

MTD Sales
214.66 L

Brand Share %
4.45 %

Information:

MTD : 01-08-2025 To 12-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.45 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	113.15	7.32 %
Wash-Mac	90.99	6.30 %
Air-Cond	9.36	0.52 %
D-Freez	1.16	5.56 %
Total	214.66	4.45 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	32.33	4.16 %
SOUTH-03	31.97	5.61 %
SOUTH-01	27.93	3.85 %
WEST-02	23.54	5.23 %
WEST-01	23.32	6.14 %
TRICHY-01	20.74	3.19 %
CHENNAI-02	17.92	3.21 %
NORTH ARCOT	17.76	5.65 %
SOUTH ARCOT	16.18	4.42 %
KL-SOUTH	2.97	8.22 %
Total	214.66	4.45 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	18.08	9.33 %
Wash-Mac	14.07	7.92 %
Air-Cond	0.17	0.04 %
Total	32.33	4.16 %

Branch *	MTD Sales L	Brand Share %
CH11	1.67	2.99 %
CH14	1.16	2.44 %
CH42	0.78	2.12 %
CH48	0.71	1.77 %
CH19	0.39	0.85 %
TKM1	0.39	3.97 %
KNR1	0.34	2.78 %
AVD1	0.32	1.22 %
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	32.33	4.16 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	17.49	8.69 %
Wash-Mac	12.92	6.96 %
Air-Cond	1.32	0.73 %
D-Freez	0.24	15.36 %
Total	31.97	5.61 %

Branch *	MTD Sales L	Brand Share %
TEN2	0.41	3.58 %
MDU4	0.40	2.67 %
DKI1	0.27	1.92 %
USL1	0.25	3.24 %
NTM1	0.17	4.28 %
KRR1	0.11	0.64 %
KKD2	0.11	0.63 %
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	31.97	5.61 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	16.80	7.46 %
Wash-Mac	10.71	4.93 %
D-Freez	0.47	10.73 %
Air-Cond	-0.05	-0.02 %
Total	27.93	3.85 %

Branch *	MTD Sales L	Brand Share %
TUT2	1.46	4.32 %
TVL1	1.30	1.64 %
RPM1	1.24	3.54 %
VLY1	0.85	3.50 %
VNR2	0.79	3.83 %
NGR1	0.73	2.73 %
TKS1	0.69	2.55 %
TCN1	0.61	2.77 %
SNL1	0.59	4.31 %
KVT1	0.56	1.20 %
ASM1	0.46	3.28 %
UDN1	0.42	4.09 %
APK1	0.40	2.30 %
MAR1	0.23	1.28 %
SDI1	0.21	2.01 %
TYI1	0.20	1.64 %
KGL1	0.17	3.09 %
STU2	0.15	1.84 %
COL1		0.00 %
KSM1		0.00 %
MMT1		0.00 %
PKD1		0.00 %
S2SD		0.00 %
TVL2		0.00 %
WHTV		0.00 %
Total	27.93	3.85 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	13.50	7.66 %
Wash-Mac	8.71	5.02 %
Air-Cond	1.33	1.34 %
Total	23.54	5.23 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.33	3.39 %
ATU1	0.90	3.84 %
SLM3	0.70	3.85 %
SLM2	0.61	3.07 %
HSR1	0.56	2.89 %
EDP1	0.24	3.32 %
TRM1	0.19	1.74 %
ERD1	0.12	0.44 %
ERD2	0.11	0.41 %
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	23.54	5.23 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	14.26	7.96 %
Fridge	8.81	6.15 %
Air-Cond	0.24	0.44 %
Total	23.32	6.14 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.77	3.31 %
CBE1	0.38	3.15 %
TPR4	0.21	2.12 %
PPI1	0.15	1.98 %
PDM1	0.12	1.28 %
KGI1	0.12	2.46 %
KGM1	0.11	2.04 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
UMP1		0.00 %
WZSD		0.00 %
Total	23.32	6.14 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	11.95	5.50 %
Wash-Mac	7.50	4.85 %
Air-Cond	1.29	0.47 %
Total	20.74	3.19 %

Branch *	MTD Sales L	Brand Share %
TRY1	4.02	4.15 %
KUM1	1.93	4.26 %
TVR2	1.08	4.17 %
MVM1	0.95	2.09 %
PTK1	0.67	2.16 %
TTP1	0.61	3.61 %
TNJ2	0.59	1.57 %
PDK1	0.54	3.04 %
MSI1	0.49	3.65 %
PBR2	0.46	1.00 %
TRY2	0.36	2.36 %
JKM1	0.26	1.29 %
NGT1	0.13	0.55 %
AYR1	0.11	0.88 %
KIK1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	20.74	3.19 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	8.81	6.02 %
Fridge	7.55	5.28 %
Air-Cond	1.56	0.58 %
Total	17.92	3.21 %

Branch *	MTD Sales L	Brand Share %
CH15	1.98	3.02 %
CH21	1.23	3.82 %
CH03	1.22	2.00 %
CH18	1.08	3.11 %
CH33	0.85	3.72 %
CH12	0.74	2.10 %
CH09	0.71	3.49 %
CH06	0.55	1.78 %
CH34	0.53	2.04 %
MJR1	0.47	1.91 %
UKI1	0.32	3.29 %
CH23	0.31	4.09 %
CH46	0.25	2.72 %
CH31	0.17	1.97 %
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	17.92	3.21 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	9.88	9.03 %
Wash-Mac	6.12	6.63 %
Air-Cond	1.31	1.18 %
D-Freez	0.45	23.58 %
Total	17.76	5.65 %

Branch *	MTD Sales L	Brand Share %
CGM1	0.34	3.03 %
VEL1	0.20	1.40 %
CPT1	0.15	2.04 %
ABR1	0.11	1.13 %
TRT1	0.11	0.81 %
CYR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
Total	17.76	5.65 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	8.72	7.12 %
Wash-Mac	6.63	6.17 %
Air-Cond	0.82	0.62 %
Total	16.18	4.42 %

Branch *	MTD Sales L	Brand Share %
POY1	1.85	3.89 %
CDM1	0.86	3.54 %
TDM1	0.69	3.81 %
CUD1	0.55	1.41 %
POY2	0.35	2.30 %
TVM1	0.28	3.53 %
VCM1		0.03 %
TVM2		0.00 %
VPM1		0.00 %
WHNV		0.00 %
Total	16.18	4.42 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.36	13.15 %
Wash-Mac	1.25	12.31 %
Fridge	0.36	2.42 %
Total	2.97	8.22 %

Branch *	MTD Sales L	Brand Share %
Total	2.97	8.22 %