

MTD Sales
430.54 L

Brand Share %
5.05 %

Information:

MTD : 01-07-2025 To 26-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.05 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	214.28	8.48 %
Wash-Mac	121.04	5.49 %
Air-Cond	92.70	2.47 %
D-Freez	2.52	5.59 %
Total	430.54	5.05 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	77.74	5.39 %
SOUTH-01	72.15	4.96 %
SOUTH-03	52.68	5.26 %
WEST-02	42.29	6.03 %
TRICHY-01	42.02	3.58 %
CHENNAI-02	41.21	4.07 %
WEST-01	35.29	7.04 %
SOUTH ARCOT	33.19	4.99 %
NORTH ARCOT	29.82	5.84 %
KL-SOUTH	4.13	5.88 %
Total	430.54	5.05 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	32.54	8.83 %
Air-Cond	26.16	3.41 %
Wash-Mac	18.35	6.12 %
D-Freez	0.69	13.72 %
Total	77.74	5.39 %

Branch *	MTD Sales L	Brand Share %
CH19	4.09	4.42 %
CH42	3.44	4.95 %
CH14	3.19	3.44 %
CH48	2.31	4.22 %
CH08	2.10	1.93 %
CH30	1.74	4.42 %
AVD1	1.58	4.03 %
KNR1	1.11	2.74 %
CH38	0.50	1.46 %
WHC3	0.38	0.66 %
CGL1	0.13	0.43 %
CH26		0.00 %
CH29		0.00 %
CH35		0.00 %
CH37		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC02		0.00 %
WCHN		0.00 %
Total	77.74	5.39 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	38.68	9.50 %
Wash-Mac	19.07	4.85 %
Air-Cond	13.70	2.13 %
D-Freez	0.70	8.34 %
Total	72.15	4.96 %

Branch *	MTD Sales L	Brand Share %
NGR1	3.32	4.73 %
VL11	2.40	4.87 %
VNR2	2.39	4.25 %
TKS1	2.09	3.90 %
TUT2	1.74	2.61 %
UDN1	1.69	4.19 %
ERL1	1.04	5.04 %
TVL1	1.04	0.87 %
TKY1	0.92	4.76 %
STU2	0.86	2.97 %
PKD1	0.77	1.41 %
MAR1	0.36	0.63 %
S2SD	0.36	1.98 %
ASM1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
MMT1		0.00 %
SDI1		0.00 %
TVL2		0.00 %
Total	72.15	4.96 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	25.69	8.15 %
Wash-Mac	20.48	7.55 %
Air-Cond	6.28	1.54 %
D-Freez	0.23	3.47 %
Total	52.68	5.26 %

Branch *	MTD Sales L	Brand Share %
MDU1	4.96	3.88 %
ATG1	2.06	4.46 %
DKI1	1.29	4.17 %
MDU6	1.28	2.74 %
PVI1	0.56	2.67 %
BNR1	0.36	3.36 %
TDI1	0.35	1.49 %
ODM1	0.31	3.06 %
KRR1	0.30	1.47 %
SVG1	0.26	0.68 %
CMR1	0.22	4.19 %
KKD2	0.20	0.60 %
BTU1		0.00 %
MLR1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
Total	52.68	5.26 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	23.50	8.15 %
Wash-Mac	14.74	5.49 %
Air-Cond	4.05	2.86 %
Total	42.29	6.03 %

Branch *	MTD Sales L	Brand Share %
ATU1	1.13	4.15 %
HSR1	1.03	3.18 %
WZWH	0.63	3.06 %
ERD1	0.51	1.49 %
SGG1	0.30	4.67 %
CMI1	0.29	3.61 %
KMM1	0.14	1.14 %
TCG1	0.12	0.98 %
BMD1		0.00 %
ERD2		0.00 %
HRR1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
WHKP		0.00 %
Total	42.29	6.03 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	24.09	7.49 %
Air-Cond	10.67	1.73 %
Wash-Mac	7.04	3.02 %
D-Freez	0.22	8.17 %
Total	42.02	3.58 %

