

MTD Sales
357.73 L

Brand Share %
4.46 %

Information:

MTD : 01-08-2025 To 23-08-2025

* 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	186.71	7.22 %
Wash-Mac	139.78	5.74 %
Air-Cond	29.03	0.98 %
D-Freez	2.21	5.79 %
Total	357.73	4.46 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	56.32	4.27 %
CHENNAI-01	54.89	4.40 %
SOUTH-03	50.69	5.50 %
TRICHY-01	36.84	3.45 %
CHENNAI-02	34.24	3.64 %
WEST-01	33.86	5.69 %
WEST-02	32.50	4.56 %
NORTH ARCOT	28.86	5.62 %
SOUTH ARCOT	25.65	4.12 %
KL-SOUTH	3.88	5.10 %
Total	357.73	4.46 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	31.21	7.60 %
Wash-Mac	19.29	4.96 %
Air-Cond	4.94	0.97 %
D-Freez	0.88	11.49 %
Total	56.32	4.27 %

Branch *	MTD Sales L	Brand Share %
RPM1	2.43	4.40 %
KVT1	2.35	3.58 %
TUT2	2.04	3.85 %
VNR2	1.91	3.37 %
NGR1	1.72	2.35 %
TVL1	1.71	1.30 %
TKS1	1.60	3.60 %
TCN1	1.50	4.01 %
VLY1	1.35	3.33 %
APK1	0.96	3.48 %
TYI1	0.74	3.91 %
ERL2	0.56	1.29 %
VNR1	0.50	3.04 %
ASM1	0.46	2.33 %
MAR1	0.37	1.20 %
SDI1	0.33	1.64 %
ERL1	0.30	-12.76 %
KGL1	0.29	2.67 %
KSM1	0.29	4.46 %
PKD1	0.25	0.70 %
COL1	0.12	1.53 %
MMT1		0.00 %
S2SD		0.00 %
TVL2		0.00 %
Total	56.32	4.27 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	28.16	8.74 %
Wash-Mac	21.89	6.93 %
Air-Cond	4.60	0.76 %
D-Freez	0.24	4.08 %
Total	54.89	4.40 %

Branch *	MTD Sales L	Brand Share %
CH16	3.68	3.89 %
CH11	2.81	4.00 %
CH14	2.35	3.20 %
KNR1	0.90	4.24 %
AVD1	0.68	1.49 %
CH19	0.39	0.53 %
TKM1	0.39	2.53 %
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	54.89	4.40 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	27.49	8.39 %
Wash-Mac	20.65	6.83 %
Air-Cond	2.31	0.80 %
D-Freez	0.24	5.78 %
Total	50.69	5.50 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.66	4.09 %
MDU4	0.90	3.27 %
DGL2	0.65	3.36 %
TEN2	0.62	3.61 %
MNM1	0.48	4.31 %
DKI1	0.42	1.72 %
KRR1	0.25	1.08 %
TDI1	0.23	1.90 %
PVI1	0.13	0.56 %
KKD2	0.11	0.38 %
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	50.69	5.50 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	21.70	5.85 %
Wash-Mac	11.51	4.30 %
Air-Cond	3.43	0.80 %
D-Freez	0.20	5.72 %
Total	36.84	3.45 %

Branch *	MTD Sales L	Brand Share %
TRY1	6.71	4.16 %
TVR2	2.13	3.76 %
TNJ2	1.60	2.88 %
PTK1	1.29	2.53 %
JKM1	1.21	3.87 %
MVM1	1.09	1.48 %
TTP1	0.98	3.79 %
PDK1	0.93	3.29 %
PBR2	0.73	1.07 %
TRY2	0.60	2.58 %
NGT1	0.57	1.42 %
MSI1	0.49	2.32 %
AYR1	0.11	0.58 %
KIK1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	36.84	3.45 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	14.66	5.91 %
Wash-Mac	13.78	5.37 %
Air-Cond	5.80	1.34 %
Total	34.24	3.64 %

Branch *	MTD Sales L	Brand Share %
CH03	3.55	3.32 %
CH15	3.24	3.09 %
CH18	2.03	3.38 %
CH21	1.71	3.61 %
CH34	1.12	2.84 %
CH33	1.04	2.84 %
MJR1	0.74	1.61 %
CH06	0.55	1.21 %
CH27	0.36	2.13 %
UKI1	0.32	1.77 %
CH23	0.31	1.35 %
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	34.24	3.64 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	18.47	6.95 %
Fridge	13.50	5.96 %
Air-Cond	1.89	1.87 %
Total	33.86	5.69 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.77	4.39 %
PLI1	1.46	4.26 %
CBE1	0.98	3.70 %
UMP1	0.41	3.00 %
PPI1	0.28	2.50 %
PDM1	0.12	0.94 %
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	33.86	5.69 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	19.12	7.11 %
Wash-Mac	11.47	4.12 %
Air-Cond	1.92	1.18 %
Total	32.50	4.56 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.61	2.84 %
ATU1	1.20	3.81 %
HSR1	1.19	3.61 %
SLM3	0.89	2.64 %
SLM2	0.64	2.06 %
EDP1	0.49	4.00 %
ERD2	0.33	0.78 %
TRM1	0.31	1.77 %
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	32.50	4.56 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	15.83	8.79 %
Wash-Mac	10.43	6.97 %
Air-Cond	1.96	1.08 %
D-Freez	0.65	16.65 %
Total	28.86	5.62 %

Branch *	MTD Sales L	Brand Share %
KPM1	0.92	3.63 %
TRT1	0.67	3.37 %
CGM1	0.46	3.03 %
VEL1	0.40	1.18 %
CPT1	0.27	2.17 %
UGI1	0.21	2.12 %
ABR1	0.11	0.63 %
CYR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
WHVL		0.00 %
Total	28.86	5.62 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	14.55	7.29 %
Wash-Mac	10.27	5.45 %
Air-Cond	0.82	0.36 %
Total	25.65	4.12 %

Branch *	MTD Sales L	Brand Share %
POY1	3.49	3.96 %
POY2	2.18	3.19 %
TRK1	1.68	4.37 %
NVL2	1.26	4.28 %
PRT1	0.83	4.37 %
CUD1	0.77	1.29 %
TVM1	0.38	3.46 %
VCM1	0.35	1.39 %
TVM2		0.00 %
VPM1		0.00 %
WHNV		0.00 %
Total	25.65	4.12 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	2.02	9.23 %
Air-Cond	1.36	6.66 %
Fridge	0.49	1.51 %
Total	3.88	5.10 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.11	0.78 %
Total	3.88	5.10 %