

MTD Sales
117.42 L

Brand Share %
5.40 %

Information:

MTD : 01-08-2025 To 07-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.40 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	64.19	9.26 %
Wash-Mac	44.54	6.59 %
Air-Cond	8.23	1.04 %
D-Freez	0.46	4.06 %
Total	117.42	5.40 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	19.55	6.91 %
CHENNAI-01	18.33	4.76 %
SOUTH-01	14.73	4.59 %
WEST-01	14.43	7.16 %
WEST-02	12.85	6.41 %
CHENNAI-02	10.19	4.27 %
TRICHY-01	9.76	3.76 %
NORTH ARCOT	9.08	6.65 %
SOUTH ARCOT	7.27	5.35 %
KL-SOUTH	1.25	9.48 %
Total	117.42	5.40 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	11.42	12.51 %
Wash-Mac	6.86	7.35 %
Air-Cond	1.04	1.07 %
D-Freez	0.24	22.76 %
Total	19.55	6.91 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.14	4.51 %
MDU4	0.26	4.55 %
PNI1	0.14	5.39 %
KRR1	0.11	1.08 %
DKI1	0.01	0.09 %
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	19.55	6.91 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	10.20	11.55 %
Wash-Mac	7.35	8.86 %
Air-Cond	0.77	0.37 %
Total	18.33	4.76 %

Branch *	MTD Sales L	Brand Share %
CH16	1.43	5.36 %
CH11	1.11	2.87 %
CH42	0.57	2.69 %
GUD2	0.45	4.88 %
GUD1	0.41	4.54 %
CH14	0.41	1.82 %
CH19	0.39	1.90 %
CH48	0.38	1.56 %
KNR1	0.15	2.30 %
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	18.33	4.76 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	9.11	8.47 %
Wash-Mac	5.17	4.87 %
Air-Cond	0.45	0.43 %
Total	14.73	4.59 %

Branch *	MTD Sales L	Brand Share %
VLY1	0.51	4.82 %
NGR1	0.50	2.98 %
TVL1	0.47	1.59 %
KVT1	0.43	1.60 %
TKS1	0.35	3.27 %
SNL1	0.29	4.94 %
PDI1	0.28	4.47 %
VNR1	0.27	5.27 %
TCN1	0.26	2.35 %
STU2	0.15	2.83 %
APK1	0.12	1.42 %
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 %
TVL2		0.00 %
TYI1		0.00 %
Total	14.73	4.59 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	8.47	8.22 %
Fridge	5.72	7.36 %
Air-Cond	0.24	1.21 %
Total	14.43	7.16 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.33	3.39 %
TPR2	0.23	2.04 %
PPI1	0.15	3.34 %
PDM1	0.12	3.38 %
CBE1		0.00 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
TPR4		0.00 %
UMP1		0.00 %
Total	14.43	7.16 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	7.97	9.59 %
Wash-Mac	4.12	5.19 %
Air-Cond	0.75	2.04 %
Total	12.85	6.41 %

Branch *	MTD Sales L	Brand Share %
HSR1	0.56	5.24 %
SLM1	0.39	2.25 %
SLM3	0.28	3.41 %
ATU1	0.15	1.69 %
EPI1	0.14	4.68 %
CMI1	0.13	4.24 %
EDP1	0.13	5.05 %
ERD1	0.12	0.91 %
BMD1		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 %
WZWH		0.00 %
Total	12.85	6.41 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	4.69	7.73 %
Wash-Mac	3.94	6.34 %
Air-Cond	1.56	1.35 %
Total	10.19	4.27 %

Branch *	MTD Sales L	Brand Share %
CH15	1.67	5.38 %
CH03	0.66	2.50 %
CH18	0.42	3.04 %
CH06	0.34	1.76 %
CH34	0.15	1.39 %
MJR1	0.12	1.71 %
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 %
UKI1		0.00 %
Total	10.19	4.27 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	6.26	7.22 %
Wash-Mac	2.20	3.58 %
Air-Cond	1.29	1.17 %
Total	9.76	3.76 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.45	4.14 %
KUM1	0.60	4.03 %
MVM1	0.54	3.26 %
TYR1	0.48	5.01 %
TVR2	0.44	4.90 %
PTK1	0.41	3.86 %
PDK1	0.28	4.04 %
KRN1	0.15	4.93 %
PBR2	0.15	0.59 %
TTP1	0.15	4.44 %
JKM1	0.15	1.98 %
TNJ2	0.12	0.61 %
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	9.76	3.76 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	5.40	10.95 %
Wash-Mac	2.69	6.41 %
Air-Cond	0.77	1.74 %
D-Freez	0.23	25.46 %
Total	9.08	6.65 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.59	4.90 %
AKM1	0.40	4.28 %
CGM1	0.23	4.60 %
ARC2	0.15	2.64 %
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	9.08	6.65 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	3.42	7.57 %
Wash-Mac	3.33	8.21 %
Air-Cond	0.52	1.06 %
Total	7.27	5.35 %

Branch *	MTD Sales L	Brand Share %
POY1	0.66	3.06 %
CUD1	0.55	3.10 %
KLM1	0.32	5.09 %
ULP1	0.31	4.71 %
KML1	0.22	3.60 %
CDM1	0.15	2.44 %
POY2	0.15	2.10 %
TVM1	0.15	3.74 %
MKM1		0.00 %
TVM2		0.00 %
VPM1		0.00 %
WHNV		0.00 %
VCM1	-0.17	-3.81 %
Total	7.27	5.35 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	0.83	17.47 %
Wash-Mac	0.42	8.80 %
Total	1.25	9.48 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.14	4.36 %
Total	1.25	9.48 %