

MTD Sales
101.90 L

Brand Share %
5.49 %

Information:

MTD : 01-08-2025 To 05-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.49 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	55.27	9.38 %
Wash-Mac	37.10	6.49 %
Air-Cond	9.06	1.31 %
D-Freez	0.46	6.67 %
Total	101.90	5.49 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	18.05	7.50 %
CHENNAI-01	14.44	4.48 %
SOUTH-01	12.41	4.59 %
WEST-01	12.28	6.86 %
WEST-02	11.35	6.37 %
CHENNAI-02	9.67	4.77 %
TRICHY-01	8.93	3.94 %
NORTH ARCOT	7.25	6.26 %
SOUTH ARCOT	6.25	5.58 %
KL-SOUTH	1.25	11.98 %
Total	101.90	5.49 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	10.58	13.46 %
Wash-Mac	5.94	7.67 %
Air-Cond	1.29	1.54 %
D-Freez	0.24	27.59 %
Total	18.05	7.50 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.01	4.96 %
DKI1	0.26	4.17 %
MDU4	0.26	5.07 %
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	18.05	7.50 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	7.61	10.73 %
Wash-Mac	6.06	9.09 %
Air-Cond	0.77	0.42 %
Total	14.44	4.48 %

Branch *	MTD Sales L	Brand Share %
CH11	1.11	3.18 %
CH16	0.71	3.45 %
CH42	0.57	3.32 %
GUD1	0.41	5.43 %
CH14	0.41	2.17 %
CH19	0.39	2.20 %
CH48	0.38	1.84 %
GUD2	0.27	3.06 %
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		0.00 %
Total	14.44	4.48 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	7.40	8.06 %
Wash-Mac	4.24	4.73 %
Air-Cond	0.77	0.88 %
Total	12.41	4.59 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.52	1.99 %
KVT1	0.43	1.86 %
NGR1	0.38	2.52 %
TKS1	0.35	4.02 %
PDI1	0.28	5.15 %
TCN1	0.26	3.26 %
STU2	0.15	3.10 %
APK1	0.12	1.54 %
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	12.41	4.59 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	6.75	7.36 %
Fridge	5.29	7.73 %
Air-Cond	0.24	1.32 %
Total	12.28	6.86 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.33	3.56 %
TPR2	0.23	2.20 %
PPI1	0.15	3.73 %
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	12.28	6.86 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	7.11	9.71 %
Wash-Mac	3.49	4.94 %
Air-Cond	0.75	2.24 %
Total	11.35	6.37 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.39	2.72 %
SLM3	0.28	3.77 %
DPR1	0.15	5.31 %
ATU1	0.15	1.82 %
CMI1	0.13	4.74 %
ERD1	0.12	1.04 %
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	11.35	6.37 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	4.03	8.19 %
Wash-Mac	3.82	7.15 %
Air-Cond	1.83	1.84 %
Total	9.67	4.77 %

Branch *	MTD Sales L	Brand Share %
CH03	0.93	4.29 %
CH06	0.34	2.09 %
CH43	0.26	4.63 %
CH18	0.17	1.48 %
CH34	0.15	1.69 %
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	9.67	4.77 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	5.67	7.48 %
Wash-Mac	1.96	3.75 %
Air-Cond	1.29	1.32 %
Total	8.93	3.94 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.45	4.60 %
KUM1	0.48	3.45 %
TVR2	0.44	5.23 %
PTK1	0.41	4.35 %
MVM1	0.39	3.04 %
PDK1	0.28	4.39 %
TRY2	0.24	5.11 %
PBR2	0.15	0.70 %
TTP1	0.15	4.82 %
JKM1	0.15	2.13 %
TNJ2	0.12	0.94 %
AYR1		0.00 %
KIK1		0.00 %
NGT1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	8.93	3.94 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	4.36	10.48 %
Wash-Mac	1.90	5.68 %
Air-Cond	0.77	1.92 %
D-Freez	0.23	34.15 %
Total	7.25	6.26 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.46	4.96 %
CGM1	0.23	5.37 %
ARC2	0.15	2.73 %
AKM1	0.13	1.39 %
VNB1	0.11	3.71 %
ABR1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
TRT1		0.00 %
VEL1		0.00 %
Total	7.25	6.26 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	3.23	8.67 %
Wash-Mac	2.51	7.85 %
Air-Cond	0.52	1.22 %
Total	6.25	5.58 %

Branch *	MTD Sales L	Brand Share %
CUD1	0.55	3.80 %
POY1	0.45	2.64 %
ULP1	0.31	5.14 %
KML1	0.22	3.60 %
CDM1	0.15	3.59 %
POY2	0.15	2.80 %
KLM1	0.12	2.22 %
MKM1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
VPM1		0.00 %
WHNV		0.00 %
Total	6.25	5.58 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	0.83	24.23 %
Wash-Mac	0.42	9.31 %
Total	1.25	11.98 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.14	5.00 %
Total	1.25	11.98 %