



# TN : IFB Sales Performance 24/03/2026 9:21 AM

MTD Sales  
282.95 L

Brand Share %  
2.28 %

Information:

MTD : 01-03-2026 To 23-03-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **2.28 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	251.50	10.92 %
Oven	14.52	29.06 %
Dishwash	11.40	8.81 %
Air-Cond	5.53	0.06 %
Dummy-AC		7.21 %
<b>Total</b>	<b>282.95</b>	<b>2.28 %</b>

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	48.42	2.62 %
TRICHY-01	40.10	2.48 %
CHENNAI-01	39.53	2.09 %
WEST-01	37.15	3.33 %
SOUTH-03	37.13	2.39 %
WEST-02	34.72	3.10 %
CHENNAI-02	23.39	1.44 %
NORTH ARCOT	12.37	1.49 %
SOUTH ARCOT	10.13	1.29 %
<b>Total</b>	<b>282.95</b>	<b>2.28 %</b>

## SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	40.85	10.23 %
Oven	3.17	32.88 %
Dishwash	2.74	9.97 %
Air-Cond	1.66	0.12 %
<b>Total</b>	<b>48.42</b>	<b>2.62 %</b>

Branch *	MTD Sales L	Brand Share %
TUT1	3.74	1.07 %
VNR2	0.79	1.30 %
S2SD	0.42	1.26 %
MMT1	0.30	1.49 %
STU2	0.28	1.33 %
NGR1	0.27	0.24 %
RND1	0.25	0.49 %
APK2	0.25	0.73 %
APK1	0.19	0.57 %
MAR1	0.19	0.42 %
VKM1	0.18	0.90 %
KSM1		0.00 %
KYR1		0.00 %
SGT1		0.00 %
WHTV		0.00 %
<b>Total</b>	<b>48.42</b>	<b>2.62 %</b>

**TRICHY-01**

Property	MTD Sales L	Brand Share %
Wash-Mac	36.46	16.70 %
Dishwash	2.20	30.59 %
Oven	1.44	41.12 %
<b>Total</b>	<b>40.10</b>	<b>2.48 %</b>

Branch *	MTD Sales L	Brand Share %
TRY1	4.95	1.16 %
KUM1	1.74	1.85 %
PBR2	1.67	1.72 %
PTK1	1.54	2.03 %
TRY4	0.31	0.53 %
TNJ2	0.18	0.24 %
PDK1	0.13	0.33 %
APM1		0.00 %
JKM1		0.00 %
KRN1		0.00 %
NCK1		0.00 %
PBR1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
<b>Total</b>	<b>40.10</b>	<b>2.48 %</b>

## CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	33.68	10.32 %
Oven	3.26	31.92 %
Dishwash	1.58	5.41 %
Air-Cond	1.01	0.07 %
Total	39.53	2.09 %

Branch *	MTD Sales L	Brand Share %
CH22	1.80	2.07 %
CH19	1.72	2.23 %
CH35	0.83	1.57 %
CH05	0.61	0.42 %
CH39	0.52	1.46 %
CH07	0.50	0.64 %
CZWH	0.44	1.01 %
CH25	0.40	0.53 %
TKM1	0.21	1.39 %
MRM1	0.17	0.37 %
CH30	0.16	0.23 %
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 %
SKL1		0.00 %
WCHN	-0.17	1.05 %
Total	39.53	2.09 %

## WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	32.87	14.25 %
Dishwash	2.15	13.23 %
Oven	2.13	33.97 %
Total	37.15	3.33 %

Branch *	MTD Sales L	Brand Share %
CBE1	0.70	1.49 %
GBM1	0.30	1.14 %
TPR4	0.29	1.55 %
KGM1	0.17	0.98 %
PLI1	0.17	0.43 %
SNR1	0.15	0.33 %
ANR1		0.00 %
CBE3		0.00 %
CBE5		0.00 %
CNR1		0.00 %
KGI1		0.00 %
KMD1		0.00 %
SYM2		0.00 %
WHCB		0.00 %
Total	37.15	3.33 %

