 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	34.79	12.26 %
Air-Cond	17.76	0.56 %
Oven	0.97	24.30 %
Dishwash	0.44	2.82 %
Total	53.97	1.54 %

Branch *	MTD Sales L	Brand Share %
MDU2	3.46	1.55 %
MDU1	3.26	0.74 %
USL1	1.12	1.79 %
MDU5	0.77	1.17 %
MNM1	0.72	1.80 %
MDU7	0.65	0.50 %
MLR1	0.64	1.04 %
CMR1	0.58	1.48 %
KKD3	0.49	0.33 %
TPT1	0.44	0.45 %
MDU6	0.41	0.21 %
DGL2	0.32	0.40 %
PKM1	0.31	1.14 %
KPT1	0.31	0.97 %
NKI1	0.28	0.89 %
PNV2	0.26	0.57 %
NTM1	0.25	0.91 %
ODM1	0.24	0.57 %
ADP1		0.00 %
BTU1		0.00 %
DKI1		0.00 %
KRR1		0.00 %
PNI1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
WHMD		0.00 %
Total	53.97	1.54 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	24.07	0.91 %
Wash-Mac	19.02	7.87 %
Dishwash	2.45	11.74 %
Oven	1.64	39.96 %
Total	47.18	1.63 %

Branch *	MTD Sales L	Brand Share %
CH24	2.06	1.25 %
CH21	1.55	0.85 %
CH17	0.79	0.60 %
CH18	0.54	0.37 %
UKI1	0.45	0.81 %
CH51	0.17	0.17 %
CH12	0.15	0.09 %
CH41	0.14	0.13 %
CH01		0.00 %
CH06		0.00 %
CH20		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH33		0.00 %
CH36		0.00 %
CH43		0.00 %
CH46		0.00 %
GPD1		0.00 %
PON1		0.00 %
Total	47.18	1.63 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	13.65	0.79 %
Wash-Mac	10.15	6.82 %
Dishwash	0.88	11.77 %
Oven	0.45	16.93 %
Total	25.12	1.34 %

Branch *	MTD Sales L	Brand Share %
TRL1	1.85	1.38 %
AKM1	1.16	1.18 %
VEL2	1.04	0.61 %
KPM2	0.62	0.33 %
CYR1	0.37	0.90 %
KPM1	0.36	0.56 %
CPT1	0.35	0.89 %
TRT1	0.33	0.45 %
WJD1	0.29	0.58 %
VEL1	0.29	0.28 %
ANI1	0.28	0.63 %
TRR1	0.15	0.11 %
ABR1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
VNB1		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	25.12	1.34 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	9.53	6.82 %
Air-Cond	2.74	0.17 %
Oven	0.43	25.43 %
Total	12.70	0.71 %

Branch *	MTD Sales L	Brand Share %
POY1	0.84	0.39 %
KLM1	0.67	0.71 %
PRT1	0.65	0.73 %
SJI2	0.57	0.64 %
TVM2	0.44	0.92 %
NVL2	0.31	0.31 %
KKI2	0.30	0.28 %
TRK1	0.29	0.31 %
STP1	0.27	1.03 %
TDM1	0.24	0.39 %
VCM2	0.19	0.42 %
CDM1		0.00 %
CUD1		0.00 %
KML1		0.00 %
MKM1		0.00 %
TVM1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
WHUT	-0.26	1.62 %
Total	12.70	0.71 %