

MTD Sales
66.09 L

Brand Share %
5.14 %

Information:

MTD : 01-08-2025 To 03-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.14 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	37.41	9.25 %
Wash-Mac	20.91	5.34 %
Air-Cond	7.54	1.55 %
D-Freez	0.24	5.61 %
Total	66.09	5.14 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	12.44	6.99 %
CHENNAI-01	10.30	4.53 %
SOUTH-01	8.38	4.13 %
CHENNAI-02	7.43	5.37 %
WEST-02	7.15	5.82 %
TRICHY-01	6.10	3.82 %
WEST-01	5.81	5.80 %
NORTH ARCOT	4.35	5.77 %
SOUTH ARCOT	3.20	4.33 %
KL-SOUTH	0.93	12.78 %
Total	66.09	5.14 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	7.37	12.97 %
Wash-Mac	3.81	6.64 %
Air-Cond	1.03	1.64 %
D-Freez	0.24	27.59 %
Total	12.44	6.99 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.19	4.00 %
MDU6	0.53	3.23 %
DKI1	0.26	4.70 %
MDU4	0.13	4.17 %
ADP1		0.00 %
BNR1		0.00 %
BTU1		0.00 %
KKD2		0.00 %
KPT1		0.00 %
KRR1		0.00 %
MLR1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNV1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
TDI1		0.00 %
Total	12.44	6.99 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	5.89	11.27 %
Wash-Mac	3.64	7.64 %
Air-Cond	0.77	0.61 %
Total	10.30	4.53 %

Branch *	MTD Sales L	Brand Share %
CH08	0.70	4.11 %
CH42	0.57	3.83 %
CH07	0.39	3.85 %
CH16	0.39	3.19 %
CH19	0.39	3.56 %
CH48	0.38	2.23 %
CH14	0.29	2.29 %
GUD2	0.27	4.92 %
KNR1	0.15	3.11 %
AVD1		0.00 %
CH26		0.00 %
CH29		0.00 %
CH35		0.00 %
CH37		0.00 %
CH38		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
TKM1		0.00 %
Total	10.30	4.53 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	4.34	6.24 %
Wash-Mac	3.28	4.89 %
Air-Cond	0.76	1.16 %
Total	8.38	4.13 %

Branch *	MTD Sales L	Brand Share %
NGR1	0.38	3.03 %
RND1	0.32	4.89 %
KVT1	0.29	1.52 %
TUT2	0.28	3.03 %
TVL1	0.27	1.53 %
TCN1	0.26	4.26 %
TKS2	0.25	3.78 %
TKS1	0.20	3.41 %
STU2	0.15	3.30 %
APK1	0.12	2.05 %
ARM1		0.00 %
ASM1		0.00 %
COL1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
MAR1		0.00 %
MMT1		0.00 %
PKD1		0.00 %
SDI1		0.00 %
SGT1		0.00 %
TKY1		0.00 %
TVL2		0.00 %
TYI1		0.00 %
VKM1		0.00 %
VNR1		0.00 %
Total	8.38	4.13 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	3.70	10.78 %
Wash-Mac	2.85	7.73 %
Air-Cond	0.88	1.32 %
Total	7.43	5.37 %

Branch *	MTD Sales L	Brand Share %
CH34	0.15	2.44 %
CH06	0.14	1.26 %
CH01		0.00 %
CH12		0.00 %
CH18		0.00 %
CH20		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH36		0.00 %
CH41		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC06		0.00 %
MJR1		0.00 %
UKI1		0.00 %
Total	7.43	5.37 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	4.65	9.42 %
Wash-Mac	1.75	3.51 %
Air-Cond	0.75	3.21 %
Total	7.15	5.82 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.39	3.25 %
ATU1	0.15	2.45 %
SLM3	0.12	2.35 %
VPD1	0.12	3.42 %
BMD1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
EPI1		0.00 %
ERD1		0.00 %
ERD2		0.00 %
HRR1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
TCG1		0.00 %
TRM1		0.00 %
Total	7.15	5.82 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	3.51	7.04 %
Wash-Mac	1.30	3.34 %
Air-Cond	1.29	1.84 %
Total	6.10	3.82 %

Branch *	MTD Sales L	Brand Share %
PBR2	0.15	0.98 %
PDK1	0.13	2.81 %
AYR1		0.00 %
JKM1		0.00 %
KIK1		0.00 %
KRN1		0.00 %
NGT1		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 %
Total	6.10	3.82 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	3.25	8.14 %
Wash-Mac	2.32	4.83 %
Air-Cond	0.24	2.05 %
Total	5.81	5.80 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.33	4.70 %
SNR1	0.22	3.70 %
CBE4	0.21	3.98 %
PPI1	0.15	4.71 %
CBE6	0.13	2.89 %
TPR2	0.12	1.71 %
CBE1		0.00 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
PDM1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
TPR4		0.00 %
UMP1		0.00 %
WHCB		0.00 %
Total	5.81	5.80 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	2.84	11.35 %
Wash-Mac	1.06	4.46 %
Air-Cond	0.46	1.72 %
Total	4.35	5.77 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.38	4.67 %
VEL2	0.25	3.78 %
WJP1	0.15	3.21 %
CGM1	0.11	3.80 %
ABR1		0.00 %
AKM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VNB1		0.00 %
Total	4.35	5.77 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	1.87	7.27 %
Wash-Mac	0.81	4.16 %
Air-Cond	0.52	1.81 %
Total	3.20	4.33 %

Branch *	MTD Sales L	Brand Share %
POY1	0.45	3.40 %
VPM2	0.21	4.79 %
CUD1	0.19	2.32 %
CDM1	0.02	0.66 %
KLM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
POY2		0.00 %
TVM1		0.00 %
TVM2		0.00 %
ULP1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
Total	3.20	4.33 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	0.83	26.87 %
Wash-Mac	0.10	3.65 %
Total	0.93	12.78 %

Branch *	MTD Sales L	Brand Share %
PAS1		0.00 %
Total	0.93	12.78 %