



# TN : IFB Sales Performance 29/03/2026 9:21 AM

MTD Sales  
359.36 L

Brand Share %  
2.42 %

Information:

MTD : 01-03-2026 To 28-03-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **2.42 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	296.73	11.17 %
Air-Cond	30.53	0.25 %
Oven	17.56	29.31 %
Dishwash	14.54	9.54 %
Dummy-AC		7.21 %
<b>Total</b>	<b>359.36</b>	<b>2.42 %</b>

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	61.41	2.62 %
CHENNAI-01	55.14	2.51 %
TRICHY-01	49.12	2.59 %
WEST-01	45.96	3.33 %
SOUTH-03	44.44	2.42 %
WEST-02	42.74	3.22 %
CHENNAI-02	33.41	1.68 %
NORTH ARCOT	14.98	1.55 %
SOUTH ARCOT	12.18	1.32 %
<b>Total</b>	<b>359.36</b>	<b>2.42 %</b>

## SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	50.07	10.80 %
Air-Cond	4.73	0.26 %
Oven	3.43	31.85 %
Dishwash	3.17	9.53 %
<b>Total</b>	<b>61.41</b>	<b>2.62 %</b>

Branch *	MTD Sales L	Brand Share %
TUT1	4.05	1.03 %
TUT2	2.47	2.32 %
VNR2	0.79	1.01 %
KGL1	0.63	2.13 %
NGR1	0.55	0.35 %
STU2	0.50	1.85 %
VKM1	0.49	1.72 %
KYR1	0.48	1.79 %
MAR1	0.47	0.76 %
S2SD	0.42	0.99 %
MMT1	0.30	1.07 %
RND1	0.25	0.36 %
APK2	0.25	0.65 %
APK1	0.19	0.45 %
KSM1	0.16	1.43 %
SGT1		0.00 %
WHTV		0.00 %
<b>Total</b>	<b>61.41</b>	<b>2.62 %</b>

### CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	41.61	11.12 %
Air-Cond	8.08	0.46 %
Oven	3.55	30.08 %
Dishwash	1.90	5.55 %
<b>Total</b>	<b>55.14</b>	<b>2.51 %</b>

Branch *	MTD Sales L	Brand Share %
CH35	1.33	2.08 %
CH05	0.61	0.36 %
CH48	0.57	0.67 %
CH39	0.52	1.29 %
CH07	0.50	0.54 %
CZWH	0.44	0.64 %
MRM1	0.42	0.82 %
CH25	0.40	0.46 %
CH38	0.32	0.80 %
GUD1	0.25	0.46 %
CGL1		0.00 %
CH08		0.00 %
CH26		0.00 %
CH29		0.00 %
CH37		0.00 %
CH40		0.00 %
CH45		0.00 %
GUD2		0.00 %
KNR1		0.00 %
MC10		0.00 %
SKL1		0.00 %
<b>Total</b>	<b>55.14</b>	<b>2.51 %</b>

### TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	41.36	16.05 %
Air-Cond	3.12	0.19 %
Dishwash	2.99	34.48 %
Oven	1.64	38.86 %
<b>Total</b>	<b>49.12</b>	<b>2.59 %</b>

Branch *	MTD Sales L	Brand Share %
TRY1	5.60	1.10 %
PBR2	2.49	2.10 %
PTK1	2.07	2.36 %
KUM1	1.74	1.67 %
PDK1	0.57	1.31 %
ORU1	0.43	2.19 %
TRY4	0.31	0.45 %
JKM1	0.29	0.77 %
TNJ2	0.18	0.21 %
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 %
WTRZ	-0.19	2.05 %
<b>Total</b>	<b>49.12</b>	<b>2.59 %</b>

**WEST-01**

Property	MTD Sales L	Brand Share %
Wash-Mac	36.72	14.09 %
Air-Cond	4.52	0.41 %
Oven	2.57	33.61 %
Dishwash	2.15	11.39 %
<b>Total</b>	<b>45.96</b>	<b>3.33 %</b>

Branch *	MTD Sales L	Brand Share %
TPR1	1.40	2.16 %
SUL1	0.90	2.10 %
UMP1	0.86	2.34 %
CBE1	0.70	1.28 %
SNR1	0.49	0.83 %
CBE5	0.38	1.47 %
PLI1	0.32	0.58 %
GBM1	0.30	0.99 %
TPR4	0.29	1.39 %
CBE3	0.28	1.51 %
UAM1	0.24	2.06 %
KGM1	0.17	0.76 %
ANR1		0.00 %
CNR1		0.00 %
KGI1		0.00 %
KMD1		0.00 %
SYM2		0.00 %
<b>Total</b>	<b>45.96</b>	<b>3.33 %</b>

