



TN : IFB Sales Performance 30/03/2026 9:21 AM

MTD Sales
381.39 L

Brand Share %
2.41 %

Information:

MTD : 01-03-2026 To 29-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **2.41 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	310.77	11.21 %
Air-Cond	38.21	0.30 %
Oven	17.87	28.44 %
Dishwash	14.54	9.18 %
Dummy-AC		7.21 %
Total	381.39	2.41 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	64.48	2.58 %
CHENNAI-01	61.07	2.54 %
TRICHY-01	51.02	2.59 %
WEST-01	49.01	3.28 %
SOUTH-03	45.74	2.40 %
WEST-02	45.24	3.25 %
CHENNAI-02	36.33	1.72 %
NORTH ARCOT	16.04	1.51 %
SOUTH ARCOT	12.46	1.29 %
Total	381.39	2.41 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	52.38	10.88 %
Air-Cond	5.35	0.27 %
Oven	3.58	32.30 %
Dishwash	3.17	9.40 %
Total	64.48	2.58 %

Branch *	MTD Sales L	Brand Share %
TVL1	6.09	2.32 %
TUT1	4.05	0.99 %
TUT2	2.66	2.32 %
PKD1	1.34	2.41 %
VNR2	0.79	0.94 %
NGR1	0.55	0.32 %
STU2	0.50	1.58 %
VKM1	0.49	1.63 %
KYR1	0.48	1.62 %
MAR1	0.47	0.73 %
S2SD	0.42	0.99 %
RND1	0.40	0.56 %
MMT1	0.30	1.04 %
APK2	0.25	0.63 %
APK1	0.19	0.42 %
KSM1	0.16	1.40 %
SGT1		0.00 %
WHTV		0.00 %
Total	64.48	2.58 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	45.88	11.42 %
Air-Cond	9.59	0.49 %
Oven	3.70	28.96 %
Dishwash	1.90	5.02 %
Total	61.07	2.54 %

Branch *	MTD Sales L	Brand Share %
CH05	0.61	0.33 %
CH48	0.57	0.63 %
TKM1	0.53	2.38 %
CH39	0.52	1.18 %
GUD1	0.51	0.52 %
CH07	0.50	0.49 %
CZWH	0.44	0.64 %
MRM1	0.42	0.78 %
CH25	0.40	0.42 %
CH38	0.32	0.77 %
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 %
Total	61.07	2.54 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	42.46	15.94 %
Air-Cond	3.92	0.23 %
Dishwash	2.99	34.48 %
Oven	1.64	38.86 %
Total	51.02	2.59 %

Branch *	MTD Sales L	Brand Share %
TRY1	5.60	1.06 %
PBR2	2.75	2.24 %
PTK1	2.07	2.31 %
KUM1	1.74	1.63 %
PDK1	0.57	1.29 %
ORU1	0.43	2.15 %
TRY4	0.31	0.43 %
KRN1	0.30	1.09 %
JKM1	0.29	0.74 %
TVR1	0.27	0.77 %
TRY3	0.27	0.45 %
TNJ2	0.18	0.20 %
APM1		0.00 %
NCK1		0.00 %
PBR1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TZSD		0.00 %
WTRZ	-0.19	1.83 %
Total	51.02	2.59 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	38.72	14.24 %
Air-Cond	5.58	0.47 %
Oven	2.57	31.66 %
Dishwash	2.15	11.09 %
Total	49.01	3.28 %

