

MTD Sales
527.48 L

Brand Share %
5.13 %

Information:

MTD : 01-07-2025 To 31-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.13 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	259.83	8.44 %
Wash-Mac	152.05	5.54 %
Air-Cond	112.40	2.55 %
D-Freez	3.20	5.66 %
Total	527.48	5.13 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	92.40	5.04 %
CHENNAI-01	90.96	5.31 %
SOUTH-03	64.47	5.52 %
CHENNAI-02	52.55	4.30 %
WEST-02	52.13	5.94 %
TRICHY-01	51.31	3.75 %
WEST-01	41.99	6.98 %
SOUTH ARCOT	40.33	5.04 %
NORTH ARCOT	35.68	5.86 %
KL-SOUTH	5.65	5.91 %
Total	527.48	5.13 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	47.94	9.17 %
Wash-Mac	25.46	4.96 %
Air-Cond	18.06	2.29 %
D-Freez	0.93	8.73 %
Total	92.40	5.04 %

Branch *	MTD Sales L	Brand Share %
NGR1	3.62	4.20 %
TYI1	3.21	4.50 %
TUT2	2.92	3.32 %
VNR2	2.67	3.80 %
TKS1	2.60	4.15 %
VLY1	2.58	4.59 %
UDN1	1.95	4.37 %
TCN1	1.82	4.03 %
TVL1	1.74	1.19 %
PKD1	1.55	2.21 %
ERL1	1.33	4.30 %
STU2	0.98	2.91 %
MAR1	0.36	0.51 %
S2SD	0.36	1.80 %
ASM1	0.26	1.23 %
KSM1	0.12	1.06 %
KGL1		0.00 %
MMT1		0.00 %
SDI1		0.00 %
TVL2		0.00 %
Total	92.40	5.04 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	38.87	8.92 %
Air-Cond	30.49	3.37 %
Wash-Mac	20.91	5.72 %
D-Freez	0.69	10.55 %
Total	90.96	5.31 %

Branch *	MTD Sales L	Brand Share %
CH19	4.73	4.26 %
CH42	3.92	5.00 %
CH14	3.61	3.28 %
CH48	2.63	4.61 %
WHC3	2.00	2.57 %
CH08	1.95	1.55 %
CH30	1.74	3.72 %
AVD1	1.58	3.33 %
KNR1	1.32	2.77 %
CGL1	0.86	2.63 %
CH38	0.76	1.92 %
CZWH	0.42	0.88 %
CH26		0.00 %
CH29		0.00 %
CH35		0.00 %
CH37		0.00 %
CH40		0.00 %
MC02		0.00 %
WCHN	-0.20	2.31 %
Total	90.96	5.31 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	31.39	8.42 %
Wash-Mac	25.32	7.83 %
Air-Cond	7.31	1.58 %
D-Freez	0.45	5.74 %
Total	64.47	5.52 %

Branch *	MTD Sales L	Brand Share %
MDU1	6.26	4.09 %
MDU6	1.57	2.82 %
DKI1	1.29	3.60 %
KRR1	0.81	3.25 %
PVI1	0.56	2.31 %
TDI1	0.35	1.38 %
ODM1	0.31	2.86 %
SVG1	0.26	0.61 %
KKD2	0.20	0.50 %
PNI1	0.12	1.03 %
BTU1		0.00 %
MLR1		0.00 %
PKM1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
Total	64.47	5.52 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	21.50	7.05 %
Wash-Mac	16.93	5.87 %
Air-Cond	14.13	2.26 %
Total	52.55	4.30 %

Branch *	MTD Sales L	Brand Share %
CH03	5.85	4.05 %
MJR1	2.00	3.88 %
CH33	1.86	4.06 %
CH06	1.45	2.47 %
CH09	1.34	3.01 %
CH34	1.02	1.76 %
CH20	0.92	1.81 %
CH12	0.81	1.16 %
CH27	0.77	3.54 %
PON1	0.38	1.34 %
CH41	0.26	0.61 %
CH31	0.24	1.25 %
CH46	0.23	0.71 %
UKI1	0.20	1.00 %
CH01		0.00 %
CH23		0.00 %
CH32		0.00 %
GPD1		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	52.55	4.30 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	29.14	8.22 %
Wash-Mac	18.18	5.42 %
Air-Cond	4.81	2.63 %
Total	52.13	5.94 %

