

MTD Sales
312.48 L

Brand Share %
4.54 %

Information:

MTD : 01-08-2025 To 16-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.54 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	160.04	7.22 %
Wash-Mac	129.70	6.23 %
Air-Cond	20.97	0.82 %
D-Freez	1.77	5.91 %
Total	312.48	4.54 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	48.74	4.51 %
SOUTH-03	44.28	5.61 %
SOUTH-01	43.73	4.05 %
TRICHY-01	32.39	3.45 %
WEST-01	30.47	6.16 %
WEST-02	30.14	4.86 %
CHENNAI-02	29.56	3.60 %
NORTH ARCOT	25.91	5.89 %
SOUTH ARCOT	23.88	4.21 %
KL-SOUTH	3.39	7.25 %
Total	312.48	4.54 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	24.45	8.85 %
Wash-Mac	21.29	7.88 %
Air-Cond	3.00	0.57 %
Total	48.74	4.51 %

Branch *	MTD Sales L	Brand Share %
CH11	2.54	3.97 %
CH14	2.06	3.20 %
CH42	1.58	3.13 %
AVD1	0.68	1.66 %
CH19	0.39	0.60 %
TKM1	0.39	3.13 %
CH35	0.21	0.97 %
CH26		0.00 %
CH29		0.00 %
CH38		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC02		0.00 %
WHC3		0.00 %
Total	48.74	4.51 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	22.82	8.10 %
Wash-Mac	19.20	7.44 %
Air-Cond	2.03	0.82 %
D-Freez	0.24	9.68 %
Total	44.28	5.61 %

Branch *	MTD Sales L	Brand Share %
USL1	0.82	3.98 %
MDU4	0.79	3.51 %
DGL2	0.65	3.93 %
TEN2	0.62	4.07 %
DKI1	0.42	2.20 %
PVI1	0.13	0.71 %
KRR1	0.11	0.54 %
KKD2	0.11	0.45 %
TDI1	0.11	1.15 %
BTU1		0.00 %
MLR1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
WHMD		0.00 %
Total	44.28	5.61 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	25.14	7.34 %
Wash-Mac	16.25	5.09 %
Air-Cond	1.66	0.40 %
D-Freez	0.68	10.80 %
Total	43.73	4.05 %

Branch *	MTD Sales L	Brand Share %
TUT2	1.89	4.14 %
TVL1	1.71	1.53 %
KVT1	1.70	2.94 %
VNR2	1.50	3.16 %
TKS1	1.46	3.47 %
VLY1	1.21	3.51 %
NGR1	0.94	2.10 %
TYI1	0.74	4.40 %
TCN1	0.73	2.37 %
APK1	0.67	2.91 %
VNR1	0.50	3.95 %
ASM1	0.46	2.52 %
MAR1	0.37	1.41 %
SDI1	0.33	2.27 %
KGL1	0.29	3.22 %
PKD1	0.25	0.79 %
ERL2	0.12	0.38 %
COL1		0.00 %
KSM1		0.00 %
MMT1		0.00 %
S2SD		0.00 %
TVL2		0.00 %
WHTV		0.00 %
Total	43.73	4.05 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	19.37	6.00 %
Wash-Mac	11.05	4.74 %
Air-Cond	1.77	0.47 %
D-Freez	0.20	7.65 %
Total	32.39	3.45 %

Branch *	MTD Sales L	Brand Share %
TRY1	5.46	4.02 %
TVR2	1.92	3.88 %
TNJ2	1.22	2.36 %
PTK1	1.12	2.62 %
MVM1	1.09	1.71 %
TTP1	0.98	4.25 %
PDK1	0.80	3.24 %
JKM1	0.73	2.58 %
PBR2	0.58	0.96 %
MSI1	0.49	2.64 %
TRY2	0.48	2.25 %
NGT1	0.35	0.95 %
AYR1	0.11	0.69 %
KIK1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	32.39	3.45 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	16.91	7.47 %
Fridge	12.17	6.42 %
Air-Cond	1.39	1.81 %
Total	30.47	6.16 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.10	3.51 %
CBE1	0.74	3.76 %
TPR4	0.32	2.78 %
PPI1	0.28	2.83 %
PDM1	0.12	1.07 %
KGI1	0.12	2.05 %
KGM1	0.11	1.69 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
UMP1		0.00 %
WZSD		0.00 %
Total	30.47	6.16 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	17.09	7.20 %
Wash-Mac	11.12	4.59 %
Air-Cond	1.92	1.38 %
Total	30.14	4.86 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.49	2.99 %
HSR1	1.09	3.89 %
ATU1	1.06	3.58 %
SLM3	0.89	3.11 %
SLM2	0.76	2.67 %
TRM1	0.31	2.17 %
ERD1	0.28	0.68 %
EDP1	0.24	2.16 %
ERD2	0.11	0.31 %
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	30.14	4.86 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	13.42	6.02 %
Fridge	11.07	5.11 %
Air-Cond	5.07	1.33 %
Total	29.56	3.60 %

Branch *	MTD Sales L	Brand Share %
CH15	3.24	3.60 %
CH03	3.08	3.23 %
CH18	1.75	3.58 %
CH21	1.57	3.61 %
CH33	1.04	3.31 %
CH34	1.01	2.87 %
MJR1	0.74	1.75 %
CH06	0.55	1.37 %
UKI1	0.32	2.24 %
CH23	0.31	1.53 %
CH46	0.25	1.66 %
CH27	0.24	1.73 %
CH31	0.17	1.30 %
CH01		0.00 %
CH20		0.00 %
CH32		0.00 %
CH41		0.00 %
GPD1		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	29.56	3.60 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	13.88	9.15 %
Wash-Mac	9.42	7.30 %
Air-Cond	1.96	1.25 %
D-Freez	0.65	22.13 %
Total	25.91	5.89 %

Branch *	MTD Sales L	Brand Share %
KPM1	0.92	4.32 %
CGM1	0.46	3.19 %
VEL1	0.40	1.45 %
TRT1	0.38	2.05 %
CPT1	0.27	2.55 %
UGI1	0.21	3.69 %
ABR1	0.11	0.76 %
CYR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
WHVL		0.00 %
Total	25.91	5.89 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	13.70	7.59 %
Wash-Mac	9.36	5.59 %
Air-Cond	0.82	0.39 %
Total	23.88	4.21 %

Branch *	MTD Sales L	Brand Share %
POY1	3.23	4.11 %
POY2	2.03	3.23 %
CDM1	1.63	4.37 %
NVL2	1.26	4.41 %
TDM1	0.99	4.16 %
CUD1	0.77	1.46 %
PRT1	0.68	3.97 %
TVM1	0.38	3.96 %
VCM1	0.15	0.63 %
TVM2		0.00 %
VPM1		0.00 %
WHNV		0.00 %
Total	23.88	4.21 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	1.67	11.88 %
Air-Cond	1.36	10.09 %
Fridge	0.36	1.97 %
Total	3.39	7.25 %

Branch *	MTD Sales L	Brand Share %
Total	3.39	7.25 %