**SOUTH-03**

Property	MTD Sales L	Brand Share %
Wash-Mac	33.89	11.15 %
Dishwash	1.21	10.00 %
Air-Cond	1.07	0.09 %
Oven	0.97	17.68 %
<b>Total</b>	<b>37.13</b>	<b>2.39 %</b>

Branch *	MTD Sales L	Brand Share %
MDU2	2.21	2.21 %
MDU1	1.80	0.88 %
MDU3	1.26	1.87 %
DGL2	1.03	1.71 %
ATG1	0.77	1.44 %
TPT1	0.59	1.62 %
MDU6	0.58	0.80 %
MDU7	0.50	0.86 %
DKI1	0.36	0.86 %
KYK1	0.30	1.45 %
CMR1	0.19	0.90 %
PKM1	0.17	1.22 %
BTU1	0.17	1.18 %
KRR1	0.16	0.25 %
PNV2	0.15	0.57 %
ADP1		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 %
<b>Total</b>	<b>37.13</b>	<b>2.39 %</b>

## WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	32.17	11.61 %
Oven	1.45	33.19 %
Dishwash	0.80	9.83 %
Air-Cond	0.31	0.04 %
Total	34.72	3.10 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.50	1.30 %
NKL2	0.66	1.18 %
HRR1	0.38	1.78 %
KVP1	0.37	2.09 %
DPR2	0.34	1.51 %
KMM1	0.34	2.05 %
EDP1	0.33	1.69 %
HSR1	0.32	1.03 %
PLC1	0.27	1.88 %
SLM3	0.20	0.36 %
MTR1	0.16	0.44 %
APN1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
OML1		0.00 %
PMP1		0.00 %
TRM1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
Total	34.72	3.10 %

## CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	21.94	8.49 %
Oven	1.13	20.73 %
Air-Cond	0.31	0.02 %
Dummy-AC		10.53 %
Total	23.39	1.44 %

Branch *	MTD Sales L	Brand Share %
CH15	3.14	1.87 %
CH12	1.78	1.87 %
CH51	0.75	0.86 %
UKI1	0.65	2.04 %
CH46	0.57	1.87 %
CH21	0.36	0.41 %
CH43	0.33	0.74 %
GPD1	0.28	0.71 %
CH06	0.28	0.40 %
PON1	0.18	0.57 %
CH41	0.17	0.25 %
CH18	0.17	0.22 %
CH17	0.16	0.25 %
CH36	0.13	0.60 %
CH01		0.00 %
CH20		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
MC06		0.00 %
Total	23.39	1.44 %

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	11.46	7.42 %
Oven	0.65	20.58 %
Air-Cond	0.26	0.04 %
Total	12.37	1.49 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.24	1.77 %
KPM1	0.76	2.11 %
SBR1	0.30	0.48 %
TRT1	0.29	0.91 %
ABR1	0.17	0.49 %
KPM2	0.15	0.17 %
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	12.37	1.49 %

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	8.18	6.04 %
Air-Cond	0.91	0.14 %
Dishwash	0.73	12.15 %
Oven	0.32	17.07 %
Total	10.13	1.29 %

Branch *	MTD Sales L	Brand Share %
POY1	1.05	1.03 %
TRK1	0.61	1.62 %
KLM1	0.58	1.43 %
NVL2	0.32	0.70 %
SJI2	0.30	0.69 %
VPM1	0.26	2.20 %
KKI2	0.25	0.67 %
MKM1	0.20	0.76 %
CDM1	0.17	0.48 %
KML1	0.16	0.73 %
CUD1	0.16	0.21 %
STP1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
ULP1		0.00 %
VCM1		0.00 %
WHUT		0.00 %
Total	10.13	1.29 %