

MTD Sales
225.50 L

Brand Share %
4.50 %

Information:

MTD : 01-08-2025 To 13-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.50 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	118.01	7.30 %
Wash-Mac	97.23	6.46 %
Air-Cond	9.11	0.49 %
D-Freez	1.16	5.25 %
Total	225.50	4.50 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	33.91	5.72 %
CHENNAI-01	32.47	4.04 %
SOUTH-01	30.60	3.94 %
WEST-02	24.70	5.30 %
WEST-01	24.33	6.17 %
TRICHY-01	22.14	3.28 %
CHENNAI-02	18.90	3.33 %
NORTH ARCOT	17.92	5.57 %
SOUTH ARCOT	17.55	4.69 %
KL-SOUTH	2.97	7.98 %
Total	225.50	4.50 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	18.40	8.72 %
Wash-Mac	13.96	7.16 %
Air-Cond	1.32	0.71 %
D-Freez	0.24	15.36 %
Total	33.91	5.72 %

Branch *	MTD Sales L	Brand Share %
MDU6	1.50	4.44 %
DGL2	0.46	4.32 %
DKI1	0.42	2.80 %
TEN2	0.41	3.51 %
ADP1	0.41	4.47 %
MDU4	0.40	2.58 %
USL1	0.25	3.18 %
KRR1	0.11	0.63 %
KKD2	0.11	0.62 %
TDI1	0.11	1.46 %
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	33.91	5.72 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	17.98	8.99 %
Wash-Mac	14.57	8.05 %
Air-Cond	-0.08	-0.02 %
Total	32.47	4.04 %

Branch *	MTD Sales L	Brand Share %
CH11	1.67	2.95 %
CH48	1.19	2.84 %
CH14	1.16	2.38 %
CH42	0.78	1.95 %
CH19	0.39	0.76 %
TKM1	0.39	3.83 %
KNR1	0.34	2.65 %
AVD1	0.32	1.18 %
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	32.47	4.04 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	18.06	7.34 %
Wash-Mac	12.12	5.23 %
D-Freez	0.47	9.10 %
Air-Cond	-0.05	-0.02 %
Total	30.60	3.94 %

Branch *	MTD Sales L	Brand Share %
TVL1	1.58	1.93 %
TUT2	1.46	4.29 %
RPM1	1.24	3.43 %
KVT1	0.99	2.05 %
VLY1	0.85	3.50 %
TKS1	0.83	3.01 %
VNR2	0.79	3.64 %
NGR1	0.73	2.62 %
TCN1	0.61	2.60 %
SNL1	0.59	4.23 %
ASM1	0.46	3.19 %
UDN1	0.42	3.82 %
APK1	0.40	2.24 %
MAR1	0.23	1.23 %
SDI1	0.21	1.86 %
TYI1	0.20	1.58 %
KGL1	0.17	3.01 %
COL1		0.00 %
ERL2		0.00 %
KSM1		0.00 %
MMT1		0.00 %
PKD1		0.00 %
S2SD		0.00 %
TVL2		0.00 %
WHTV		0.00 %
Total	30.60	3.94 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	14.42	7.88 %
Wash-Mac	8.95	4.93 %
Air-Cond	1.33	1.33 %
Total	24.70	5.30 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.33	3.34 %
ATU1	0.90	3.78 %
SLM3	0.70	3.80 %
SLM2	0.61	2.93 %
HSR1	0.56	2.83 %
EDP1	0.24	3.32 %
TRM1	0.19	1.69 %
ERD1	0.12	0.43 %
ERD2	0.11	0.40 %
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	24.70	5.30 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	14.91	8.05 %
Fridge	9.18	6.09 %
Air-Cond	0.24	0.43 %
Total	24.33	6.17 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.77	3.21 %
UAM1	0.48	4.47 %
CBE1	0.38	3.02 %
PPI1	0.28	3.47 %
TPR4	0.21	2.09 %
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	24.33	6.17 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	12.40	5.47 %
Wash-Mac	8.46	5.18 %
Air-Cond	1.29	0.45 %
Total	22.14	3.28 %

Branch *	MTD Sales L	Brand Share %
TRY1	4.14	4.18 %
MVM1	0.95	2.00 %
PTK1	0.88	2.80 %
PDK1	0.68	3.61 %
TTP1	0.61	3.58 %
TNJ2	0.59	1.54 %
MSI1	0.49	3.63 %
PBR2	0.46	0.98 %
JKM1	0.41	2.00 %
TRY2	0.36	2.22 %
NGT1	0.13	0.52 %
AYR1	0.11	0.87 %
KIK1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	22.14	3.28 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	9.39	6.24 %
Fridge	7.94	5.47 %
Air-Cond	1.56	0.57 %
Total	18.90	3.33 %

Branch *	MTD Sales L	Brand Share %
CH15	1.77	2.71 %
CH18	1.28	3.62 %
CH21	1.23	3.78 %
CH03	1.22	1.96 %
CH12	0.95	2.60 %
CH33	0.85	3.49 %
CH34	0.74	2.83 %
CH09	0.71	3.42 %
CH06	0.55	1.79 %
MJR1	0.47	1.84 %
UKI1	0.32	3.17 %
CH23	0.31	4.09 %
CH46	0.25	2.61 %
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	18.90	3.33 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	9.70	8.67 %
Wash-Mac	6.45	6.81 %
Air-Cond	1.31	1.16 %
D-Freez	0.45	23.58 %
Total	17.92	5.57 %

Branch *	MTD Sales L	Brand Share %
CGM1	0.34	2.87 %
VEL1	0.20	1.34 %
CPT1	0.15	2.01 %
ABR1	0.11	1.11 %
TRT1	0.11	0.77 %
CYR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
Total	17.92	5.57 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	9.56	7.61 %
Wash-Mac	7.17	6.44 %
Air-Cond	0.82	0.62 %
Total	17.55	4.69 %

Branch *	MTD Sales L	Brand Share %
POY1	2.07	4.24 %
CDM1	1.01	4.14 %
POY2	0.69	4.45 %
TDM1	0.69	3.69 %
CUD1	0.55	1.41 %
TVM1	0.28	3.45 %
VCM1		0.03 %
TVM2		0.00 %
VPM1		0.00 %
WHNV		0.00 %
Total	17.55	4.69 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.36	12.82 %
Wash-Mac	1.25	11.97 %
Fridge	0.36	2.34 %
Total	2.97	7.98 %

Branch *	MTD Sales L	Brand Share %
Total	2.97	7.98 %