

MTD Sales
325.54 L

Brand Share %
4.47 %

Information:

MTD : 01-08-2025 To 17-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.47 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	169.73	7.19 %
Wash-Mac	132.94	6.03 %
Air-Cond	20.91	0.78 %
D-Freez	1.97	6.14 %
Total	325.54	4.47 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	51.19	4.47 %
SOUTH-03	46.61	5.54 %
SOUTH-01	45.47	4.00 %
TRICHY-01	33.29	3.37 %
CHENNAI-02	31.70	3.66 %
WEST-01	31.70	5.85 %
WEST-02	30.87	4.73 %
NORTH ARCOT	26.86	5.67 %
SOUTH ARCOT	24.33	4.13 %
KL-SOUTH	3.53	6.75 %
Total	325.54	4.47 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	26.31	8.86 %
Wash-Mac	21.89	7.73 %
Air-Cond	3.00	0.53 %
Total	51.19	4.47 %

Branch *	MTD Sales L	Brand Share %
CH11	2.66	4.09 %
CH14	2.06	3.13 %
CH42	1.58	2.77 %
AVD1	0.68	1.61 %
CH19	0.39	0.57 %
TKM1	0.39	2.79 %
CH35	0.21	0.91 %
CH26		0.00 %
CH29		0.00 %
CH38		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC02		0.00 %
WHC3		0.00 %
Total	51.19	4.47 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	24.45	8.15 %
Wash-Mac	19.90	7.27 %
Air-Cond	2.03	0.76 %
D-Freez	0.24	8.79 %
Total	46.61	5.54 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.45	4.31 %
MDU6	2.02	4.24 %
MDU4	0.90	3.60 %
DGL2	0.65	3.65 %
TEN2	0.62	4.07 %
DKI1	0.42	1.96 %
PVI1	0.13	0.63 %
KRR1	0.11	0.51 %
KKD2	0.11	0.43 %
TDI1	0.11	1.09 %
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	46.61	5.54 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	26.39	7.25 %
Wash-Mac	16.85	4.99 %
Air-Cond	1.35	0.31 %
D-Freez	0.88	12.39 %
Total	45.47	4.00 %

Branch *	MTD Sales L	Brand Share %
TKS2	1.96	4.31 %
TUT2	1.89	4.00 %
TVL1	1.71	1.44 %
KVT1	1.70	2.81 %
VNR2	1.64	3.24 %
TKS1	1.60	3.70 %
NGR1	1.21	2.62 %
VLY1	1.21	3.30 %
TCN1	0.89	2.75 %
TYI1	0.74	4.19 %
APK1	0.67	2.80 %
UDN1	0.67	4.25 %
VNR1	0.50	3.77 %
ASM1	0.46	2.50 %
ERL2	0.44	1.27 %
MAR1	0.37	1.33 %
SDI1	0.33	1.92 %
KGL1	0.29	3.08 %
PKD1	0.25	0.77 %
KSM1	0.12	2.06 %
COL1		0.00 %
MMT1		0.00 %
S2SD		0.00 %
TVL2		0.00 %
WHTV		0.00 %
Total	45.47	4.00 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	20.26	5.95 %
Wash-Mac	11.05	4.49 %
Air-Cond	1.77	0.44 %
D-Freez	0.20	7.65 %
Total	33.29	3.37 %

Branch *	MTD Sales L	Brand Share %
TRY1	6.01	4.10 %
TVR2	2.13	4.10 %
TNJ2	1.36	2.51 %
PTK1	1.12	2.43 %
MVM1	1.09	1.63 %
TTP1	0.98	4.08 %
PDK1	0.80	2.99 %
JKM1	0.73	2.51 %
PBR2	0.58	0.92 %
MSI1	0.49	2.48 %
TRY2	0.48	2.16 %
NGT1	0.35	0.92 %
AYR1	0.11	0.66 %
KIK1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	33.29	3.37 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	13.54	5.82 %
Fridge	13.10	5.60 %
Air-Cond	5.07	1.27 %
Total	31.70	3.66 %

Branch *	MTD Sales L	Brand Share %
CH03	3.38	3.39 %
CH15	3.24	3.41 %
CH18	1.75	3.31 %
CH21	1.57	3.58 %
CH09	1.32	4.36 %
CH34	1.12	3.11 %
CH33	1.04	3.10 %
MJR1	0.74	1.71 %
CH06	0.55	1.31 %
UKI1	0.32	2.06 %
CH23	0.31	1.44 %
CH46	0.25	1.59 %
CH27	0.24	1.63 %
CH31	0.17	1.28 %
CH01		0.00 %
CH20		0.00 %
CH32		0.00 %
CH41		0.00 %
GPD1		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	31.70	3.66 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	17.24	7.11 %
Fridge	12.82	6.19 %
Air-Cond	1.64	1.81 %
Total	31.70	5.85 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.10	3.40 %
CBE1	0.74	3.43 %
UMP1	0.41	3.22 %
TPR4	0.32	2.54 %
PPI1	0.28	2.67 %
PDM1	0.12	1.04 %
KGI1	0.12	2.05 %
KGM1	0.11	1.61 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
WZSD		0.00 %
Total	31.70	5.85 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	17.73	7.14 %
Wash-Mac	11.22	4.35 %
Air-Cond	1.92	1.32 %
Total	30.87	4.73 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.49	2.83 %
ATU1	1.20	3.95 %
HSR1	1.19	3.95 %
SLM3	0.89	2.78 %
SLM2	0.64	2.18 %
ERD2	0.33	0.85 %
TRM1	0.31	2.00 %
ERD1	0.28	0.65 %
EDP1	0.24	2.13 %
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	30.87	4.73 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	14.33	8.82 %
Wash-Mac	9.92	7.17 %
Air-Cond	1.96	1.15 %
D-Freez	0.65	20.59 %
Total	26.86	5.67 %

Branch *	MTD Sales L	Brand Share %
KPM1	0.92	3.72 %
CGM1	0.46	3.13 %
VEL1	0.40	1.32 %
TRT1	0.38	2.04 %
CPT1	0.27	2.40 %
UGI1	0.21	2.12 %
ABR1	0.11	0.72 %
CYR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
WHVL		0.00 %
Total	26.86	5.67 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	13.84	7.35 %
Wash-Mac	9.66	5.52 %
Air-Cond	0.82	0.37 %
Total	24.33	4.13 %

Branch *	MTD Sales L	Brand Share %
POY1	3.37	4.09 %
POY2	2.18	3.34 %
CDM1	1.79	4.41 %
NVL2	1.26	4.36 %
TDM1	0.99	4.09 %
CUD1	0.77	1.42 %
PRT1	0.68	3.97 %
TVM1	0.38	3.58 %
VCM1	0.15	0.61 %
TVM2		0.00 %
VPM1		0.00 %
WHNV		0.00 %
Total	24.33	4.13 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	1.67	10.67 %
Air-Cond	1.36	8.79 %
Fridge	0.49	2.45 %
Total	3.53	6.75 %

Branch *	MTD Sales L	Brand Share %
Total	3.53	6.75 %