



TN : IFB Sales Performance 31/03/2026 9:21 AM

MTD Sales
395.76 L

Brand Share %
2.39 %

Information:

MTD : 01-03-2026 To 30-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **2.39 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	317.08	11.16 %
Air-Cond	45.37	0.34 %
Oven	18.77	28.85 %
Dishwash	14.54	8.95 %
Dummy-AC		7.21 %
Total	395.76	2.39 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	66.30	2.50 %
CHENNAI-01	63.64	2.54 %
TRICHY-01	54.25	2.63 %
WEST-01	51.92	3.28 %
WEST-02	46.93	3.22 %
SOUTH-03	46.61	2.33 %
CHENNAI-02	36.50	1.67 %
NORTH ARCOT	16.86	1.50 %
SOUTH ARCOT	12.75	1.26 %
Total	395.76	2.39 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	53.15	10.85 %
Air-Cond	6.11	0.29 %
Oven	3.87	33.28 %
Dishwash	3.17	9.18 %
Total	66.30	2.50 %

Branch *	MTD Sales L	Brand Share %
TVL1	6.28	2.25 %
TUT1	4.05	0.96 %
TUT2	2.66	2.25 %
PKD1	1.34	2.33 %
VNR2	0.79	0.90 %
NGR1	0.55	0.29 %
APK2	0.50	1.22 %
STU2	0.50	1.48 %
VKM1	0.49	1.48 %
KYR1	0.48	1.58 %
MAR1	0.47	0.69 %
S2SD	0.42	0.94 %
RND1	0.40	0.53 %
MMT1	0.30	0.96 %
APK1	0.19	0.41 %
KSM1	0.16	1.37 %
SGT1		0.00 %
WHTV		0.00 %
Total	66.30	2.50 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	47.05	11.48 %
Air-Cond	10.50	0.51 %
Oven	4.19	30.85 %
Dishwash	1.90	5.02 %
Total	63.64	2.54 %

Branch *	MTD Sales L	Brand Share %
CZWH	0.78	0.91 %
CH05	0.61	0.32 %
CH48	0.57	0.60 %
CH39	0.52	1.14 %
GUD1	0.51	0.49 %
TKM1	0.50	2.16 %
CH07	0.50	0.47 %
MRM1	0.42	0.76 %
CH25	0.40	0.42 %
CH38	0.32	0.74 %
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	63.64	2.54 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	43.05	15.63 %
Air-Cond	6.57	0.37 %
Dishwash	2.99	32.98 %
Oven	1.64	38.86 %
Total	54.25	2.63 %

Branch *	MTD Sales L	Brand Share %
TRY1	5.84	1.06 %
PBR2	2.75	2.12 %
KUM1	2.41	2.16 %
PTK1	2.07	2.22 %
KIK1	0.95	2.29 %
PDK1	0.57	1.21 %
ORU1	0.43	2.09 %
TRY4	0.31	0.40 %
KRN1	0.30	1.04 %
JKM1	0.29	0.71 %
TVR1	0.27	0.74 %
TRY3	0.27	0.43 %
TNJ2	0.18	0.18 %
APM1		0.00 %
NCK1		0.00 %
PBR1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TZSD		0.00 %
WTRZ	-0.19	1.56 %
Total	54.25	2.63 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	39.18	14.04 %
Air-Cond	7.89	0.62 %
Oven	2.69	32.05 %
Dishwash	2.15	11.09 %
Total	51.92	3.28 %

Branch *	MTD Sales L	Brand Share %
TPR1	1.40	1.92 %
CBE1	0.98	1.46 %
AVI1	0.98	1.99 %
SUL1	0.90	1.84 %
UMP1	0.86	2.09 %
SNR1	0.79	1.13 %
CBE5	0.38	1.26 %
PLI1	0.32	0.51 %
GBM1	0.30	0.91 %
TPR4	0.29	1.21 %
CBE3	0.28	1.31 %
UAM1	0.24	1.98 %
KGM1	0.17	0.64 %
ANR1		0.00 %
CNR1		0.00 %
KGI1		0.00 %
KMD1		0.00 %
SYM2		0.00 %
Total	51.92	3.28 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	41.89	12.52 %
Air-Cond	2.26	0.20 %
Oven	1.62	32.58 %
Dishwash	1.16	11.74 %
Total	46.93	3.22 %