**SOUTH-03**

Property	MTD Sales L	Brand Share %
Wash-Mac	38.64	11.19 %
Air-Cond	2.55	0.17 %
Oven	1.69	23.14 %
Dishwash	1.56	12.43 %
<b>Total</b>	<b>44.44</b>	<b>2.42 %</b>

Branch *	MTD Sales L	Brand Share %
MDU2	2.36	2.06 %
MDU1	2.11	0.83 %
KKD3	1.98	2.33 %
MDU3	1.26	1.62 %
DGL2	1.21	1.82 %
ATG1	0.93	1.51 %
TPT1	0.59	1.34 %
MDU6	0.58	0.66 %
MDU7	0.50	0.75 %
CMR1	0.49	2.06 %
DKI1	0.36	0.73 %
KYK1	0.30	1.34 %
KPT1	0.18	0.90 %
TDI1	0.18	0.82 %
SVG1	0.17	0.48 %
PKM1	0.17	1.06 %
BTU1	0.17	0.96 %
KRR1	0.16	0.22 %
PNV2	0.15	0.52 %
ADP1		0.00 %
MLR1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PNI1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
WHMD		0.00 %
<b>Total</b>	<b>44.44</b>	<b>2.42 %</b>

## WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	38.51	12.17 %
Oven	1.62	34.29 %
Air-Cond	1.45	0.15 %
Dishwash	1.16	11.74 %
<b>Total</b>	<b>42.74</b>	<b>3.22 %</b>

Branch *	MTD Sales L	Brand Share %
ERD1	2.29	2.02 %
SLM1	1.50	1.14 %
KRI1	0.78	2.19 %
MCR1	0.73	2.21 %
NKL2	0.66	1.03 %
HRR1	0.38	1.57 %
PMP1	0.35	1.79 %
DPR2	0.34	1.33 %
KMM1	0.34	1.66 %
MTR1	0.33	0.77 %
EDP1	0.33	1.47 %
HSR1	0.32	0.92 %
CMI1	0.31	1.61 %
PLC1	0.27	1.52 %
SLM3	0.20	0.30 %
OML1	0.18	0.57 %
APN1		0.00 %
BMD1		0.00 %
TRM1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
<b>Total</b>	<b>42.74</b>	<b>3.22 %</b>

## CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	26.75	8.81 %
Air-Cond	4.00	0.24 %
Oven	1.77	23.80 %
Dishwash	0.88	4.08 %
Dummy-AC		10.53 %
<b>Total</b>	<b>33.41</b>	<b>1.68 %</b>

Branch *	MTD Sales L	Brand Share %
CH15	3.64	1.77 %
CH12	1.93	1.63 %
GPD1	1.01	2.23 %
UKI1	0.83	2.04 %
CH21	0.80	0.70 %
CH51	0.75	0.70 %
CH46	0.57	1.44 %
CH18	0.36	0.43 %
CH43	0.33	0.61 %
CH06	0.28	0.32 %
PON1	0.18	0.46 %
CH41	0.17	0.20 %
CH17	0.16	0.20 %
CH36	0.13	0.52 %
CH01		0.00 %
CH20		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
MC05		0.00 %
MC06		0.00 %
<b>Total</b>	<b>33.41</b>	<b>1.68 %</b>

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	13.75	7.79 %
Oven	0.65	19.64 %
Air-Cond	0.59	0.07 %
Total	14.98	1.55 %

Branch *	MTD Sales L	Brand Share %
TRL1	2.12	2.07 %
VEL2	1.55	1.96 %
VEL1	0.98	1.92 %
KPM1	0.76	1.92 %
CYR1	0.32	1.40 %
SBR1	0.30	0.40 %
TRT1	0.29	0.80 %
AKM1	0.26	0.58 %
ABR1	0.17	0.46 %
UGI1	0.17	1.49 %
KPM2	0.15	0.15 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
TRR1		0.00 %
VNB1		0.00 %
WHVL		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	14.98	1.55 %

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	9.31	5.86 %
Air-Cond	1.49	0.20 %
Dishwash	0.73	11.48 %
Oven	0.65	23.77 %
Total	12.18	1.32 %

Branch *	MTD Sales L	Brand Share %
POY1	1.52	1.23 %
TRK1	0.61	1.34 %
KLM1	0.58	1.17 %
KKI2	0.41	0.87 %
NVL2	0.32	0.62 %
SJI2	0.30	0.61 %
VPM1	0.26	1.68 %
MKM1	0.20	0.68 %
CDM1	0.17	0.40 %
KML1	0.16	0.60 %
CUD1	0.16	0.18 %
STP1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
WHUT		0.00 %
Total	12.18	1.32 %