

MTD Sales
88.91 L

Brand Share %
5.31 %

Information:

MTD : 01-08-2025 To 04-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.31 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	48.88	9.30 %
Wash-Mac	31.05	6.07 %
Air-Cond	8.74	1.38 %
D-Freez	0.24	4.10 %
Total	88.91	5.31 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	16.27	7.32 %
CHENNAI-01	12.83	4.32 %
WEST-01	11.16	6.87 %
SOUTH-01	10.59	4.32 %
WEST-02	9.27	5.97 %
CHENNAI-02	8.73	4.83 %
TRICHY-01	8.01	3.87 %
SOUTH ARCOT	5.56	5.58 %
NORTH ARCOT	5.25	5.36 %
KL-SOUTH	1.25	14.19 %
Total	88.91	5.31 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	9.72	13.57 %
Wash-Mac	5.02	7.22 %
Air-Cond	1.29	1.61 %
D-Freez	0.24	27.59 %
Total	16.27	7.32 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.01	5.25 %
DKI1	0.26	4.36 %
MDU4	0.26	5.19 %
BNR1	0.14	4.34 %
KRR1	0.11	1.11 %
ADP1		0.00 %
BTU1		0.00 %
KKD2		0.00 %
KPT1		0.00 %
MLR1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNV1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
Total	16.27	7.32 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	6.47	10.22 %
Wash-Mac	5.59	9.23 %
Air-Cond	0.77	0.45 %
Total	12.83	4.32 %

Branch *	MTD Sales L	Brand Share %
CH11	1.11	3.35 %
CH08	1.04	5.01 %
CH16	0.71	4.10 %
CH42	0.57	3.40 %
CH19	0.39	2.90 %
CH48	0.38	1.95 %
CH14	0.29	1.54 %
GUD2	0.27	3.68 %
KNR1	0.15	2.60 %
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 %
WCHN		0.00 %
WHC3		0.00 %
TKM1		-0.01 %
Total	12.83	4.32 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	5.80	7.24 %
Fridge	5.12	8.00 %
Air-Cond	0.24	1.35 %
Total	11.16	6.87 %

Branch *	MTD Sales L	Brand Share %
CBE4	0.35	5.26 %
PLI1	0.33	3.88 %
PPI1	0.15	4.45 %
TPR2	0.12	1.26 %
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 %
Total	11.16	6.87 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	6.20	7.41 %
Wash-Mac	3.63	4.47 %
Air-Cond	0.76	0.97 %
Total	10.59	4.32 %

Branch *	MTD Sales L	Brand Share %
TUT2	0.41	3.67 %
NGR1	0.38	2.84 %
TKS1	0.35	4.65 %
KVT1	0.29	1.36 %
TVL1	0.27	1.16 %
TCN1	0.26	3.72 %
VKM1	0.16	4.58 %
STU2	0.15	3.47 %
APK1	0.12	1.90 %
ARM1		0.00 %
ASM1		0.00 %
COL1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
MAR1		0.00 %
MMT1		0.00 %
PKD1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
SGT1		0.00 %
TVL2		0.00 %
TYI1		0.00 %
VNR1		0.00 %
Total	10.59	4.32 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	5.85	9.24 %
Wash-Mac	2.67	4.29 %
Air-Cond	0.75	2.55 %
Total	9.27	5.97 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.39	2.91 %
ATU1	0.15	2.00 %
CMI1	0.13	5.29 %
ERD1	0.12	1.20 %
SLM3	0.12	1.85 %
BMD1		0.00 %
EPI1		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	9.27	5.97 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	3.87	8.80 %
Wash-Mac	3.03	6.27 %
Air-Cond	1.83	2.08 %
Total	8.73	4.83 %

Branch *	MTD Sales L	Brand Share %
CH03	0.81	4.26 %
CH43	0.26	4.63 %
CH18	0.17	1.70 %
CH34	0.15	1.75 %
CH06	0.14	0.95 %
CH01		0.00 %
CH12		0.00 %
CH20		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH41		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC06		0.00 %
MJR1		0.00 %
UKI1		0.00 %
Total	8.73	4.83 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	5.08	7.56 %
Wash-Mac	1.64	3.40 %
Air-Cond	1.29	1.42 %
Total	8.01	3.87 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.29	4.79 %
KUM1	0.48	3.63 %
PTK1	0.41	4.55 %
MVM1	0.39	3.52 %
PBR2	0.15	0.76 %
JKM1	0.15	2.27 %
PDK1	0.13	2.32 %
TNJ2	0.12	0.98 %
TRY2	0.12	2.62 %
AYR1		0.00 %
KIK1		0.00 %
KRN1		0.00 %
NGT1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	8.01	3.87 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	3.09	9.20 %
Wash-Mac	1.96	6.98 %
Air-Cond	0.52	1.38 %
Total	5.56	5.58 %

Branch *	MTD Sales L	Brand Share %
CUD1	0.55	4.25 %
POY1	0.45	3.07 %
NVL2	0.27	5.29 %
KML1	0.22	3.72 %
POY2	0.15	2.99 %
ULP1	0.15	2.69 %
KLM1	0.12	2.21 %
CDM1	0.02	0.40 %
MKM1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
VPM1		0.00 %
Total	5.56	5.58 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	3.48	10.51 %
Wash-Mac	1.30	4.43 %
Air-Cond	0.46	1.32 %
Total	5.25	5.36 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.38	4.67 %
VEL2	0.25	3.08 %
ARC2	0.15	3.69 %
AKM1	0.13	1.46 %
CGM1	0.11	3.12 %
ABR1		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 %
VEL1		0.00 %
VNB1		0.00 %
Total	5.25	5.36 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	0.83	26.87 %
Wash-Mac	0.42	11.07 %
Total	1.25	14.19 %

Branch *	MTD Sales L	Brand Share %
Total	1.25	14.19 %