

MTD Sales
125.24 L

Brand Share %
2.22 %

Information:

MTD : 01-08-2025 To 26-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **2.22 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	96.78	3.33 %
Wash-Mac	28.47	1.04 %
Total	125.24	2.22 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	25.37	4.15 %
CHENNAI-01	21.60	3.02 %
CHENNAI-02	20.34	3.57 %
SOUTH ARCOT	14.95	3.27 %
SOUTH-01	9.92	1.10 %
SOUTH-03	9.49	1.35 %
NORTH ARCOT	8.38	2.23 %
WEST-01	7.08	1.33 %
TRICHY-01	5.70	0.81 %
KL-SOUTH	2.41	3.47 %
Total	125.24	2.22 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	19.11	6.28 %
Wash-Mac	6.27	2.04 %
Total	25.37	4.15 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.79	2.20 %
ERD1	0.57	1.45 %
SLM3	0.44	1.94 %
HSR2	0.21	0.53 %
PDR1	0.18	1.99 %
PLC1	0.13	1.15 %
NKL2	0.09	0.33 %
VKL1	0.08	1.01 %
BMD1		0.00 %
CMI1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
MTR1		0.00 %
SGG1		0.00 %
VPD1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	25.37	4.15 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	15.88	4.41 %
Wash-Mac	5.72	1.61 %
Total	21.60	3.02 %

Branch *	MTD Sales L	Brand Share %
CH28	0.67	1.99 %
CH42	0.34	1.15 %
GUD1	0.34	1.15 %
CH45	0.27	0.99 %
CH16	0.25	0.44 %
GUD2	0.25	1.17 %
SKL1	0.25	1.15 %
CH19	0.15	0.37 %
CH22	0.14	0.53 %
CH35	0.13	0.72 %
CH39	0.08	0.54 %
KNR1	0.08	0.73 %
CH26		0.00 %
CH29		0.00 %
CH37		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	21.60	3.02 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	13.96	5.08 %
Wash-Mac	6.37	2.17 %
Total	20.34	3.57 %

Branch *	MTD Sales L	Brand Share %
CH06	0.48	1.74 %
PON1	0.36	2.14 %
UKI1	0.15	1.24 %
CH17	0.14	0.88 %
CH09	0.13	0.64 %
CH01		0.00 %
CH24		0.00 %
CH31		0.00 %
CH32		0.00 %
MC06		0.00 %
MJR1		0.00 %
Total	20.34	3.57 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	11.91	5.10 %
Wash-Mac	3.04	1.36 %
Total	14.95	3.27 %

Branch *	MTD Sales L	Brand Share %
POY2	0.69	1.67 %
KLM1	0.37	1.71 %
PRT1	0.33	2.10 %
NVL2	0.30	0.92 %
KML1	0.13	0.71 %
MKM1	0.13	1.65 %
VPM1	0.13	1.53 %
TVM2	0.09	1.11 %
POY1		0.00 %
STP1		0.00 %
Total	14.95	3.27 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	8.89	1.90 %
Wash-Mac	1.04	0.24 %
Total	9.92	1.10 %

Branch *	MTD Sales L	Brand Share %
NGR1	1.06	1.67 %
KVT1	0.91	1.76 %
VNR2	0.80	1.91 %
TUT2	0.34	1.09 %
TKS1	0.33	0.96 %
SVK1	0.30	1.39 %
RND1	0.28	0.86 %
MAR1	0.27	1.24 %
TKS2	0.27	0.63 %
TVL1	0.22	0.27 %
SDI1	0.21	1.21 %
ERL2	0.20	0.71 %
PDI1	0.14	1.08 %
SNL1	0.14	0.76 %
APK1	0.13	0.57 %
PKD1	0.13	0.49 %
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 %
VLY1		0.00 %
VNR1		0.00 %
Total	9.92	1.10 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	6.66	1.80 %
Wash-Mac	2.83	0.84 %
Total	9.49	1.35 %

Branch *	MTD Sales L	Brand Share %
MDU2	0.99	2.03 %
ATG1	0.45	1.97 %
CBM1	0.29	1.17 %
KKD2	0.22	1.52 %
DKI1	0.21	1.13 %
MLR1	0.21	1.11 %
MDU3	0.16	0.92 %
ODM1	0.14	2.01 %
SZSD	0.14	1.89 %
KRR1	0.13	0.91 %
MDU6	0.09	0.27 %
PKM1	0.08	0.87 %
SVG1	0.08	0.53 %
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 %
PVI1		0.00 %
SGP1		0.00 %
TEN1		0.00 %
TEN2		0.00 %
TPT1		0.00 %
Total	9.49	1.35 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	5.93	2.94 %
Wash-Mac	2.45	1.40 %
Total	8.38	2.23 %

Branch *	MTD Sales L	Brand Share %
GDM1	0.27	1.97 %
TRR1	0.22	0.72 %
AKM1	0.22	1.00 %
VNB1	0.14	1.14 %
CGM1	0.13	0.93 %
CPT1	0.13	1.34 %
WJP1	0.13	0.98 %
BGR1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
KPM2		0.00 %
PTU1		0.00 %
SBR1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
WJD1		0.00 %
Total	8.38	2.23 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	6.17	2.48 %
Wash-Mac	0.91	0.32 %
Total	7.08	1.33 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.63	0.73 %
KMR1	0.41	0.85 %
PLI1	0.39	1.50 %
TPR3	0.27	1.90 %
TPR1	0.21	1.12 %
TPR4	0.14	1.34 %
CBE6	0.13	0.62 %
MPM1	0.13	0.66 %
SNR1	0.09	0.41 %
TPR2	0.09	0.30 %
CNR1	0.08	1.00 %
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	7.08	1.33 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	5.86	1.44 %
Wash-Mac	-0.16	-0.05 %
Total	5.70	0.81 %

Branch *	MTD Sales L	Brand Share %
KUM1	0.56	1.19 %
TRY1	0.55	0.56 %
MVM1	0.51	0.98 %
TNJ2	0.51	1.46 %
PTK1	0.42	1.42 %
TVR2	0.36	0.97 %
TNJ1	0.36	0.87 %
TYR1	0.36	1.89 %
JKM1	0.25	1.10 %
NGT1	0.22	1.31 %
TTP1	0.22	1.29 %
KIK1	0.21	0.87 %
PBR2	0.21	0.41 %
TVR1	0.21	1.48 %
PBR1	0.14	1.76 %
ORU1	0.14	0.99 %
APM1	0.14	1.22 %
AYR1	0.13	0.90 %
MDI1	0.13	0.27 %
TRY3	0.09	0.42 %
NMM1	0.08	0.80 %
TZSD	0.05	0.94 %
KRN1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
Total	5.70	0.81 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	2.41	5.74 %
Total	2.41	3.47 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.70	1.85 %
KLR1		0.00 %
Total	2.41	3.47 %