Branch *	MTD Sales L	Brand Share %
TRY1	9.36	3.12 %
KUM1	3.09	4.50 %
TNJ2	2.51	4.12 %
PBR2	2.17	3.01 %
NGT1	1.89	4.08 %
MVM1	1.44	2.29 %
PTK1	1.31	2.75 %
TVR2	0.58	1.09 %
PBR1	0.24	1.02 %
TRY2	0.12	0.35 %
MSI1	0.12	0.82 %
TZSD	0.07	0.55 %
AYR1		0.00 %
KIK1		0.00 %
ORU1		0.00 %
TRY3		0.00 %
TVR1		0.00 %
Total	42.02	3.58 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	17.30	7.06 %
Wash-Mac	12.59	5.54 %
Air-Cond	11.32	2.11 %
Total	41.21	4.07 %

Branch *	MTD Sales L	Brand Share %
CH03	4.70	3.85 %
CH33	1.73	4.33 %
MJR1	1.43	3.36 %
CH09	1.04	2.59 %
CH20	0.92	2.06 %
CH06	0.88	1.80 %
CH27	0.68	3.63 %
CH34	0.55	1.53 %
PON1	0.38	1.58 %
CH41	0.26	0.72 %
CH31	0.24	1.47 %
CH36	0.24	1.27 %
CH46	0.23	0.77 %
UKI1	0.20	1.25 %
CH12	0.14	0.23 %
CH01		0.00 %
CH23		0.00 %
CH32		0.00 %
GPD1		0.00 %
MC06		0.00 %
Total	41.21	4.07 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	18.06	8.96 %
Wash-Mac	13.87	6.38 %
Air-Cond	3.36	4.25 %
Total	35.29	7.04 %

Branch *	MTD Sales L	Brand Share %
SNR1	0.91	3.87 %
UMP1	0.50	2.66 %
TPR3	0.43	3.50 %
DPM2	0.30	2.47 %
CNR1	0.26	3.62 %
KGM1	0.19	1.27 %
WZSD	0.07	0.63 %
GDR1		0.00 %
KGI1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SUL1		0.00 %
WHCB		0.00 %
Total	35.29	7.04 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	16.08	8.39 %
Air-Cond	11.61	3.57 %
Wash-Mac	5.27	3.65 %
D-Freez	0.22	5.56 %
Total	33.19	4.99 %

Branch *	MTD Sales L	Brand Share %
POY1	4.50	4.91 %
CUD1	2.99	4.99 %
POY2	1.92	2.89 %
NVL2	1.75	3.44 %
TRK1	1.71	4.59 %
KLM1	1.31	3.13 %
CDM1	1.23	3.54 %
SJI1	0.73	4.16 %
TDM1	0.61	2.54 %
PRT1	0.16	0.80 %
TVM2		0.00 %
VPM1		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	33.19	4.99 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	17.39	10.82 %
Wash-Mac	8.19	6.21 %
Air-Cond	4.02	1.91 %
D-Freez	0.22	2.93 %
Total	29.82	5.84 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.78	4.70 %
VSI1	0.87	4.23 %
TRL1	0.69	1.88 %
GDM1	0.60	3.54 %
WJP1	0.54	4.59 %
KPM1	0.42	1.65 %
CYR1	0.33	2.59 %
VEL1	0.32	0.73 %
AKM1	0.23	0.94 %
CGM1	0.20	1.45 %
NASD		0.00 %
PTU1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
Total	29.82	5.84 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.52	6.73 %
Wash-Mac	1.43	8.07 %
Fridge	0.94	3.35 %
D-Freez	0.23	13.53 %
Total	4.13	5.88 %

Branch *	MTD Sales L	Brand Share %
Total	4.13	5.88 %