

MTD Sales
121.78 L

Brand Share %
2.26 %

Information:

MTD : 01-08-2025 To 25-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **2.26 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	94.80	3.42 %
Wash-Mac	26.98	1.03 %
Total	121.78	2.26 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	24.77	4.28 %
CHENNAI-01	21.13	3.03 %
CHENNAI-02	19.52	3.55 %
SOUTH ARCOT	14.32	3.38 %
SOUTH-01	9.78	1.14 %
SOUTH-03	9.12	1.40 %
NORTH ARCOT	8.24	2.26 %
WEST-01	6.80	1.31 %
TRICHY-01	5.70	0.84 %
KL-SOUTH	2.41	3.68 %
Total	121.78	2.26 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	18.66	6.52 %
Wash-Mac	6.11	2.08 %
Total	24.77	4.28 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.57	1.66 %
ERD1	0.57	1.48 %
SLM3	0.44	2.00 %
HSR2	0.21	0.54 %
PDR1	0.18	2.02 %
PLC1	0.13	1.21 %
VKL1	0.08	1.03 %
BMD1		0.00 %
CMI1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
MTR1		0.00 %
NKL2		0.00 %
SGG1		0.00 %
VPD1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	24.77	4.28 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	15.58	4.45 %
Wash-Mac	5.54	1.59 %
Total	21.13	3.03 %

Branch *	MTD Sales L	Brand Share %
CH28	0.67	2.01 %
CH42	0.34	1.16 %
GUD1	0.34	1.17 %
CH45	0.27	1.01 %
CH16	0.25	0.45 %
GUD2	0.25	1.19 %
SKL1	0.25	1.18 %
CH19	0.15	0.42 %
CH22	0.14	0.53 %
CH35	0.13	0.74 %
CH39	0.08	0.55 %
KNR1	0.08	0.77 %
CH26		0.00 %
CH29		0.00 %
CH37		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	21.13	3.03 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	13.96	5.24 %
Wash-Mac	5.56	1.96 %
Total	19.52	3.55 %

Branch *	MTD Sales L	Brand Share %
CH06	0.48	1.74 %
PON1	0.36	2.22 %
UKI1	0.15	1.25 %
CH17	0.14	0.90 %
CH09	0.13	0.65 %
CH01		0.00 %
CH24		0.00 %
CH31		0.00 %
CH32		0.00 %
MC06		0.00 %
MJR1		0.00 %
Total	19.52	3.55 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	11.62	5.36 %
Wash-Mac	2.70	1.30 %
Total	14.32	3.38 %

Branch *	MTD Sales L	Brand Share %
POY2	0.60	1.51 %
KLM1	0.37	1.97 %
NVL2	0.30	0.98 %
KML1	0.13	0.78 %
MKM1	0.13	1.65 %
VPM1	0.13	1.87 %
TVM2	0.09	1.25 %
POY1		0.00 %
STP1		0.00 %
Total	14.32	3.38 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	8.74	1.97 %
Wash-Mac	1.04	0.25 %
Total	9.78	1.14 %

Branch *	MTD Sales L	Brand Share %
NGR1	0.92	1.54 %
KVT1	0.91	1.89 %
VNR2	0.80	1.95 %
TUT2	0.34	1.14 %
TKS1	0.33	0.97 %
SVK1	0.30	1.45 %
RND1	0.28	0.87 %
MAR1	0.27	1.38 %
TKS2	0.27	0.65 %
TVL1	0.22	0.28 %
SDI1	0.21	1.24 %
ERL2	0.20	0.79 %
PDI1	0.14	1.11 %
SNL1	0.14	0.79 %
APK1	0.13	0.59 %
PKD1	0.13	0.56 %
TUT1	0.13	0.14 %
S2SD	0.08	1.47 %
COL1		0.00 %
ERL1		0.00 %
KGL1		0.00 %
MMT1		0.00 %
SGT1		0.00 %
SKD1		0.00 %
TCN1		0.00 %
TKY1		0.00 %
TVL2		0.00 %
VLV1		0.00 %
VNR1		0.00 %
Total	9.78	1.14 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	6.29	1.85 %
Wash-Mac	2.83	0.91 %
Total	9.12	1.40 %

Branch *	MTD Sales L	Brand Share %
MDU2	0.99	2.23 %
DKI1	0.21	1.29 %
MLR1	0.21	1.21 %
MDU3	0.16	1.01 %
CBM1	0.15	0.68 %
SZSD	0.14	1.89 %
KKD2	0.13	0.93 %
KRR1	0.13	0.97 %
MDU6	0.09	0.29 %
PKM1	0.08	0.88 %
SVG1	0.08	0.60 %
BTU1		0.00 %
DGL2		0.00 %
KPT1		0.00 %
MDU1		0.00 %
MDU4		0.00 %
MDU5		0.00 %
MNM1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
TEN1		0.00 %
TEN2		0.00 %
TPT1		0.00 %
Total	9.12	1.40 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	5.79	2.97 %
Wash-Mac	2.45	1.44 %
Total	8.24	2.26 %

Branch *	MTD Sales L	Brand Share %
GDM1	0.27	2.03 %
TRR1	0.22	0.74 %
AKM1	0.22	1.05 %
CGM1	0.13	0.94 %
CPT1	0.13	1.35 %
WJP1	0.13	1.03 %
BGR1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
KPM2		0.00 %
PTU1		0.00 %
SBR1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
VNB1		0.00 %
WJD1		0.00 %
Total	8.24	2.26 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	5.89	2.44 %
Wash-Mac	0.91	0.32 %
Total	6.80	1.31 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.63	0.74 %
KMR1	0.41	0.85 %
PLI1	0.39	1.50 %
TPR3	0.27	2.04 %
TPR1	0.21	1.14 %
TPR4	0.14	1.38 %
CBE6	0.13	0.68 %
MPM1	0.13	0.70 %
SNR1	0.09	0.41 %
TPR2	0.09	0.31 %
CNR1	0.08	1.10 %
WZSD	0.04	1.49 %
AVI1		0.00 %
CBE4		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
PDM1		0.00 %
SUL1		0.00 %
UAM1		0.00 %
UMP1		0.00 %
WHCB		0.00 %
Total	6.80	1.31 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	5.86	1.50 %
Wash-Mac	-0.16	-0.06 %
Total	5.70	0.84 %

Branch *	MTD Sales L	Brand Share %
KUM1	0.56	1.23 %
TRY1	0.55	0.57 %
MVM1	0.51	1.03 %
TNJ2	0.51	1.55 %
PTK1	0.42	1.45 %
TVR2	0.36	1.03 %
TNJ1	0.36	0.88 %
TYR1	0.36	1.97 %
JKM1	0.25	1.12 %
NGT1	0.22	1.48 %
TTP1	0.22	1.36 %
KIK1	0.21	0.87 %
PBR2	0.21	0.42 %
TVR1	0.21	1.62 %
PBR1	0.14	1.76 %
ORU1	0.14	1.03 %
APM1	0.14	1.33 %
AYR1	0.13	1.01 %
MDI1	0.13	0.28 %
TRY3	0.09	0.47 %
NMM1	0.08	0.92 %
TZSD	0.05	0.94 %
KRN1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
Total	5.70	0.84 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	2.41	6.04 %
Total	2.41	3.68 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.70	1.93 %
KLR1		0.00 %
Total	2.41	3.68 %