



# TN : IFB Sales Performance 25/03/2026 9:21 AM

MTD Sales  
292.83 L

Brand Share %  
2.29 %

Information:

MTD : 01-03-2026 To 24-03-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **2.29 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	258.25	10.92 %
Oven	14.97	29.16 %
Dishwash	12.27	9.02 %
Air-Cond	7.34	0.07 %
Dummy-AC		7.21 %
<b>Total</b>	<b>292.83</b>	<b>2.29 %</b>

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	50.87	2.65 %
CHENNAI-01	41.23	2.12 %
TRICHY-01	40.97	2.47 %
WEST-01	38.76	3.33 %
SOUTH-03	38.46	2.40 %
WEST-02	35.60	3.09 %
CHENNAI-02	23.85	1.41 %
NORTH ARCOT	12.95	1.52 %
SOUTH ARCOT	10.13	1.26 %
<b>Total</b>	<b>292.83</b>	<b>2.29 %</b>

## SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	42.52	10.29 %
Oven	3.17	33.07 %
Dishwash	3.17	11.13 %
Air-Cond	2.01	0.14 %
<b>Total</b>	<b>50.87</b>	<b>2.65 %</b>

Branch *	MTD Sales L	Brand Share %
TUT1	3.74	1.05 %
VNR2	0.79	1.25 %
NGR1	0.55	0.46 %
S2SD	0.42	1.18 %
MMT1	0.30	1.44 %
STU2	0.28	1.29 %
RND1	0.25	0.45 %
APK2	0.25	0.69 %
APK1	0.19	0.56 %
MAR1	0.19	0.39 %
KSM1		0.00 %
KYR1		0.00 %
SGT1		0.00 %
WHTV		0.00 %
<b>Total</b>	<b>50.87</b>	<b>2.65 %</b>

## CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	35.38	10.54 %
Oven	3.26	30.96 %
Dishwash	1.58	5.17 %
Air-Cond	1.01	0.06 %
Total	41.23	2.12 %

Branch *	MTD Sales L	Brand Share %
CH22	1.80	2.05 %
CH19	1.72	2.18 %
CH35	1.03	1.89 %
CH05	0.61	0.40 %
CH39	0.52	1.46 %
CH07	0.50	0.62 %
CZWH	0.44	1.01 %
CH25	0.40	0.52 %
MRM1	0.17	0.36 %
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	0.94 %
Total	41.23	2.12 %

## TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	36.73	16.38 %
Dishwash	2.64	33.79 %
Oven	1.61	43.83 %
Total	40.97	2.47 %

Branch *	MTD Sales L	Brand Share %
TRY1	4.95	1.14 %
KUM1	1.74	1.82 %
PBR2	1.67	1.67 %
PTK1	1.54	2.02 %
PDK1	0.57	1.45 %
TRY4	0.31	0.49 %
TNJ2	0.18	0.24 %
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 %
Total	40.97	2.47 %

**WEST-01**

Property	MTD Sales L	Brand Share %
Wash-Mac	33.65	14.25 %
Oven	2.41	35.90 %
Dishwash	2.15	12.95 %
Air-Cond	0.55	0.06 %
<b>Total</b>	<b>38.76</b>	<b>3.33 %</b>

Branch *	MTD Sales L	Brand Share %
CBE1	0.70	1.45 %
CBE5	0.38	1.79 %
GBM1	0.30	1.11 %
TPR4	0.29	1.55 %
UAM1	0.24	2.27 %
KGM1	0.17	0.91 %
PLI1	0.17	0.42 %
SNR1	0.15	0.31 %
ANR1		0.00 %
CBE3		0.00 %
CNR1		0.00 %
KGI1		0.00 %
KMD1		0.00 %
SYM2		0.00 %
WHCB		0.00 %
<b>Total</b>	<b>38.76</b>	<b>3.33 %</b>

**SOUTH-03**

Property	MTD Sales L	Brand Share %
Wash-Mac	35.22	11.31 %
Dishwash	1.21	10.00 %
Air-Cond	1.07	0.08 %
Oven	0.97	17.34 %
<b>Total</b>	<b>38.46</b>	<b>2.40 %</b>

Branch *	MTD Sales L	Brand Share %
MDU2	2.21	2.17 %
MDU1	1.80	0.86 %
MDU3	1.26	1.84 %
DGL2	1.03	1.68 %
ATG1	0.93	1.70 %
TPT1	0.59	1.57 %
MDU6	0.58	0.74 %
MDU7	0.50	0.84 %
DKI1	0.36	0.84 %
KYK1	0.30	1.45 %
CMR1	0.19	0.87 %
KPT1	0.18	1.09 %
PKM1	0.17	1.13 %
BTU1	0.17	1.14 %
KRR1	0.16	0.24 %
PNV2	0.15	0.56 %
ADP1		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>38.46</b>	<b>2.40 %</b>

## WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	32.76	11.64 %
Oven	1.45	33.19 %
Dishwash	0.80	9.21 %
Air-Cond	0.59	0.07 %
<b>Total</b>	<b>35.60</b>	<b>3.09 %</b>

Branch *	MTD Sales L	Brand Share %
ERD1	2.11	2.18 %
SLM1	1.50	1.28 %
NKL2	0.66	1.17 %
HRR1	0.38	1.75 %
KVP1	0.37	2.09 %
DPR2	0.34	1.49 %
KMM1	0.34	1.92 %
EDP1	0.33	1.66 %
HSR1	0.32	1.03 %
PLC1	0.27	1.79 %
SLM3	0.20	0.35 %
MTR1	0.16	0.43 %
APN1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
OML1		0.00 %
PMP1		0.00 %
TRM1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
<b>Total</b>	<b>35.60</b>	<b>3.09 %</b>

## CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	22.10	8.39 %
Oven	1.13	20.19 %
Air-Cond	0.61	0.04 %
Dummy-AC		10.53 %
<b>Total</b>	<b>23.85</b>	<b>1.41 %</b>

Branch *	MTD Sales L	Brand Share %
CH15	3.14	1.74 %
CH12	1.78	1.80 %
MJR1	1.19	2.28 %
CH51	0.75	0.81 %
UKI1	0.65	1.97 %
CH46	0.57	1.80 %
CH21	0.36	0.40 %
CH43	0.33	0.72 %
GPD1	0.28	0.71 %
CH06	0.28	0.36 %
PON1	0.18	0.55 %
CH41	0.17	0.24 %
CH18	0.17	0.22 %
CH17	0.16	0.24 %
CH36	0.13	0.59 %
CH01		0.00 %
CH20		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
MC06		0.00 %
<b>Total</b>	<b>23.85</b>	<b>1.41 %</b>

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	11.72	7.37 %
Oven	0.65	20.58 %
Air-Cond	0.59	0.09 %
Total	12.95	1.52 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.24	1.74 %
KPM1	0.76	2.07 %
SBR1	0.30	0.47 %
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	12.95	1.52 %

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	8.18	5.86 %
Air-Cond	0.91	0.14 %
Dishwash	0.73	12.15 %
Oven	0.32	15.14 %
Total	10.13	1.26 %

Branch *	MTD Sales L	Brand Share %
POY1	1.05	1.00 %
TRK1	0.61	1.59 %
KLM1	0.58	1.37 %
NVL2	0.32	0.69 %
SJI2	0.30	0.67 %
VPM1	0.26	2.07 %
KKI2	0.25	0.65 %
MKM1	0.20	0.74 %
CDM1	0.17	0.45 %
KML1	0.16	0.69 %
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	1.26 %