

MTD Sales
413.36 L

Brand Share %
4.19 %

Information:

MTD : 01-08-2025 To 27-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.19 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	210.15	6.68 %
Wash-Mac	152.88	5.17 %
Air-Cond	46.94	1.26 %
D-Freez	3.39	6.92 %
Total	413.36	4.19 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	68.97	4.15 %
CHENNAI-01	64.68	4.22 %
SOUTH-03	55.97	4.96 %
TRICHY-01	41.42	3.17 %
CHENNAI-02	40.99	3.53 %
WEST-01	36.79	5.37 %
WEST-02	36.76	4.29 %
NORTH ARCOT	32.21	5.15 %
SOUTH ARCOT	30.40	3.79 %
KL-SOUTH	5.18	5.01 %
Total	413.36	4.19 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	36.99	7.20 %
Wash-Mac	21.43	4.44 %
Air-Cond	8.98	1.37 %
D-Freez	1.58	16.38 %
Total	68.97	4.15 %

Branch *	MTD Sales L	Brand Share %
TUT1	8.38	4.02 %
NGR1	3.06	2.63 %
VNR2	2.71	3.98 %
TUT2	2.54	3.74 %
TVL1	1.86	1.14 %
TKS1	1.77	3.36 %
VLY1	1.35	2.49 %
APK1	0.96	2.81 %
TYI1	0.89	3.44 %
ERL2	0.75	1.44 %
VNR1	0.72	3.62 %
MAR1	0.61	1.69 %
ASM1	0.46	1.84 %
SDI1	0.33	1.39 %
ERL1	0.30	-12.76 %
KGL1	0.29	2.01 %
PKD1	0.25	0.57 %
COL1	0.12	1.31 %
APK2		0.00 %
MMT1		0.00 %
S2SD		0.00 %
TVL2		0.00 %
Total	68.97	4.15 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	31.81	8.11 %
Wash-Mac	23.58	6.06 %
Air-Cond	9.05	1.21 %
D-Freez	0.24	3.75 %
Total	64.68	4.22 %

Branch *	MTD Sales L	Brand Share %
CH16	4.38	3.84 %
CH14	2.51	2.92 %
CGL1	1.36	3.16 %
KNR1	0.90	3.57 %
AVD1	0.68	1.31 %
TKM1	0.58	3.06 %
CH19	0.39	0.43 %
CH35	0.21	0.63 %
CH26		0.00 %
CH29		0.00 %
CH38		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC02		0.00 %
WHC3		0.00 %
Total	64.68	4.22 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	29.68	7.47 %
Wash-Mac	22.95	6.36 %
Air-Cond	3.10	0.85 %
D-Freez	0.24	4.69 %
Total	55.97	4.96 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.66	3.53 %
MDU4	0.90	2.83 %
DGL2	0.78	3.44 %
TEN2	0.62	2.78 %
DKI1	0.56	1.75 %
MNM1	0.48	3.52 %
TDI1	0.37	2.16 %
KKD2	0.35	0.93 %
KRR1	0.25	0.95 %
PVI1	0.13	0.48 %
PKM1	0.12	0.86 %
BTU1		0.00 %
KYK1		0.00 %
MLR1		0.00 %
ODM1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
WHMD		0.00 %
Total	55.97	4.96 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	22.43	5.16 %
Wash-Mac	12.48	3.94 %
Air-Cond	5.83	1.06 %
D-Freez	0.68	13.08 %
Total	41.42	3.17 %

Branch *	MTD Sales L	Brand Share %
TRY1	6.94	3.44 %
TVR2	2.64	3.45 %
PBR2	1.62	1.83 %
TNJ2	1.60	2.41 %
PTK1	1.29	2.13 %
MVM1	1.21	1.39 %
JKM1	1.21	3.29 %
PDK1	1.17	3.38 %
TTP1	1.13	3.44 %
MSI1	0.71	2.67 %
TRY2	0.60	2.29 %
NGT1	0.57	1.16 %
AYR1	0.11	0.48 %
KIK1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	41.42	3.17 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	16.60	5.47 %
Wash-Mac	15.49	4.82 %
Air-Cond	8.90	1.67 %
Total	40.99	3.53 %

Branch *	MTD Sales L	Brand Share %
CH15	3.71	2.94 %
CH03	3.69	2.88 %
CH18	2.67	3.68 %
CH09	1.67	4.03 %
CH34	1.58	3.21 %
CH33	1.19	2.73 %
MJR1	0.98	1.66 %
CH06	0.55	1.00 %
CH20	0.53	0.97 %
CH27	0.36	1.80 %
UKI1	0.32	1.21 %
CH23	0.31	1.18 %
CH31	0.17	0.96 %
CH01		0.00 %
CH32		0.00 %
CH41		0.00 %
GPD1		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	40.99	3.53 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	19.19	6.42 %
Fridge	14.57	5.53 %
Air-Cond	3.03	2.54 %
Total	36.79	5.37 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.11	4.08 %
PLI1	1.74	3.91 %
CBE1	1.08	3.81 %
UMP1	0.41	2.63 %
PPI1	0.28	2.20 %
PDM1	0.12	0.87 %
KGI1	0.12	1.40 %
KGM1	0.11	1.30 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
SUL1		0.00 %
WZSD		0.00 %
Total	36.79	5.37 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	22.21	6.79 %
Wash-Mac	12.09	3.65 %
Air-Cond	2.45	1.26 %
Total	36.76	4.29 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.77	2.63 %
ATU1	1.46	3.88 %
HSR1	1.33	3.66 %
SLM3	0.89	2.44 %
SLM2	0.64	1.89 %
ERD1	0.55	0.78 %
EDP1	0.49	3.27 %
PDR1	0.43	3.93 %
ERD2	0.33	0.64 %
TRM1	0.31	1.50 %
KMM1	0.15	1.19 %
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	36.76	4.29 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	17.14	8.01 %
Wash-Mac	11.77	6.27 %
Air-Cond	2.65	1.21 %
D-Freez	0.65	12.36 %
Total	32.21	5.15 %

Branch *	MTD Sales L	Brand Share %
KPM1	0.92	2.92 %
TRT1	0.67	2.89 %
CGM1	0.46	2.65 %
VEL1	0.40	0.99 %
CPT1	0.27	1.74 %
UGI1	0.21	1.97 %
ABR1	0.11	0.56 %
CYR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
WHVL		0.00 %
Total	32.21	5.15 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	17.97	7.11 %
Wash-Mac	11.13	4.63 %
Air-Cond	1.30	0.43 %
Total	30.40	3.79 %

Branch *	MTD Sales L	Brand Share %
POY1	4.17	3.81 %
VPM2	2.27	3.74 %
POY2	2.18	2.93 %
NVL2	1.40	2.34 %
KLM1	1.37	3.55 %
PRT1	0.95	3.90 %
CUD1	0.92	1.24 %
TVM1	0.64	3.46 %
VCM1	0.35	1.23 %
TVM2		0.00 %
VPM1		0.00 %
WHNV		0.00 %
Total	30.40	3.79 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	2.78	9.58 %
Air-Cond	1.67	6.21 %
Fridge	0.74	1.59 %
Total	5.18	5.01 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.76	3.61 %
Total	5.18	5.01 %