

MTD Sales
374.73 L

Brand Share %
4.34 %

Information:

MTD : 01-08-2025 To 25-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.34 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	194.44	7.02 %
Wash-Mac	142.55	5.44 %
Air-Cond	35.53	1.11 %
D-Freez	2.21	5.30 %
Total	374.73	4.34 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	60.22	4.41 %
SOUTH-01	59.45	4.21 %
SOUTH-03	50.69	5.31 %
TRICHY-01	39.08	3.41 %
CHENNAI-02	36.02	3.52 %
WEST-01	34.58	5.49 %
WEST-02	33.89	4.46 %
NORTH ARCOT	29.97	5.29 %
SOUTH ARCOT	26.38	3.86 %
KL-SOUTH	4.45	4.97 %
Total	374.73	4.34 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	30.18	8.61 %
Wash-Mac	22.73	6.54 %
Air-Cond	7.08	1.07 %
D-Freez	0.24	3.95 %
Total	60.22	4.41 %

Branch *	MTD Sales L	Brand Share %
CH16	3.68	3.47 %
CH11	3.20	4.04 %
CH14	2.51	3.11 %
KNR1	0.90	3.97 %
AVD1	0.68	1.38 %
TKM1	0.58	3.37 %
CH19	0.39	0.53 %
CH35	0.21	0.74 %
CH26		0.00 %
CH29		0.00 %
CH38		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC02		0.00 %
WHC3		0.00 %
Total	60.22	4.41 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	33.29	7.52 %
Wash-Mac	19.58	4.71 %
Air-Cond	5.70	1.04 %
D-Freez	0.88	11.22 %
Total	59.45	4.21 %

Branch *	MTD Sales L	Brand Share %
KVT1	2.50	3.48 %
TUT2	2.31	4.04 %
NGR1	2.14	2.18 %
VNR2	2.14	3.46 %
TVL1	1.86	1.31 %
TKS1	1.77	3.76 %
TCN1	1.50	4.01 %
VLY1	1.35	3.07 %
APK1	0.96	3.11 %
TYI1	0.74	3.91 %
VNR1	0.72	4.03 %
ERL2	0.56	1.29 %
ASM1	0.46	2.33 %
MAR1	0.37	1.20 %
SDI1	0.33	1.61 %
ERL1	0.30	-12.76 %
KGL1	0.29	2.67 %
PKD1	0.25	0.70 %
COL1	0.12	1.53 %
MMT1		0.00 %
S2SD		0.00 %
TVL2		0.00 %
Total	59.45	4.21 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	27.49	8.08 %
Wash-Mac	20.65	6.64 %
Air-Cond	2.31	0.77 %
D-Freez	0.24	5.54 %
Total	50.69	5.31 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.66	3.77 %
MDU4	0.90	3.07 %
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	5.31 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	21.92	5.62 %
Wash-Mac	11.87	4.15 %
Air-Cond	5.08	1.09 %
D-Freez	0.20	5.38 %
Total	39.08	3.41 %

Branch *	MTD Sales L	Brand Share %
TRY1	6.71	3.69 %
TVR2	2.49	3.86 %
PBR2	1.62	2.00 %
TNJ2	1.60	2.75 %
PTK1	1.29	2.31 %
MVM1	1.21	1.54 %
JKM1	1.21	3.71 %
TTP1	0.98	3.79 %
PDK1	0.93	3.16 %
TRY2	0.60	2.58 %
NGT1	0.57	1.42 %
MSI1	0.49	2.23 %
AYR1	0.11	0.58 %
KIK1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	39.08	3.41 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	15.72	5.89 %
Wash-Mac	13.99	4.93 %
Air-Cond	6.31	1.34 %
Total	36.02	3.52 %

Branch *	MTD Sales L	Brand Share %
CH03	3.69	3.13 %
CH15	3.48	2.99 %
CH18	2.03	3.25 %
CH21	1.87	3.76 %
CH09	1.55	4.20 %
CH33	1.19	3.03 %
CH34	1.12	2.80 %
MJR1	0.74	1.56 %
CH06	0.55	1.07 %
CH27	0.36	1.93 %
UKI1	0.32	1.29 %
CH23	0.31	1.27 %
CH31	0.17	1.07 %
CH01		0.00 %
CH20		0.00 %
CH32		0.00 %
CH41		0.00 %
GPD1		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	36.02	3.52 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	18.77	6.72 %
Fridge	13.66	5.65 %
Air-Cond	2.15	2.04 %
Total	34.58	5.49 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.86	4.11 %
PLI1	1.46	4.11 %
CBE1	1.08	3.87 %
UMP1	0.41	2.79 %
PPI1	0.28	2.50 %
PDM1	0.12	0.94 %
KGI1	0.12	1.57 %
KGM1	0.11	1.61 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
WZSD		0.00 %
Total	34.58	5.49 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	19.85	6.94 %
Wash-Mac	11.58	3.95 %
Air-Cond	2.45	1.38 %
Total	33.89	4.46 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.77	2.98 %
ATU1	1.20	3.71 %
HSR1	1.19	3.55 %
SLM3	0.89	2.57 %
SLM2	0.64	1.99 %
EDP1	0.49	4.00 %
PDR1	0.43	4.02 %
ERD1	0.40	0.60 %
ERD2	0.33	0.70 %
TRM1	0.31	1.69 %
BMD1		0.00 %
HRR1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
PMP1		0.00 %
TCG1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	33.89	4.46 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	16.54	8.49 %
Wash-Mac	10.82	6.38 %
Air-Cond	1.96	0.99 %
D-Freez	0.65	14.81 %
Total	29.97	5.29 %

Branch *	MTD Sales L	Brand Share %
KPM1	0.92	3.44 %
TRT1	0.67	3.24 %
CGM1	0.46	2.87 %
VEL1	0.40	1.06 %
CPT1	0.27	1.95 %
UGI1	0.21	2.09 %
ABR1	0.11	0.59 %
CYR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
WHVL		0.00 %
Total	29.97	5.29 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	15.29	7.05 %
Wash-Mac	10.27	4.95 %
Air-Cond	0.82	0.33 %
Total	26.38	3.86 %

Branch *	MTD Sales L	Brand Share %
POY1	3.49	3.92 %
POY2	2.18	3.19 %
VPM2	2.15	3.96 %
NVL2	1.40	2.67 %
CUD1	0.92	1.37 %
TVM1	0.38	3.46 %
VCM1	0.35	1.39 %
TVM2		0.00 %
VPM1		0.00 %
WHNV		0.00 %
Total	26.38	3.86 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	2.29	8.95 %
Air-Cond	1.67	7.22 %
Fridge	0.49	1.24 %
Total	4.45	4.97 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.24	1.45 %
Total	4.45	4.97 %