



TN : IFB Sales Performance 27/03/2026 9:21 AM

MTD Sales
316.32 L

Brand Share %
2.32 %

Information:

MTD : 01-03-2026 To 26-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **2.32 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	274.02	10.99 %
Oven	15.93	28.87 %
Air-Cond	13.75	0.13 %
Dishwash	12.62	8.79 %
Dummy-AC		7.21 %
Total	316.32	2.32 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	54.19	2.56 %
CHENNAI-01	45.68	2.22 %
TRICHY-01	44.62	2.54 %
WEST-01	42.66	3.39 %
SOUTH-03	41.07	2.41 %
WEST-02	37.20	3.05 %
CHENNAI-02	26.07	1.47 %
NORTH ARCOT	13.92	1.53 %
SOUTH ARCOT	10.92	1.29 %
Total	316.32	2.32 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	45.19	10.40 %
Oven	3.17	31.63 %
Dishwash	3.17	10.44 %
Air-Cond	2.66	0.16 %
Total	54.19	2.56 %

Branch *	MTD Sales L	Brand Share %
TUT1	4.05	1.08 %
TUT2	2.19	2.25 %
VNR2	0.79	1.14 %
NGR1	0.55	0.40 %
STU2	0.50	2.12 %
VKM1	0.49	1.93 %
MAR1	0.47	0.88 %
S2SD	0.42	1.04 %
MMT1	0.30	1.30 %
RND1	0.25	0.41 %
APK2	0.25	0.66 %
APK1	0.19	0.50 %
KSM1		0.00 %
KYR1		0.00 %
SGT1		0.00 %
WHTV		0.00 %
Total	54.19	2.56 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	38.15	10.89 %
Oven	3.43	30.64 %
Air-Cond	2.51	0.15 %
Dishwash	1.58	5.14 %
Total	45.68	2.22 %

Branch *	MTD Sales L	Brand Share %
CH22	2.08	2.31 %
CH35	1.33	2.25 %
CH05	0.61	0.37 %
CH39	0.52	1.42 %
CH07	0.50	0.58 %
CZWH	0.44	0.65 %
CH25	0.40	0.49 %
CH48	0.29	0.37 %
MRM1	0.17	0.34 %
CH30	0.16	0.21 %
CGL1		0.00 %
CH08		0.00 %
CH26		0.00 %
CH29		0.00 %
CH37		0.00 %
CH38		0.00 %
CH40		0.00 %
CH45		0.00 %
GUD1		0.00 %
GUD2		0.00 %
KNR1		0.00 %
MC10		0.00 %
SKL1		0.00 %
WCHN	-0.50	1.53 %
Total	45.68	2.22 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	38.76	16.10 %
Dishwash	2.99	34.48 %
Oven	1.61	41.33 %
Air-Cond	1.26	0.08 %
Total	44.62	2.54 %

Branch *	MTD Sales L	Brand Share %
TRY1	5.31	1.17 %
PBR2	2.20	2.01 %
PTK1	1.88	2.30 %
KUM1	1.74	1.77 %
PDK1	0.57	1.40 %
TRY4	0.31	0.47 %
JKM1	0.29	0.79 %
TNJ2	0.18	0.23 %
APM1		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	44.62	2.54 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	35.72	14.27 %
Oven	2.41	34.86 %
Air-Cond	2.37	0.24 %
Dishwash	2.15	11.67 %
Total	42.66	3.39 %

Branch *	MTD Sales L	Brand Share %
SUL1	0.90	2.25 %
CBE1	0.70	1.34 %
SNR1	0.49	0.94 %
CBE5	0.38	1.67 %
GBM1	0.30	1.07 %
TPR4	0.29	1.46 %
UAM1	0.24	2.17 %
KGM1	0.17	0.82 %
PLI1	0.17	0.36 %
ANR1		0.00 %
CBE3		0.00 %
CNR1		0.00 %
KGI1		0.00 %
KMD1		0.00 %
SYM2		0.00 %
Total	42.66	3.39 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	36.66	11.16 %
Air-Cond	1.94	0.14 %
Oven	1.27	19.82 %
Dishwash	1.21	9.59 %
Total	41.07	2.41 %

Branch *	MTD Sales L	Brand Share %
MDU2	2.21	2.02 %
MDU1	2.11	0.95 %
MDU3	1.26	1.77 %
DGL2	1.03	1.60 %
ATG1	0.93	1.56 %
TPT1	0.59	1.48 %
MDU6	0.58	0.69 %
MDU7	0.50	0.78 %
CMR1	0.49	2.15 %
DKI1	0.36	0.80 %
KYK1	0.30	1.42 %
KPT1	0.18	1.04 %
PKM1	0.17	1.11 %
BTU1	0.17	1.05 %
KRR1	0.16	0.23 %
PNV2	0.15	0.53 %
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	41.07	2.41 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	34.36	11.53 %
Oven	1.45	31.91 %
Dishwash	0.80	8.35 %
Air-Cond	0.59	0.07 %
Total	37.20	3.05 %

Branch *	MTD Sales L	Brand Share %
ERD1	2.11	2.00 %
SLM1	1.50	1.23 %
NKL2	0.66	1.11 %
HRR1	0.38	1.69 %
DPR2	0.34	1.39 %
KMM1	0.34	1.92 %
EDP1	0.33	1.57 %
HSR1	0.32	1.00 %
PLC1	0.27	1.67 %
SLM3	0.20	0.32 %
MTR1	0.16	0.40 %
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	37.20	3.05 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	23.86	8.58 %
Oven	1.29	19.75 %
Air-Cond	0.92	0.06 %
Dummy-AC		10.53 %
Total	26.07	1.47 %

Branch *	MTD Sales L	Brand Share %
CH15	3.47	1.83 %
CH12	1.93	1.88 %
MJR1	1.19	2.16 %
UKI1	0.83	2.30 %
CH51	0.75	0.77 %
CH46	0.57	1.70 %
CH21	0.36	0.38 %
CH18	0.36	0.46 %
CH43	0.33	0.68 %
GPD1	0.28	0.68 %
CH06	0.28	0.34 %
PON1	0.18	0.52 %
CH41	0.17	0.23 %
CH17	0.16	0.23 %
CH36	0.13	0.56 %
CH01		0.00 %
CH20		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
MC06		0.00 %
Total	26.07	1.47 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	12.69	7.57 %
Oven	0.65	20.58 %
Air-Cond	0.59	0.08 %
Total	13.92	1.53 %

Branch *	MTD Sales L	Brand Share %
TRL1	2.12	2.21 %
VEL2	1.55	2.04 %
VEL1	0.98	2.15 %
KPM1	0.76	1.99 %
SBR1	0.30	0.44 %
TRT1	0.29	0.88 %
ABR1	0.17	0.47 %
UGI1	0.17	1.53 %
KPM2	0.15	0.15 %
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 %
VNB1		0.00 %
WHVL		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	13.92	1.53 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	8.63	5.90 %
Air-Cond	0.91	0.13 %
Dishwash	0.73	12.15 %
Oven	0.65	25.85 %
Total	10.92	1.29 %

Branch *	MTD Sales L	Brand Share %
POY1	1.33	1.22 %
TRK1	0.61	1.50 %
KLM1	0.58	1.35 %
KKI2	0.41	1.00 %
NVL2	0.32	0.65 %
SJI2	0.30	0.64 %
VPM1	0.26	1.84 %
MKM1	0.20	0.71 %
CDM1	0.17	0.43 %
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	10.92	1.29 %