Branch *	MTD Sales L	Brand Share %
HSR1	1.53	3.79 %
ATU1	1.28	3.54 %
ERD1	0.83	1.72 %
WZWH	0.63	2.83 %
CMI1	0.42	4.39 %
SGG1	0.30	3.96 %
KMM1	0.14	1.04 %
TCG1	0.12	0.75 %
BMD1		0.00 %
ERD2		0.00 %
HRR1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
WHKP		0.00 %
Total	52.13	5.94 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	28.72	7.37 %
Air-Cond	13.50	1.93 %
Wash-Mac	8.87	3.21 %
D-Freez	0.22	6.14 %
Total	51.31	3.75 %

Branch *	MTD Sales L	Brand Share %
TRY1	9.16	2.85 %
TNJ2	3.23	4.36 %
PBR2	2.82	3.35 %
PTK1	2.03	3.58 %
NGT1	1.99	3.68 %
MVM1	1.72	2.18 %
JKM1	1.27	4.36 %
TVR2	0.71	1.00 %
PBR1	0.24	0.90 %
AYR1	0.13	0.59 %
TRY2	0.12	0.31 %
MSI1	0.12	0.71 %
TZSD	0.07	0.49 %
KIK1		0.00 %
ORU1		0.00 %
TRY3		0.00 %
TVR1		0.00 %
Total	51.31	3.75 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	21.19	8.84 %
Wash-Mac	17.44	6.45 %
Air-Cond	3.36	3.79 %
Total	41.99	6.98 %

Branch *	MTD Sales L	Brand Share %
CBE4	1.81	5.07 %
UMP1	0.76	3.48 %
SYM2	0.70	5.07 %
DPM2	0.30	1.73 %
CNR1	0.26	3.50 %
KGM1	0.19	1.04 %
PDM1	0.11	0.94 %
WZSD	0.07	0.62 %
GDR1		0.00 %
KGI1		0.00 %
PPI1		0.00 %
SUL1		0.00 %
WHCB		0.00 %
Total	41.99	6.98 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	18.93	8.23 %
Air-Cond	13.93	3.69 %
Wash-Mac	7.02	3.77 %
D-Freez	0.45	8.16 %
Total	40.33	5.04 %

Branch *	MTD Sales L	Brand Share %
POY1	4.84	4.34 %
POY2	2.48	3.10 %
TRK1	1.71	3.84 %
KLM1	1.65	3.52 %
NVL2	1.57	2.77 %
TDM1	0.61	2.10 %
VPM1	0.48	2.97 %
PRT1	0.16	0.65 %
TVM2	0.14	0.84 %
WHNV		0.00 %
WHUT		0.00 %
Total	40.33	5.04 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	20.98	10.88 %
Wash-Mac	10.20	6.19 %
Air-Cond	4.28	1.76 %
D-Freez	0.22	2.60 %
Total	35.68	5.86 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.08	4.55 %
SBR1	2.21	5.07 %
VSI1	1.30	4.85 %
AKM1	0.76	2.65 %
TRL1	0.69	1.50 %
GDM1	0.60	3.24 %
KPM1	0.42	1.42 %
CYR1	0.33	2.29 %
VEL1	0.32	0.64 %
CGM1	0.20	1.31 %
UGI1	0.12	1.94 %
NASD		0.00 %
PTU1		0.00 %
SLG1		0.00 %
Total	35.68	5.86 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	2.52	6.55 %
Wash-Mac	1.71	8.26 %
Fridge	1.18	3.42 %
D-Freez	0.23	11.90 %
Total	5.65	5.91 %

Branch *	MTD Sales L	Brand Share %
Total	5.65	5.91 %