



TN : IFB Sales Performance 26/03/2026 9:21 AM

MTD Sales
303.74 L

Brand Share %
2.30 %

Information:

MTD : 01-03-2026 To 25-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **2.30 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	266.03	10.91 %
Oven	15.29	29.03 %
Dishwash	12.62	9.04 %
Air-Cond	9.80	0.09 %
Dummy-AC		7.21 %
Total	303.74	2.30 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	52.41	2.59 %
CHENNAI-01	43.34	2.15 %
TRICHY-01	42.36	2.48 %
WEST-01	40.70	3.34 %
SOUTH-03	39.80	2.41 %
WEST-02	36.34	3.08 %
CHENNAI-02	25.06	1.45 %
NORTH ARCOT	13.26	1.52 %
SOUTH ARCOT	10.47	1.28 %
Total	303.74	2.30 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	43.41	10.27 %
Oven	3.17	32.20 %
Dishwash	3.17	10.90 %
Air-Cond	2.66	0.17 %
Total	52.41	2.59 %

Branch *	MTD Sales L	Brand Share %
TUT1	3.74	1.02 %
TUT2	2.02	2.21 %
VNR2	0.79	1.18 %
NGR1	0.55	0.42 %
STU2	0.50	2.17 %
VKM1	0.49	2.17 %
S2SD	0.42	1.10 %
MMT1	0.30	1.35 %
RND1	0.25	0.42 %
APK2	0.25	0.67 %
APK1	0.19	0.52 %
MAR1	0.19	0.36 %
KSM1		0.00 %
KYR1		0.00 %
SGT1		0.00 %
WHTV		0.00 %
Total	52.41	2.59 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	37.19	10.75 %
Oven	3.26	30.49 %
Dishwash	1.58	5.10 %
Air-Cond	1.31	0.08 %
Total	43.34	2.15 %

Branch *	MTD Sales L	Brand Share %
CH19	1.72	2.16 %
CH05	0.61	0.38 %
CH39	0.52	1.43 %
CH07	0.50	0.59 %
CZWH	0.44	0.81 %
CH25	0.40	0.51 %
MRM1	0.17	0.34 %
CH30	0.16	0.22 %
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	0.76 %
Total	43.34	2.15 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	37.76	16.09 %
Dishwash	2.99	36.65 %
Oven	1.61	43.83 %
Total	42.36	2.48 %

Branch *	MTD Sales L	Brand Share %
TRY1	5.31	1.19 %
KUM1	1.74	1.78 %
PBR2	1.67	1.59 %
PTK1	1.54	1.93 %
PDK1	0.57	1.43 %
TRY4	0.31	0.49 %
TNJ2	0.18	0.23 %
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	42.36	2.48 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	34.37	14.07 %
Oven	2.41	35.44 %
Dishwash	2.15	12.23 %
Air-Cond	1.76	0.19 %
Total	40.70	3.34 %

Branch *	MTD Sales L	Brand Share %
CBE1	0.70	1.38 %
CBE5	0.38	1.72 %
GBM1	0.30	1.11 %
TPR4	0.29	1.47 %
UAM1	0.24	2.17 %
KGM1	0.17	0.85 %
PLI1	0.17	0.39 %
SNR1	0.15	0.31 %
ANR1		0.00 %
CBE3		0.00 %
CNR1		0.00 %
KGI1		0.00 %
KMD1		0.00 %
SYM2		0.00 %
Total	40.70	3.34 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	36.10	11.22 %
Air-Cond	1.37	0.10 %
Dishwash	1.21	9.68 %
Oven	1.12	18.71 %
Total	39.80	2.41 %

Branch *	MTD Sales L	Brand Share %
MDU2	2.21	2.07 %
MDU1	1.96	0.90 %
MDU3	1.26	1.81 %
DGL2	1.03	1.63 %
ATG1	0.93	1.65 %
TPT1	0.59	1.54 %
MDU6	0.58	0.73 %
MDU7	0.50	0.82 %
CMR1	0.49	2.18 %
DKI1	0.36	0.83 %
KYK1	0.30	1.44 %
KPT1	0.18	1.09 %
PKM1	0.17	1.11 %
BTU1	0.17	1.10 %
KRR1	0.16	0.23 %
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 %
Total	39.80	2.41 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	33.50	11.56 %
Oven	1.45	32.32 %
Dishwash	0.80	8.71 %
Air-Cond	0.59	0.07 %
Total	36.34	3.08 %

Branch *	MTD Sales L	Brand Share %
ERD1	2.11	2.11 %
SLM1	1.50	1.27 %
NKL2	0.66	1.15 %
HRR1	0.38	1.71 %
KVP1	0.37	2.01 %
DPR2	0.34	1.42 %
KMM1	0.34	1.92 %
EDP1	0.33	1.63 %
HSR1	0.32	1.00 %
PLC1	0.27	1.73 %
SLM3	0.20	0.34 %
MTR1	0.16	0.42 %
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	36.34	3.08 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	23.31	8.57 %
Oven	1.13	19.80 %
Air-Cond	0.61	0.04 %
Dummy-AC		10.53 %
Total	25.06	1.45 %

Branch *	MTD Sales L	Brand Share %
CH15	3.47	1.86 %
CH12	1.78	1.78 %
MJR1	1.19	2.23 %
CH51	0.75	0.80 %
UKI1	0.65	1.90 %
CH46	0.57	1.79 %
CH21	0.36	0.39 %
CH43	0.33	0.70 %
GPD1	0.28	0.69 %
CH06	0.28	0.35 %
PON1	0.18	0.55 %
CH41	0.17	0.23 %
CH18	0.17	0.22 %
CH17	0.16	0.23 %
CH36	0.13	0.57 %
CH01		0.00 %
CH20		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
MC06		0.00 %
Total	25.06	1.45 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	12.03	7.33 %
Oven	0.65	20.58 %
Air-Cond	0.59	0.08 %
Total	13.26	1.52 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.55	2.12 %
KPM1	0.76	2.03 %
SBR1	0.30	0.46 %
TRT1	0.29	0.89 %
ABR1	0.17	0.47 %
KPM2	0.15	0.16 %
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	13.26	1.52 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	8.35	5.85 %
Air-Cond	0.91	0.14 %
Dishwash	0.73	12.15 %
Oven	0.48	21.07 %
Total	10.47	1.28 %

Branch *	MTD Sales L	Brand Share %
POY1	1.05	0.98 %
TRK1	0.61	1.57 %
KLM1	0.58	1.35 %
KKI2	0.41	1.02 %
NVL2	0.32	0.69 %
SJI2	0.30	0.66 %
VPM1	0.26	1.89 %
MKM1	0.20	0.72 %
CDM1	0.17	0.45 %
KML1	0.16	0.67 %
CUD1	0.16	0.20 %
STP1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
ULP1		0.00 %
VCM1		0.00 %
WHUT		0.00 %
Total	10.47	1.28 %