

MTD Sales
32.48 L

Brand Share %
4.73 %

Information:

MTD : 01-08-2025 To 02-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.73 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	18.13	8.59 %
Wash-Mac	8.92	4.68 %
Air-Cond	5.19	1.84 %
D-Freez	0.24	7.66 %
Total	32.48	4.73 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	7.41	8.03 %
CHENNAI-01	4.49	3.92 %
SOUTH-01	3.88	3.81 %
TRICHY-01	3.85	3.85 %
CHENNAI-02	3.84	5.01 %
WEST-02	2.73	4.26 %
NORTH ARCOT	2.35	5.73 %
SOUTH ARCOT	2.11	4.58 %
WEST-01	1.70	3.76 %
KL-SOUTH	0.13	2.96 %
Total	32.48	4.73 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	4.52	14.68 %
Wash-Mac	1.88	6.65 %
Air-Cond	0.78	2.39 %
D-Freez	0.24	27.59 %
Total	7.41	8.03 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.89	4.59 %
MDU6	0.41	3.69 %
MPA1	0.13	4.13 %
MDU3	0.01	0.75 %
ADP1		0.00 %
BNR1		0.00 %
BTU1		0.00 %
DKI1		0.00 %
KKD2		0.00 %
KPT1		0.00 %
KRR1		0.00 %
MLR1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
PNV1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
TDI1		0.00 %
Total	7.41	8.03 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	2.51	10.46 %
Wash-Mac	1.47	6.07 %
Air-Cond	0.52	0.78 %
Total	4.49	3.92 %

Branch *	MTD Sales L	Brand Share %
CH48	0.38	2.57 %
CH19	0.24	4.52 %
CH45	0.16	2.62 %
CH14	0.13	2.54 %
MRM1	0.12	3.61 %
AVD1		0.00 %
CH16		0.00 %
CH26		0.00 %
CH35		0.00 %
CH37		0.00 %
CH38		0.00 %
CH39		0.00 %
CH40		0.00 %
CH42		0.00 %
CZWH		0.00 %
GUD2		0.00 %
MC10		0.00 %
SKL1		0.00 %
TKM1		0.00 %
Total	4.49	3.92 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	2.29	7.25 %
Wash-Mac	1.59	5.13 %
Total	3.88	3.81 %

Branch *	MTD Sales L	Brand Share %
TUT1	0.51	4.47 %
KVT1	0.29	4.52 %
NGR1	0.27	4.43 %
RND1	0.19	4.49 %
ARM1		0.00 %
ASM1		0.00 %
COL1		0.00 %
KSM1		0.00 %
MAR1		0.00 %
MMT1		0.00 %
PKD1		0.00 %
SDI1		0.00 %
TCN1		0.00 %
TKS1		0.00 %
TKS2		0.00 %
TKY1		0.00 %
TUT2		0.00 %
TVL1		0.00 %
TVL2		0.00 %
TYI1		0.00 %
VKM1		0.00 %
VNR1		0.00 %
VNR2		0.00 %
Total	3.88	3.81 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	1.76	5.71 %
Air-Cond	1.29	2.76 %
Wash-Mac	0.80	3.61 %
Total	3.85	3.85 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.47	3.00 %
PBR2	0.15	1.56 %
PDK1	0.13	4.71 %
AYR1		0.00 %
JKM1		0.00 %
KIK1		0.00 %
KRN1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
PTK1		0.00 %
TNJ2		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TYR1		0.00 %
Total	3.85	3.85 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	1.54	8.10 %
Wash-Mac	1.42	7.88 %
Air-Cond	0.88	2.22 %
Total	3.84	5.01 %

Branch *	MTD Sales L	Brand Share %
CH01		0.00 %
CH06		0.00 %
CH09		0.00 %
CH12		0.00 %
CH17		0.00 %
CH18		0.00 %
CH20		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH33		0.00 %
CH34		0.00 %
CH36		0.00 %
CH41		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC06		0.00 %
MJR1		0.00 %
UKI1		0.00 %
Total	3.84	5.01 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	1.66	6.64 %
Air-Cond	0.75	4.98 %
Wash-Mac	0.32	1.36 %
Total	2.73	4.26 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.15	2.63 %
SGI1	0.13	3.18 %
KRI1	0.12	4.15 %
ATU1		0.00 %
BMD1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
EPI1		0.00 %
ERD1		0.00 %
ERD2		0.00 %
HRR1		0.00 %
HSR1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
NKL2		0.00 %
PDR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
SLM1		0.00 %
SLM3		0.00 %
TCG1		0.00 %
TRM1		0.00 %
VPD1		0.00 %
Total	2.73	4.26 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	1.58	10.32 %
Air-Cond	0.46	3.04 %
Wash-Mac	0.30	2.89 %
Total	2.35	5.73 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.13	2.73 %
CGM1	0.11	4.10 %
ABR1		0.00 %
AKM1		0.00 %
ARC2		0.00 %
CPT1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
TRL1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
WJP1		0.00 %
Total	2.35	5.73 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	1.14	7.41 %
Air-Cond	0.52	2.57 %
Wash-Mac	0.46	4.36 %
Total	2.11	4.58 %

Branch *	MTD Sales L	Brand Share %
CUD1	0.19	3.35 %
CDM1	0.02	1.22 %
KLM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
POY1		0.00 %
POY2		0.00 %
TVM1		0.00 %
TVM2		0.00 %
ULP1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
VPM2		0.00 %
Total	2.11	4.58 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	1.13	6.18 %
Wash-Mac	0.57	2.70 %
Total	1.70	3.76 %

Branch *	MTD Sales L	Brand Share %
ANR1		0.00 %
AVI1		0.00 %
CBE1		0.00 %
CBE3		0.00 %
CBE4		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GBM1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
PDM1		0.00 %
PLI1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
TPR2		0.00 %
TPR4		0.00 %
UAM1		0.00 %
UMP1		0.00 %
WHCB		0.00 %
SNR1	-0.15	-6.33 %
Total	1.70	3.76 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.13	8.22 %
Total	0.13	2.96 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.13	4.07 %
PAS1		0.00 %
Total	0.13	2.96 %