Branch *	MTD Sales L	Brand Share %
TPR1	1.40	1.97 %
CBE1	0.98	1.55 %
AVI1	0.98	2.21 %
SUL1	0.90	1.91 %
UMP1	0.86	2.17 %
SNR1	0.79	1.19 %
CBE5	0.38	1.32 %
PLI1	0.32	0.55 %
GBM1	0.30	0.97 %
TPR4	0.29	1.25 %
CBE3	0.28	1.43 %
UAM1	0.24	2.00 %
KGM1	0.17	0.68 %
ANR1		0.00 %
CNR1		0.00 %
KGI1		0.00 %
KMD1		0.00 %
SYM2		0.00 %
Total	49.01	3.28 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	39.66	11.16 %
Air-Cond	2.82	0.18 %
Oven	1.69	21.87 %
Dishwash	1.56	12.07 %
Total	45.74	2.40 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.37	0.90 %
MDU2	2.36	1.91 %
KKD3	1.98	2.28 %
MDU3	1.54	1.90 %
DGL2	1.21	1.80 %
ATG1	1.10	1.77 %
TPT1	0.59	1.29 %
MDU6	0.58	0.63 %
MDU7	0.50	0.71 %
CMR1	0.49	1.97 %
DKI1	0.36	0.69 %
KYK1	0.30	1.32 %
KPT1	0.18	0.87 %
TDI1	0.18	0.77 %
SVG1	0.17	0.47 %
PKM1	0.17	1.06 %
BTU1	0.17	0.90 %
KRR1	0.16	0.20 %
PNV2	0.15	0.51 %
ADP1		0.00 %
MLR1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PNI1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
WHMD		0.00 %
Total	45.74	2.40 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	40.48	12.40 %
Air-Cond	1.98	0.19 %
Oven	1.62	33.20 %
Dishwash	1.16	11.74 %
Total	45.24	3.25 %

Branch *	MTD Sales L	Brand Share %
ERD1	2.29	1.90 %
SLM1	1.77	1.19 %
KRI1	0.78	2.06 %
MCR1	0.73	2.13 %
NKL2	0.66	1.00 %
HSR1	0.65	1.82 %
HRR1	0.38	1.54 %
OML1	0.37	1.12 %
PMP1	0.35	1.73 %
DPR2	0.34	1.26 %
KMM1	0.34	1.56 %
MTR1	0.33	0.75 %
EDP1	0.33	1.36 %
CMI1	0.31	1.56 %
PLC1	0.27	1.48 %
SLM3	0.20	0.29 %
APN1		0.00 %
BMD1		0.00 %
TRM1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
Total	45.24	3.25 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	27.09	8.52 %
Air-Cond	6.59	0.37 %
Oven	1.77	22.77 %
Dishwash	0.88	4.08 %
Dummy-AC		10.53 %
Total	36.33	1.72 %

Branch *	MTD Sales L	Brand Share %
CH15	3.64	1.68 %
CH12	1.93	1.53 %
GPD1	1.01	2.14 %
CH21	0.99	0.80 %
UKI1	0.83	1.99 %
CH51	0.75	0.64 %
CH46	0.57	1.33 %
CH18	0.36	0.41 %
CH43	0.33	0.58 %
CH06	0.28	0.30 %
PON1	0.18	0.44 %
CH41	0.17	0.19 %
CH17	0.16	0.19 %
CH36	0.13	0.49 %
CH01		0.00 %
CH20		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	36.33	1.72 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	14.51	7.84 %
Air-Cond	0.88	0.10 %
Oven	0.65	18.99 %
Total	16.04	1.51 %

Branch *	MTD Sales L	Brand Share %
TRL1	2.12	1.97 %
VEL2	1.55	1.69 %
VEL1	0.98	1.72 %
KPM1	0.76	1.74 %
CYR1	0.32	1.29 %
SBR1	0.30	0.37 %
TRT1	0.29	0.72 %
AKM1	0.26	0.54 %
ABR1	0.17	0.40 %
UGI1	0.17	1.35 %
KPM2	0.15	0.14 %
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	16.04	1.51 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	9.59	5.79 %
Air-Cond	1.49	0.19 %
Dishwash	0.73	10.03 %
Oven	0.65	22.96 %
Total	12.46	1.29 %

Branch *	MTD Sales L	Brand Share %
POY1	1.52	1.17 %
TRK1	0.89	1.83 %
KLM1	0.58	1.14 %
TVM2	0.58	2.39 %
KKI2	0.41	0.82 %
NVL2	0.32	0.60 %
SJI2	0.30	0.57 %
VPM1	0.26	1.64 %
MKM1	0.20	0.67 %
CDM1	0.17	0.38 %
KML1	0.16	0.58 %
CUD1	0.16	0.18 %
STP1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
WHUT		0.00 %
Total	12.46	1.29 %