

MTD Sales
388.12 L

Brand Share %
4.30 %

Information:

MTD : 01-08-2025 To 26-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.30 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	201.29	6.92 %
Wash-Mac	145.76	5.33 %
Air-Cond	38.38	1.15 %
D-Freez	2.69	6.04 %
Total	388.12	4.30 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	62.43	4.21 %
CHENNAI-01	61.70	4.38 %
SOUTH-03	53.28	5.17 %
TRICHY-01	39.86	3.33 %
CHENNAI-02	36.38	3.45 %
WEST-01	35.96	5.57 %
WEST-02	35.29	4.44 %
NORTH ARCOT	30.65	5.22 %
SOUTH ARCOT	27.60	3.76 %
KL-SOUTH	4.97	5.23 %
Total	388.12	4.30 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	34.84	7.47 %
Wash-Mac	19.58	4.52 %
Air-Cond	6.90	1.20 %
D-Freez	1.11	12.69 %
Total	62.43	4.21 %

Branch *	MTD Sales L	Brand Share %
NGR1	3.06	2.91 %
TUT2	2.54	4.24 %
VNR2	2.28	3.61 %
TVL1	1.86	1.26 %
TKS1	1.77	3.71 %
TCN1	1.50	3.74 %
VLY1	1.35	3.02 %
APK1	0.96	3.06 %
TYI1	0.74	3.55 %
VNR1	0.72	4.00 %
ERL2	0.56	1.17 %
ASM1	0.46	2.25 %
MAR1	0.37	1.12 %
SDI1	0.33	1.56 %
ERL1	0.30	-12.76 %
KGL1	0.29	2.22 %
KSM1	0.29	3.76 %
PKD1	0.25	0.61 %
COL1	0.12	1.39 %
MMT1		0.00 %
S2SD		0.00 %
TVL2		0.00 %
Total	62.43	4.21 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	30.91	8.59 %
Wash-Mac	22.95	6.45 %
Air-Cond	7.60	1.11 %
D-Freez	0.24	3.95 %
Total	61.70	4.38 %

Branch *	MTD Sales L	Brand Share %
CH16	3.99	3.73 %
CH14	2.51	3.10 %
KNR1	0.90	3.69 %
AVD1	0.68	1.36 %
TKM1	0.58	3.27 %
CH19	0.39	0.45 %
CH35	0.21	0.71 %
CH26		0.00 %
CH29		0.00 %
CH38		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC02		0.00 %
WHC3		0.00 %
Total	61.70	4.38 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	28.45	7.71 %
Wash-Mac	22.28	6.65 %
Air-Cond	2.31	0.72 %
D-Freez	0.24	4.90 %
Total	53.28	5.17 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.66	3.63 %
MDU6	2.24	4.13 %
MDU4	0.90	3.01 %
DGL2	0.78	3.68 %
TEN2	0.62	3.19 %
DKI1	0.56	1.88 %
MNM1	0.48	3.93 %
TDI1	0.37	2.48 %
KRR1	0.25	1.02 %
PVI1	0.13	0.53 %
KKD2	0.11	0.34 %
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	53.28	5.17 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	22.22	5.45 %
Wash-Mac	11.87	4.00 %
Air-Cond	5.32	1.09 %
D-Freez	0.45	10.78 %
Total	39.86	3.33 %

Branch *	MTD Sales L	Brand Share %
TRY1	6.71	3.59 %
TVR2	2.49	3.64 %
PBR2	1.62	1.98 %
TNJ2	1.60	2.56 %
PTK1	1.29	2.24 %
MVM1	1.21	1.49 %
JKM1	1.21	3.64 %
PDK1	1.17	3.67 %
TTP1	0.98	3.50 %
TRY2	0.60	2.45 %
NGT1	0.57	1.28 %
MSI1	0.49	2.22 %
AYR1	0.11	0.53 %
KIK1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	39.86	3.33 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	15.87	5.77 %
Wash-Mac	14.20	4.83 %
Air-Cond	6.31	1.30 %
Total	36.38	3.45 %

Branch *	MTD Sales L	Brand Share %
CH03	3.69	3.10 %
CH15	3.48	2.90 %
CH18	2.03	2.98 %
CH21	1.87	3.76 %
CH09	1.55	4.18 %
CH34	1.37	3.08 %
CH33	1.19	3.00 %
MJR1	0.74	1.44 %
CH06	0.55	1.07 %
CH27	0.36	1.93 %
UKI1	0.32	1.29 %
CH23	0.31	1.25 %
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	36.38	3.45 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	18.92	6.64 %
Fridge	14.01	5.62 %
Air-Cond	3.03	2.79 %
Total	35.96	5.57 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.86	4.05 %
PLI1	1.46	4.05 %
CBE1	1.08	3.84 %
UMP1	0.41	2.76 %
PPI1	0.28	2.37 %
PDM1	0.12	0.93 %
KGI1	0.12	1.57 %
KGM1	0.11	1.61 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
SUL1		0.00 %
WZSD		0.00 %
Total	35.96	5.57 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	21.14	6.95 %
Wash-Mac	11.70	3.80 %
Air-Cond	2.45	1.36 %
Total	35.29	4.44 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.77	2.88 %
ATU1	1.34	4.06 %
HSR1	1.19	3.42 %
SLM3	0.89	2.53 %
SLM2	0.64	1.97 %
ERD1	0.55	0.82 %
EDP1	0.49	3.62 %
PDR1	0.43	3.98 %
ERD2	0.33	0.68 %
TRM1	0.31	1.68 %
KMM1	0.15	1.24 %
BMD1		0.00 %
HRR1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
PMP1		0.00 %
TCG1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	35.29	4.44 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	16.86	8.37 %
Wash-Mac	11.17	6.40 %
Air-Cond	1.96	0.95 %
D-Freez	0.65	13.69 %
Total	30.65	5.22 %

Branch *	MTD Sales L	Brand Share %
KPM1	0.92	3.11 %
TRT1	0.67	3.10 %
CGM1	0.46	2.84 %
VEL1	0.40	1.04 %
CPT1	0.27	1.89 %
UGI1	0.21	2.05 %
ABR1	0.11	0.59 %
CYR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
WHVL		0.00 %
Total	30.65	5.22 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	16.39	7.01 %
Wash-Mac	10.39	4.66 %
Air-Cond	0.82	0.30 %
Total	27.60	3.76 %

Branch *	MTD Sales L	Brand Share %
POY1	3.64	3.99 %
POY2	2.18	3.08 %
VPM2	2.15	3.74 %
NVL2	1.40	2.52 %
KLM1	1.37	3.86 %
TDM1	1.13	4.08 %
PRT1	0.95	4.28 %
CUD1	0.92	1.33 %
TVM1	0.53	3.66 %
VCM1	0.35	1.30 %
TVM2		0.00 %
VPM1		0.00 %
WHNV		0.00 %
Total	27.60	3.76 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	2.69	9.80 %
Air-Cond	1.67	6.80 %
Fridge	0.62	1.47 %
Total	4.97	5.23 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.76	4.13 %
Total	4.97	5.23 %