

MTD Sales
348.11 L

Brand Share %
4.46 %

Information:

MTD : 01-08-2025 To 20-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.46 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	183.58	7.25 %
Wash-Mac	138.17	5.79 %
Air-Cond	24.16	0.85 %
D-Freez	2.21	6.12 %
Total	348.11	4.46 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	53.27	4.38 %
SOUTH-01	51.22	4.10 %
SOUTH-03	50.68	5.62 %
TRICHY-01	35.81	3.42 %
CHENNAI-02	33.65	3.65 %
WEST-01	33.30	5.67 %
WEST-02	32.37	4.69 %
NORTH ARCOT	28.50	5.64 %
SOUTH ARCOT	25.44	4.13 %
KL-SOUTH	3.88	5.38 %
Total	348.11	4.46 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	27.55	8.76 %
Wash-Mac	21.70	7.00 %
Air-Cond	3.79	0.65 %
D-Freez	0.24	4.21 %
Total	53.27	4.38 %

Branch *	MTD Sales L	Brand Share %
CH16	3.68	4.05 %
CH11	2.81	4.04 %
CH14	2.35	3.24 %
CH42	2.34	3.80 %
KNR1	0.90	4.30 %
AVD1	0.68	1.51 %
CH19	0.39	0.55 %
TKM1	0.39	2.59 %
CH35	0.21	0.86 %
CH26		0.00 %
CH29		0.00 %
CH38		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC02		0.00 %
WHC3		0.00 %
Total	53.27	4.38 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	29.98	7.53 %
Wash-Mac	18.51	4.92 %
Air-Cond	1.85	0.40 %
D-Freez	0.88	11.49 %
Total	51.22	4.10 %

Branch *	MTD Sales L	Brand Share %
KVT1	2.21	3.44 %
TUT2	2.04	3.91 %
VNR2	1.91	3.47 %
TVL1	1.71	1.33 %
NGR1	1.61	2.43 %
TKS1	1.60	3.66 %
TCN1	1.36	3.75 %
VLY1	1.21	3.02 %
APK1	0.96	3.55 %
TYI1	0.74	4.03 %
ERL2	0.56	1.53 %
VNR1	0.50	3.20 %
ASM1	0.46	2.37 %
MAR1	0.37	1.22 %
SDI1	0.33	1.73 %
KGL1	0.29	2.96 %
PKD1	0.25	0.74 %
COL1		0.00 %
MMT1		0.00 %
S2SD		0.00 %
TVL2		0.00 %
Total	51.22	4.10 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	27.33	8.48 %
Wash-Mac	20.80	7.05 %
Air-Cond	2.31	0.82 %
D-Freez	0.24	7.05 %
Total	50.68	5.62 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.66	4.19 %
MDU4	0.90	3.30 %
DGL2	0.65	3.36 %
TEN2	0.62	3.81 %
MNM1	0.48	4.45 %
DKI1	0.42	1.75 %
KRR1	0.25	1.08 %
TDI1	0.23	2.03 %
PVI1	0.13	0.58 %
KKD2	0.11	0.40 %
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	50.68	5.62 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	21.55	5.94 %
Wash-Mac	11.36	4.34 %
Air-Cond	2.70	0.64 %
D-Freez	0.20	6.42 %
Total	35.81	3.42 %

Branch *	MTD Sales L	Brand Share %
TRY1	6.71	4.22 %
TVR2	2.13	3.87 %
TNJ2	1.36	2.45 %
PTK1	1.29	2.60 %
MVM1	1.09	1.52 %
TTP1	0.98	3.90 %
PDK1	0.93	3.32 %
PBR2	0.73	1.09 %
JKM1	0.73	2.42 %
TRY2	0.60	2.58 %
NGT1	0.57	1.44 %
MSI1	0.49	2.35 %
AYR1	0.11	0.60 %
KIK1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	35.81	3.42 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	14.19	5.83 %
Wash-Mac	13.66	5.39 %
Air-Cond	5.80	1.37 %
Total	33.65	3.65 %

Branch *	MTD Sales L	Brand Share %
CH03	3.55	3.38 %
CH15	3.24	3.12 %
CH18	2.03	3.47 %
CH21	1.71	3.66 %
CH34	1.12	2.93 %
CH33	1.04	2.89 %
MJR1	0.74	1.64 %
CH06	0.55	1.22 %
UKI1	0.32	1.80 %
CH23	0.31	1.35 %
CH27	0.24	1.49 %
CH31	0.17	1.18 %
CH01		0.00 %
CH20		0.00 %
CH32		0.00 %
CH41		0.00 %
GPD1		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	33.65	3.65 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	18.15	6.95 %
Fridge	13.50	6.03 %
Air-Cond	1.64	1.66 %
Total	33.30	5.67 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.46	4.26 %
CBE1	0.74	2.85 %
TPR4	0.51	3.87 %
UMP1	0.41	3.04 %
PPI1	0.28	2.52 %
PDM1	0.12	0.95 %
KGI1	0.12	1.72 %
KGM1	0.11	1.61 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
WZSD		0.00 %
Total	33.30	5.67 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	18.98	7.24 %
Wash-Mac	11.47	4.20 %
Air-Cond	1.92	1.25 %
Total	32.37	4.69 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.61	2.88 %
ATU1	1.20	3.91 %
HSR1	1.19	3.61 %
SLM3	0.89	2.71 %
SLM2	0.64	2.08 %
EDP1	0.36	2.97 %
ERD2	0.33	0.80 %
TRM1	0.31	1.82 %
ERD1	0.28	0.62 %
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	32.37	4.69 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	15.46	8.80 %
Wash-Mac	10.43	7.05 %
Air-Cond	1.96	1.10 %
D-Freez	0.65	19.18 %
Total	28.50	5.64 %

Branch *	MTD Sales L	Brand Share %
KPM1	0.92	3.63 %
TRT1	0.67	3.37 %
CGM1	0.46	3.10 %
VEL1	0.40	1.20 %
CPT1	0.27	2.22 %
UGI1	0.21	2.12 %
ABR1	0.11	0.64 %
CYR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
WHVL		0.00 %
Total	28.50	5.64 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	14.55	7.36 %
Wash-Mac	10.07	5.42 %
Air-Cond	0.82	0.36 %
Total	25.44	4.13 %

Branch *	MTD Sales L	Brand Share %
POY1	3.49	4.04 %
POY2	2.18	3.22 %
NVL2	1.26	4.28 %
CUD1	0.77	1.29 %
PRT1	0.68	3.79 %
TVM1	0.38	3.46 %
VCM1	0.15	0.60 %
TVM2		0.00 %
VPM1		0.00 %
WHNV		0.00 %
Total	25.44	4.13 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	2.02	9.53 %
Air-Cond	1.36	6.87 %
Fridge	0.49	1.65 %
Total	3.88	5.38 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.11	0.92 %
Total	3.88	5.38 %