

MTD Sales
191.21 L

Brand Share %
4.27 %

Information:

MTD : 01-08-2025 To 10-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.27 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	99.65	7.02 %
Wash-Mac	81.53	6.12 %
Air-Cond	9.13	0.54 %
D-Freez	0.91	4.91 %
Total	191.21	4.27 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	29.08	4.02 %
SOUTH-03	28.15	5.36 %
SOUTH-01	24.61	3.73 %
WEST-01	22.74	6.47 %
WEST-02	20.88	4.97 %
TRICHY-01	17.49	2.91 %
CHENNAI-02	15.97	3.07 %
NORTH ARCOT	15.73	5.33 %
SOUTH ARCOT	13.75	3.96 %
KL-SOUTH	2.81	9.72 %
Total	191.21	4.27 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	15.91	9.20 %
Wash-Mac	12.40	7.61 %
Air-Cond	0.77	0.20 %
Total	29.08	4.02 %

Branch *	MTD Sales L	Brand Share %
CH11	1.54	2.89 %
CH14	1.01	2.35 %
CH42	0.78	2.20 %
CH48	0.71	1.89 %
CH19	0.39	0.91 %
AVD1	0.32	1.29 %
TKM1	0.24	2.71 %
CH35	0.21	1.48 %
KNR1	0.15	1.32 %
CH26		0.00 %
CH29		0.00 %
CH37		0.00 %
CH38		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC02		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	29.08	4.02 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	15.22	8.32 %
Wash-Mac	11.37	6.71 %
Air-Cond	1.32	0.77 %
D-Freez	0.24	17.20 %
Total	28.15	5.36 %

Branch *	MTD Sales L	Brand Share %
MDU6	1.16	3.66 %
TEN2	0.41	4.14 %
BNR1	0.34	3.96 %
DKI1	0.27	2.06 %
MDU4	0.26	2.00 %
USL1	0.25	3.35 %
KRR1	0.11	0.66 %
KKD2	0.11	0.72 %
TDI1	0.11	1.57 %
BTU1		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 %
WHMD		0.00 %
Total	28.15	5.36 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	15.48	7.51 %
Wash-Mac	8.96	4.42 %
D-Freez	0.23	5.75 %
Air-Cond	-0.05	-0.02 %
Total	24.61	3.73 %

Branch *	MTD Sales L	Brand Share %
TVL1	1.03	1.39 %
RPM1	0.93	2.93 %
VLV1	0.85	3.88 %
VNR2	0.79	3.95 %
TKS1	0.69	2.84 %
NGR1	0.50	2.13 %
KVT1	0.43	1.00 %
TCN1	0.38	2.00 %
UDN1	0.30	3.33 %
APK1	0.28	1.72 %
MAR1	0.23	1.35 %
ASM1	0.22	1.67 %
TYI1	0.20	1.86 %
KGL1	0.17	3.40 %
STU2	0.15	2.24 %
SDI1	0.12	1.17 %
COL1		0.00 %
KSM1		0.00 %
MMT1		0.00 %
PKD1		0.00 %
S2SD		0.00 %
TVL2		0.00 %
WHTV		0.00 %
Total	24.61	3.73 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	14.11	8.46 %
Fridge	8.38	6.24 %
Air-Cond	0.24	0.50 %
Total	22.74	6.47 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.63	2.89 %
CBE1	0.38	3.66 %
TPR4	0.21	2.56 %
PPI1	0.15	2.14 %
PDM1	0.12	1.45 %
KGI1	0.12	2.80 %
KGM1	0.11	1.96 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
UMP1		0.00 %
Total	22.74	6.47 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	11.90	7.23 %
Wash-Mac	8.24	5.16 %
Air-Cond	0.75	0.79 %
Total	20.88	4.97 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.17	3.12 %
ATU1	0.70	3.10 %
SLM3	0.70	4.08 %
SLM2	0.61	3.27 %
HSR1	0.56	3.02 %
EDP1	0.24	3.32 %
TRM1	0.19	1.88 %
ERD1	0.12	0.46 %
ERD2	0.11	0.46 %
BMD1		0.00 %
HRR1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
TCG1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	20.88	4.97 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	9.64	4.82 %
Wash-Mac	6.57	4.67 %
Air-Cond	1.29	0.50 %
Total	17.49	2.91 %

Branch *	MTD Sales L	Brand Share %
TRY1	3.08	3.55 %
KUM1	1.74	4.21 %
TVR2	0.82	3.57 %
MVM1	0.75	1.76 %
PTK1	0.67	2.34 %
TNJ2	0.59	1.67 %
PDK1	0.54	3.41 %
MSI1	0.49	3.80 %
TTP1	0.45	2.79 %
TRY2	0.36	2.44 %
PBR2	0.31	0.71 %
JKM1	0.26	1.32 %
NGT1	0.13	0.62 %
AYR1	0.11	0.94 %
KIK1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	17.49	2.91 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	7.38	5.48 %
Fridge	7.03	5.27 %
Air-Cond	1.56	0.62 %
Total	15.97	3.07 %

Branch *	MTD Sales L	Brand Share %
CH15	1.86	3.01 %
CH21	1.23	4.04 %
CH03	0.98	1.79 %
CH18	0.89	2.88 %
CH33	0.73	3.42 %
CH09	0.71	3.77 %
CH06	0.55	1.95 %
CH12	0.49	1.47 %
MJR1	0.47	1.95 %
CH34	0.34	1.40 %
UKI1	0.32	3.42 %
CH23	0.31	4.09 %
CH46	0.25	3.01 %
CH31	0.17	1.98 %
CH01		0.00 %
CH20		0.00 %
CH27		0.00 %
CH32		0.00 %
CH41		0.00 %
GPD1		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	15.97	3.07 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	8.80	8.69 %
Wash-Mac	5.42	6.27 %
Air-Cond	1.06	1.00 %
D-Freez	0.45	26.75 %
Total	15.73	5.33 %

Branch *	MTD Sales L	Brand Share %
CGM1	0.34	3.40 %
VEL1	0.20	1.46 %
CPT1	0.15	2.35 %
TRT1	0.11	0.88 %
ABR1		0.00 %
CYR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
Total	15.73	5.33 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	7.09	6.20 %
Wash-Mac	5.83	5.79 %
Air-Cond	0.82	0.64 %
Total	13.75	3.96 %

Branch *	MTD Sales L	Brand Share %
POY1	1.60	3.51 %
CDM1	0.58	2.51 %
TDM1	0.56	3.50 %
ULP1	0.55	3.32 %
CUD1	0.55	1.50 %
POY2	0.35	2.45 %
PRT1	0.30	3.37 %
TVM1	0.28	3.59 %
VCM1		0.04 %
TVM2		0.00 %
VPM1		0.00 %
WHNV		0.00 %
Total	13.75	3.96 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.36	15.58 %
Wash-Mac	1.25	13.94 %
Fridge	0.19	1.85 %
Total	2.81	9.72 %

Branch *	MTD Sales L	Brand Share %
Total	2.81	9.72 %