Branch *	MTD Sales L	Brand Share %
ERD1	2.29	1.78 %
SLM1	1.77	1.16 %
MCR1	0.73	2.11 %
OML1	0.66	1.94 %
NKL2	0.66	0.96 %
HSR1	0.65	1.79 %
HRR1	0.38	1.48 %
BMD1	0.35	1.25 %
PMP1	0.35	1.72 %
DPR2	0.34	1.21 %
KMM1	0.34	1.51 %
MTR1	0.33	0.74 %
EDP1	0.33	1.34 %
CMI1	0.31	1.48 %
PLC1	0.27	1.42 %
SLM3	0.20	0.28 %
APN1		0.00 %
TRM1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
Total	46.93	3.22 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	40.54	11.08 %
Air-Cond	2.82	0.18 %
Oven	1.69	20.92 %
Dishwash	1.56	10.68 %
Total	46.61	2.33 %

Branch *	MTD Sales L	Brand Share %
MDU2	2.53	1.93 %
MDU1	2.37	0.86 %
KKD3	1.98	2.17 %
MDU3	1.54	1.84 %
DGL2	1.21	1.62 %
ATG1	1.10	1.73 %
TPT1	0.59	1.26 %
MDU6	0.58	0.62 %
MDU7	0.50	0.69 %
CMR1	0.49	1.96 %
DKI1	0.36	0.65 %
KYK1	0.30	1.26 %
KPT1	0.18	0.86 %
TDI1	0.18	0.71 %
SVG1	0.17	0.42 %
PKM1	0.17	1.03 %
BTU1	0.17	0.85 %
KRR1	0.16	0.19 %
PNV2	0.15	0.50 %
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	46.61	2.33 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	27.26	8.38 %
Air-Cond	6.59	0.36 %
Oven	1.77	22.32 %
Dishwash	0.88	3.93 %
Dummy-AC		10.53 %
Total	36.50	1.67 %

Branch *	MTD Sales L	Brand Share %
CH15	3.64	1.64 %
CH12	1.93	1.47 %
GPD1	1.01	2.11 %
CH21	0.99	0.77 %
UKI1	0.83	1.90 %
CH51	0.75	0.63 %
CH46	0.57	1.31 %
CH18	0.36	0.39 %
CH43	0.33	0.57 %
CH06	0.28	0.29 %
PON1	0.18	0.42 %
CH41	0.17	0.19 %
CH17	0.16	0.18 %
CH36	0.13	0.48 %
CH01		0.00 %
CH20		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	36.50	1.67 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	15.08	7.90 %
Air-Cond	1.14	0.12 %
Oven	0.65	18.99 %
Total	16.86	1.50 %

Branch *	MTD Sales L	Brand Share %
TRL1	2.12	1.88 %
VEL2	1.74	1.76 %
VEL1	0.98	1.59 %
KPM1	0.76	1.67 %
CYR1	0.32	1.18 %
SBR1	0.30	0.35 %
TRT1	0.29	0.68 %
AKM1	0.26	0.51 %
ABR1	0.17	0.38 %
UGI1	0.17	1.29 %
KPM2	0.15	0.13 %
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	16.86	1.50 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	9.88	5.80 %
Air-Cond	1.49	0.18 %
Dishwash	0.73	9.45 %
Oven	0.65	22.96 %
Total	12.75	1.26 %

Branch *	MTD Sales L	Brand Share %
POY1	1.52	1.10 %
TRK1	1.18	2.34 %
KLM1	0.58	1.09 %
TVM2	0.58	2.30 %
KKI2	0.41	0.78 %
NVL2	0.32	0.58 %
SJI2	0.30	0.52 %
VPM1	0.26	1.57 %
MKM1	0.20	0.65 %
CDM1	0.17	0.37 %
KML1	0.16	0.56 %
CUD1	0.16	0.17 %
STP1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
WHUT		0.00 %
Total	12.75	1.26 %