

MTD Sales
239.82 L

Brand Share %
4.58 %

Information:

MTD : 01-08-2025 To 14-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.58 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	125.54	7.41 %
Wash-Mac	102.85	6.55 %
Air-Cond	10.26	0.53 %
D-Freez	1.16	4.77 %
Total	239.82	4.58 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	35.47	5.64 %
CHENNAI-01	33.98	4.12 %
SOUTH-01	33.24	4.07 %
WEST-01	25.66	6.24 %
WEST-02	25.53	5.18 %
TRICHY-01	24.49	3.45 %
CHENNAI-02	20.47	3.47 %
NORTH ARCOT	19.54	5.87 %
SOUTH ARCOT	18.46	4.80 %
KL-SOUTH	2.97	7.76 %
Total	239.82	4.58 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	18.87	8.44 %
Wash-Mac	14.85	7.24 %
Air-Cond	1.51	0.76 %
D-Freez	0.24	11.83 %
Total	35.47	5.64 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.90	4.10 %
MDU6	1.50	4.32 %
MDU4	0.59	3.40 %
DKI1	0.42	2.72 %
ADP1	0.41	4.34 %
USL1	0.25	3.05 %
KRR1	0.11	0.62 %
KKD2	0.11	0.57 %
TDI1	0.11	1.34 %
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	35.47	5.64 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	18.77	9.13 %
Wash-Mac	15.29	8.16 %
Air-Cond	-0.08	-0.02 %
Total	33.98	4.12 %

Branch *	MTD Sales L	Brand Share %
CH11	1.67	2.92 %
CH14	1.31	2.58 %
CH48	1.19	2.84 %
CH42	1.07	2.49 %
AVD1	0.45	1.53 %
CH19	0.39	0.76 %
TKM1	0.39	3.83 %
KNR1	0.34	2.65 %
CH35	0.21	1.40 %
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	33.98	4.12 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	19.63	7.56 %
Wash-Mac	13.19	5.50 %
D-Freez	0.47	8.47 %
Air-Cond	-0.05	-0.02 %
Total	33.24	4.07 %

Branch *	MTD Sales L	Brand Share %
TUT2	1.60	4.58 %
TVL1	1.58	1.90 %
RPM1	1.38	3.72 %
KVT1	1.28	2.56 %
VLY1	0.85	3.39 %
TKS1	0.83	2.93 %
VNR2	0.79	3.53 %
NGR1	0.73	2.10 %
TCN1	0.73	2.97 %
ASM1	0.46	3.12 %
APK1	0.40	2.17 %
TYI1	0.34	2.49 %
MAR1	0.23	1.14 %
SDI1	0.21	1.76 %
KGL1	0.17	2.91 %
PKD1	0.12	0.48 %
COL1		0.00 %
ERL2		0.00 %
KSM1		0.00 %
MMT1		0.00 %
S2SD		0.00 %
TVL2		0.00 %
WHTV		0.00 %
Total	33.24	4.07 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	15.27	7.98 %
Fridge	10.15	6.39 %
Air-Cond	0.24	0.41 %
Total	25.66	6.24 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.77	3.18 %
CBE1	0.51	3.66 %
PPI1	0.28	3.29 %
TPR4	0.21	2.03 %
PDM1	0.12	1.23 %
KGI1	0.12	2.41 %
KGM1	0.11	1.88 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
UMP1		0.00 %
WZSD		0.00 %
Total	25.66	6.24 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	14.71	7.64 %
Wash-Mac	9.48	4.95 %
Air-Cond	1.33	1.25 %
Total	25.53	5.18 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.33	3.25 %
ATU1	0.90	3.86 %
HSR1	0.88	4.04 %
SLM3	0.70	3.69 %
SLM2	0.61	2.71 %
ERD1	0.28	0.83 %
DPR2	0.28	4.08 %
EDP1	0.24	3.32 %
TRM1	0.19	1.69 %
ERD2	0.11	0.38 %
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	25.53	5.18 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	13.88	5.78 %
Wash-Mac	9.32	5.37 %
Air-Cond	1.29	0.44 %
Total	24.49	3.45 %

Branch *	MTD Sales L	Brand Share %
TRY1	4.14	4.05 %
MVM1	0.95	1.88 %
PTK1	0.88	2.72 %
TTP1	0.75	4.24 %
PDK1	0.68	3.24 %
TNJ2	0.59	1.48 %
MSI1	0.49	3.49 %
TRY2	0.48	2.87 %
PBR2	0.46	0.95 %
JKM1	0.41	1.91 %
NGT1	0.13	0.49 %
AYR1	0.11	0.80 %
KIK1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	24.49	3.45 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	9.87	6.26 %
Fridge	8.08	5.31 %
Air-Cond	2.52	0.90 %
Total	20.47	3.47 %

Branch *	MTD Sales L	Brand Share %
CH15	1.77	2.65 %
CH03	1.37	2.10 %
CH18	1.28	3.55 %
CH21	1.23	3.77 %
CH12	0.95	2.50 %
CH09	0.91	4.16 %
CH33	0.85	3.47 %
CH34	0.74	2.55 %
CH06	0.55	1.74 %
MJR1	0.47	1.80 %
UKI1	0.32	2.90 %
CH23	0.31	3.94 %
CH46	0.25	2.47 %
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	20.47	3.47 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	10.94	9.40 %
Wash-Mac	6.84	6.93 %
Air-Cond	1.31	1.13 %
D-Freez	0.45	19.10 %
Total	19.54	5.87 %

Branch *	MTD Sales L	Brand Share %
KPM1	0.69	4.32 %
TRT1	0.38	2.44 %
CGM1	0.34	2.91 %
UGI1	0.21	4.35 %
VEL1	0.20	1.27 %
CPT1	0.15	1.95 %
ABR1	0.11	1.08 %
CYR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
WHVL		0.00 %
Total	19.54	5.87 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	10.15	7.84 %
Wash-Mac	7.49	6.61 %
Air-Cond	0.82	0.60 %
Total	18.46	4.80 %

Branch *	MTD Sales L	Brand Share %
POY1	2.07	4.21 %
CDM1	1.01	3.98 %
KLM1	0.93	4.41 %
TDM1	0.85	4.31 %
CUD1	0.77	1.94 %
POY2	0.69	4.33 %
TVM1	0.28	3.33 %
VCM1	0.15	1.04 %
TVM2		0.00 %
VPM1		0.00 %
WHNV		0.00 %
Total	18.46	4.80 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.36	12.82 %
Wash-Mac	1.25	11.40 %
Fridge	0.36	2.27 %
Total	2.97	7.76 %

Branch *	MTD Sales L	Brand Share %
Total	2.97	7.76 %