

MTD Sales
205.12 L

Brand Share %
4.39 %

Information:

MTD : 01-08-2025 To 11-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.39 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	108.22	7.22 %
Wash-Mac	86.63	6.20 %
Air-Cond	9.36	0.53 %
D-Freez	0.91	4.71 %
Total	205.12	4.39 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	30.91	4.10 %
SOUTH-03	30.50	5.51 %
SOUTH-01	26.86	3.84 %
WEST-01	23.30	6.35 %
WEST-02	22.74	5.19 %
TRICHY-01	19.11	3.05 %
CHENNAI-02	17.49	3.24 %
NORTH ARCOT	16.90	5.51 %
SOUTH ARCOT	14.50	4.04 %
KL-SOUTH	2.81	8.90 %
Total	205.12	4.39 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	17.65	9.42 %
Wash-Mac	13.09	7.68 %
Air-Cond	0.17	0.04 %
Total	30.91	4.10 %

Branch *	MTD Sales L	Brand Share %
CH11	1.67	3.05 %
CH14	1.16	2.55 %
CH42	0.78	2.16 %
CH48	0.71	1.80 %
CH19	0.39	0.88 %
TKM1	0.39	4.05 %
KNR1	0.34	2.91 %
AVD1	0.32	1.25 %
CH35	0.21	1.43 %
CH26		0.00 %
CH29		0.00 %
CH37		0.00 %
CH38		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC02		0.00 %
WHC3		0.00 %
Total	30.91	4.10 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	16.83	8.65 %
Wash-Mac	12.11	6.78 %
Air-Cond	1.32	0.74 %
D-Freez	0.24	15.36 %
Total	30.50	5.51 %

Branch *	MTD Sales L	Brand Share %
TEN2	0.41	3.58 %
MDU4	0.40	2.85 %
BNR1	0.34	3.51 %
DKI1	0.27	1.99 %
USL1	0.25	3.35 %
KRR1	0.11	0.66 %
KKD2	0.11	0.68 %
TDI1	0.11	1.50 %
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	30.50	5.51 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	16.30	7.52 %
Wash-Mac	10.39	4.89 %
D-Freez	0.23	5.44 %
Air-Cond	-0.05	-0.02 %
Total	26.86	3.84 %

Branch *	MTD Sales L	Brand Share %
TVL1	1.30	1.69 %
RPM1	1.24	3.68 %
VLY1	0.85	3.65 %
VNR2	0.79	3.93 %
TKS1	0.69	2.72 %
NGR1	0.62	2.38 %
SNL1	0.59	4.36 %
KVT1	0.56	1.23 %
APK1	0.40	2.34 %
TCN1	0.38	1.79 %
ASM1	0.33	2.46 %
UDN1	0.30	3.12 %
MAR1	0.23	1.32 %
TYI1	0.20	1.66 %
KGL1	0.17	3.09 %
STU2	0.15	1.93 %
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	26.86	3.84 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	14.26	8.20 %
Fridge	8.79	6.28 %
Air-Cond	0.24	0.48 %
Total	23.30	6.35 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.63	2.77 %
CBE1	0.38	3.56 %
TPR4	0.21	2.35 %
PPI1	0.15	2.04 %
PDM1	0.12	1.39 %
KGI1	0.12	2.46 %
KGM1	0.11	2.09 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
UMP1		0.00 %
WZSD		0.00 %
Total	23.30	6.35 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	12.95	7.50 %
Wash-Mac	8.45	5.06 %
Air-Cond	1.33	1.37 %
Total	22.74	5.19 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.17	3.02 %
ATU1	0.90	3.87 %
SLM3	0.70	3.95 %
SLM2	0.61	3.11 %
HSR1	0.56	2.94 %
EDP1	0.24	3.32 %
TRM1	0.19	1.79 %
ERD1	0.12	0.45 %
ERD2	0.11	0.45 %
BMD1		0.00 %
HRR1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
TCG1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	22.74	5.19 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	10.95	5.21 %
Wash-Mac	6.88	4.67 %
Air-Cond	1.29	0.48 %
Total	19.11	3.05 %

Branch *	MTD Sales L	Brand Share %
TRY1	3.65	3.89 %
TVR2	0.97	4.10 %
MVM1	0.75	1.67 %
PTK1	0.67	2.20 %
TNJ2	0.59	1.62 %
PDK1	0.54	3.21 %
MSI1	0.49	3.75 %
PBR2	0.46	1.01 %
TTP1	0.45	2.74 %
TRY2	0.36	2.38 %
JKM1	0.26	1.30 %
NGT1	0.13	0.59 %
AYR1	0.11	0.92 %
KIK1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	19.11	3.05 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	8.51	6.02 %
Fridge	7.42	5.37 %
Air-Cond	1.56	0.60 %
Total	17.49	3.24 %

Branch *	MTD Sales L	Brand Share %
CH15	1.98	3.14 %
CH21	1.23	3.96 %
CH03	1.10	1.95 %
CH18	0.89	2.74 %
CH33	0.85	3.85 %
CH12	0.74	2.17 %
CH09	0.71	3.56 %
CH06	0.55	1.83 %
CH34	0.53	2.13 %
MJR1	0.47	1.95 %
UKI1	0.32	3.42 %
CH23	0.31	4.09 %
CH46	0.25	2.88 %
CH31	0.17	1.90 %
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	17.49	3.24 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	9.41	8.84 %
Wash-Mac	5.73	6.34 %
Air-Cond	1.31	1.21 %
D-Freez	0.45	26.75 %
Total	16.90	5.51 %

Branch *	MTD Sales L	Brand Share %
CGM1	0.34	3.10 %
VEL1	0.20	1.40 %
CPT1	0.15	2.21 %
TRT1	0.11	0.81 %
ABR1		0.00 %
CYR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
Total	16.90	5.51 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	7.73	6.45 %
Wash-Mac	5.95	5.68 %
Air-Cond	0.82	0.63 %
Total	14.50	4.04 %

Branch *	MTD Sales L	Brand Share %
POY1	1.60	3.41 %
CDM1	0.71	2.99 %
ULP1	0.71	4.13 %
TDM1	0.69	4.00 %
KML1	0.65	3.53 %
CUD1	0.55	1.43 %
POY2	0.35	2.38 %
TVM1	0.28	3.59 %
VCM1		0.04 %
TVM2		0.00 %
VPM1		0.00 %
WHNV		0.00 %
Total	14.50	4.04 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.36	15.58 %
Wash-Mac	1.25	13.01 %
Fridge	0.19	1.55 %
Total	2.81	8.90 %

Branch *	MTD Sales L	Brand Share %
Total	2.81	8.90 %