

MTD Sales
458.57 L

Brand Share %
4.09 %

Information:

MTD : 01-08-2025 To 31-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.09 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	231.75	6.52 %
Wash-Mac	166.37	5.03 %
Air-Cond	56.61	1.32 %
D-Freez	3.85	6.98 %
Total	458.57	4.09 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	75.54	3.98 %
CHENNAI-01	74.30	4.21 %
SOUTH-03	62.55	4.79 %
CHENNAI-02	44.71	3.45 %
TRICHY-01	42.78	2.96 %
WEST-01	40.93	5.43 %
WEST-02	39.72	4.12 %
NORTH ARCOT	36.56	4.98 %
SOUTH ARCOT	34.88	3.82 %
KL-SOUTH	6.61	4.84 %
Total	458.57	4.09 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	40.69	6.96 %
Wash-Mac	22.80	4.22 %
Air-Cond	10.25	1.34 %
D-Freez	1.80	15.91 %
Total	75.54	3.98 %

Branch *	MTD Sales L	Brand Share %
TUT1	8.50	3.62 %
NGR1	3.06	2.45 %
VNR2	3.01	3.80 %
TUT2	2.54	3.41 %
TVL1	1.97	1.07 %
TKS1	1.89	3.13 %
VLY1	1.35	2.32 %
TYI1	1.17	3.97 %
ERL2	1.11	2.03 %
APK1	0.96	2.40 %
VNR1	0.87	3.82 %
MAR1	0.61	1.39 %
ASM1	0.59	2.04 %
APK2	0.52	1.67 %
SDI1	0.33	1.24 %
ERL1	0.30	-12.76 %
KGL1	0.29	1.83 %
PKD1	0.25	0.50 %
COL1	0.12	1.18 %
MMT1		0.00 %
S2SD		0.00 %
TVL2		0.00 %
Total	75.54	3.98 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	34.09	7.55 %
Wash-Mac	26.98	6.14 %
Air-Cond	12.99	1.50 %
D-Freez	0.24	3.53 %
Total	74.30	4.21 %

Branch *	MTD Sales L	Brand Share %
CH16	5.16	3.94 %
CH14	2.66	2.45 %
CGL1	1.36	2.64 %
KNR1	1.08	3.45 %
CH19	0.80	0.77 %
TKM1	0.68	3.19 %
AVD1	0.68	1.10 %
CH40	0.27	1.55 %
CH35	0.21	0.54 %
CH26		0.00 %
CH29		0.00 %
CH38		0.00 %
CZWH		0.00 %
MC02		0.00 %
WHC3		0.00 %
Total	74.30	4.21 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	33.94	7.41 %
Wash-Mac	23.91	5.84 %
Air-Cond	4.23	0.98 %
D-Freez	0.47	7.70 %
Total	62.55	4.79 %

Branch *	MTD Sales L	Brand Share %
MDU1	6.58	3.02 %
MDU4	0.90	2.71 %
DGL2	0.78	3.13 %
KYK1	0.71	2.57 %
TEN2	0.62	2.54 %
KKD2	0.60	1.38 %
DKI1	0.56	1.54 %
TDI1	0.49	2.47 %
KRR1	0.25	0.86 %
PVI1	0.13	0.43 %
PKM1	0.12	0.76 %
BTU1		0.00 %
MLR1		0.00 %
ODM1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
WHMD		0.00 %
Total	62.55	4.79 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	17.92	5.28 %
Wash-Mac	17.38	4.90 %
Air-Cond	9.42	1.57 %
Total	44.71	3.45 %

Branch *	MTD Sales L	Brand Share %
CH03	4.32	3.09 %
CH15	4.01	2.91 %
CH18	2.80	3.49 %
CH09	1.67	3.65 %
CH34	1.58	2.58 %
CH33	1.31	2.61 %
PON1	1.27	3.82 %
MJR1	0.98	1.52 %
CH20	0.80	1.34 %
CH06	0.67	1.06 %
UKI1	0.45	1.57 %
CH27	0.36	1.65 %
CH23	0.31	1.10 %
CH31	0.17	0.85 %
CH01		0.00 %
CH32		0.00 %
CH41		0.00 %
GPD1		0.00 %
MC05		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	44.71	3.45 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	23.49	4.94 %
Wash-Mac	12.78	3.68 %
Air-Cond	5.83	0.95 %
D-Freez	0.68	12.29 %
Total	42.78	2.96 %

Branch *	MTD Sales L	Brand Share %
TRY1	6.94	3.15 %
KUM1	3.78	3.92 %
TVR2	2.76	3.22 %
TNJ2	1.73	2.40 %
PBR2	1.62	1.69 %
PTK1	1.29	1.91 %
TTP1	1.27	3.44 %
MVM1	1.21	1.26 %
JKM1	1.21	2.92 %
PDK1	1.17	3.08 %
MSI1	0.71	2.48 %
TRY2	0.60	2.09 %
NGT1	0.57	1.07 %
AYR1	0.11	0.40 %
KIK1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	42.78	2.96 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	20.24	6.19 %
Fridge	16.38	5.59 %
Air-Cond	4.31	3.31 %
Total	40.93	5.43 %

Branch *	MTD Sales L	Brand Share %
CBE1	1.08	3.58 %
PPI1	0.28	2.09 %
PDM1	0.12	0.80 %
KGI1	0.12	1.30 %
KGM1	0.11	1.02 %
GDR1	0.10	1.20 %
DPM2		0.00 %
GBM1		0.00 %
SUL1		0.00 %
WZSD		0.00 %
Total	40.93	5.43 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	23.52	6.37 %
Wash-Mac	13.74	3.69 %
Air-Cond	2.45	1.12 %
Total	39.72	4.12 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.77	2.27 %
ATU1	1.46	3.42 %
SLM3	0.89	2.17 %
SLM2	0.82	2.28 %
ERD1	0.73	0.88 %
EDP1	0.61	3.86 %
PDR1	0.43	3.52 %
ERD2	0.33	0.57 %
TRM1	0.31	1.26 %
KMM1	0.15	1.10 %
BMD1		0.00 %
HRR1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
PMP1		0.00 %
TCG1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	39.72	4.12 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	19.74	8.17 %
Wash-Mac	13.28	6.08 %
Air-Cond	2.89	1.08 %
D-Freez	0.65	10.29 %
Total	36.56	4.98 %

Branch *	MTD Sales L	Brand Share %
SBR1	2.04	3.97 %
KPM1	0.92	2.68 %
TRT1	0.78	3.04 %
CPT1	0.51	3.01 %
CGM1	0.46	2.49 %
VEL1	0.40	0.86 %
ABR1	0.23	0.55 %
UGI1	0.21	1.87 %
CYR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
WHVL		0.00 %
Total	36.56	4.98 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	20.45	7.26 %
Wash-Mac	11.85	4.50 %
Air-Cond	2.58	0.71 %
Total	34.88	3.82 %

Branch *	MTD Sales L	Brand Share %
VPM2	2.60	3.92 %
POY2	2.18	2.45 %
KLM1	1.47	3.18 %
NVL2	1.40	2.10 %
PRT1	1.08	3.74 %
CUD1	0.92	1.05 %
TVM1	0.64	3.20 %
VCM1	0.35	1.15 %
TVM2		0.00 %
VPM1		0.00 %
WHNV		0.00 %
Total	34.88	3.82 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	3.41	9.40 %
Air-Cond	1.67	4.34 %
Fridge	1.53	2.54 %
Total	6.61	4.84 %

Branch *	MTD Sales L	Brand Share %
Total	6.61	4.84 %