

MTD Sales
471.71 L

Brand Share %
5.14 %

Information:

MTD : 01-07-2025 To 28-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.14 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	235.07	8.51 %
Wash-Mac	137.10	5.59 %
Air-Cond	96.80	2.47 %
D-Freez	2.75	5.58 %
Total	471.71	5.14 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	84.18	5.42 %
SOUTH-01	77.69	5.11 %
SOUTH-03	58.87	5.49 %
WEST-02	46.29	5.86 %
TRICHY-01	45.71	3.69 %
CHENNAI-02	44.87	4.10 %
WEST-01	39.57	7.09 %
SOUTH ARCOT	36.46	5.10 %
NORTH ARCOT	33.18	5.93 %
KL-SOUTH	4.87	6.38 %
Total	471.71	5.14 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	35.99	8.89 %
Air-Cond	27.20	3.37 %
Wash-Mac	20.30	6.07 %
D-Freez	0.69	11.98 %
Total	84.18	5.42 %

Branch *	MTD Sales L	Brand Share %
CH19	4.36	4.40 %
CH42	3.75	5.10 %
CH14	3.61	3.62 %
CH48	2.46	4.39 %
CH08	2.22	1.92 %
CH30	1.74	3.97 %
AVD1	1.58	3.62 %
KNR1	1.32	3.10 %
CGL1	0.72	2.31 %
CH38	0.50	1.41 %
WHC3	0.38	0.66 %
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	84.18	5.42 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	40.64	9.38 %
Wash-Mac	21.36	5.06 %
Air-Cond	14.98	2.28 %
D-Freez	0.70	7.52 %
Total	77.69	5.11 %

Branch *	MTD Sales L	Brand Share %
NGR1	3.32	4.39 %
VNR2	2.51	4.35 %
VLY1	2.40	4.72 %
TKS1	2.35	4.19 %
TUT2	2.02	2.98 %
UDN1	1.80	4.33 %
TVL1	1.18	0.94 %
STU2	0.98	3.28 %
PDI1	0.94	4.93 %
TKY1	0.92	4.42 %
PKD1	0.77	1.36 %
MAR1	0.36	0.59 %
S2SD	0.36	1.98 %
ASM1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
MMT1		0.00 %
SDI1		0.00 %
TVL2		0.00 %
Total	77.69	5.11 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	28.96	8.42 %
Wash-Mac	22.93	7.70 %
Air-Cond	6.54	1.54 %
D-Freez	0.45	6.24 %
Total	58.87	5.49 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.51	3.91 %
ATG1	2.28	4.73 %
MDU6	1.44	2.80 %
DKI1	1.29	3.95 %
PVI1	0.56	2.53 %
KRR1	0.43	1.93 %
TDI1	0.35	1.46 %
ODM1	0.31	3.06 %
SVG1	0.26	0.66 %
KKD2	0.20	0.55 %
BTU1		0.00 %
MLR1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
Total	58.87	5.49 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	25.68	7.93 %
Wash-Mac	16.57	5.40 %
Air-Cond	4.05	2.58 %
Total	46.29	5.86 %

Branch *	MTD Sales L	Brand Share %
SLM2	1.79	5.14 %
HSR1	1.39	3.73 %
ATU1	1.13	3.84 %
ERD1	0.83	1.89 %
WZWH	0.63	3.06 %
SGG1	0.30	4.08 %
KMM1	0.14	1.07 %
TCG1	0.12	0.90 %
CMI1	0.10	1.18 %
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	46.29	5.86 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	26.27	7.61 %
Air-Cond	10.95	1.72 %
Wash-Mac	8.27	3.26 %
D-Freez	0.22	7.54 %
Total	45.71	3.69 %

Branch *	MTD Sales L	Brand Share %
TRY1	9.06	2.97 %
TNJ2	2.87	4.50 %
PBR2	2.69	3.52 %
NGT1	1.99	4.08 %
PTK1	1.76	3.48 %
MVM1	1.44	2.08 %
JKM1	1.27	4.92 %
TVR2	0.71	1.20 %
PBR1	0.24	0.95 %
TRY2	0.12	0.34 %
MSI1	0.12	0.79 %
TZSD	0.07	0.55 %
AYR1		0.00 %
KIK1		0.00 %
ORU1		0.00 %
TRY3		0.00 %
TVR1		0.00 %
Total	45.71	3.69 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	18.51	6.79 %
Wash-Mac	14.50	5.57 %
Air-Cond	11.85	2.13 %
Total	44.87	4.10 %

Branch *	MTD Sales L	Brand Share %
CH03	4.81	3.68 %
CH33	1.86	4.37 %
MJR1	1.41	3.09 %
CH09	1.21	2.91 %
CH06	1.18	2.27 %
CH34	1.02	1.94 %
CH20	0.92	1.95 %
CH27	0.68	3.44 %
CH12	0.60	0.95 %
PON1	0.38	1.45 %
CH41	0.26	0.67 %
CH31	0.24	1.43 %
CH36	0.24	1.19 %
CH46	0.23	0.75 %
UKI1	0.20	1.11 %
CH01		0.00 %
CH23		0.00 %
CH32		0.00 %
GPD1		0.00 %
MC06		0.00 %
Total	44.87	4.10 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	19.89	8.94 %
Wash-Mac	16.32	6.59 %
Air-Cond	3.36	3.98 %
Total	39.57	7.09 %

Branch *	MTD Sales L	Brand Share %
CBE4	1.43	4.21 %
UAM1	0.78	4.91 %
UMP1	0.50	2.48 %
DPM2	0.30	2.13 %
CNR1	0.26	3.57 %
KGM1	0.19	1.19 %
PDM1	0.11	0.95 %
WZSD	0.07	0.63 %
GDR1		0.00 %
KGI1		0.00 %
PPI1		0.00 %
SUL1		0.00 %
WHCB		0.00 %
Total	39.57	7.09 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	18.45	8.84 %
Air-Cond	11.61	3.40 %
Wash-Mac	6.17	3.87 %
D-Freez	0.22	5.30 %
Total	36.46	5.10 %

Branch *	MTD Sales L	Brand Share %
POY1	4.50	4.50 %
POY2	2.22	3.11 %
CDM1	1.84	4.90 %
TRK1	1.71	4.31 %
KLM1	1.65	3.76 %
NVL2	1.57	3.01 %
SJI1	0.88	4.25 %
TDM1	0.61	2.46 %
PRT1	0.16	0.72 %
TVM2		0.00 %
VPM1		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	36.46	5.10 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	19.73	11.10 %
Wash-Mac	8.95	6.00 %
Air-Cond	4.28	1.90 %
D-Freez	0.22	2.76 %
Total	33.18	5.93 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.92	4.65 %
SBR1	1.89	4.75 %
TRL1	0.69	1.71 %
WJP1	0.68	4.83 %
AKM1	0.64	2.33 %
GDM1	0.60	3.36 %
KPM1	0.42	1.57 %
CYR1	0.33	2.37 %
VEL1	0.32	0.68 %
CGM1	0.20	1.42 %
NASD		0.00 %
PTU1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
Total	33.18	5.93 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.98	7.89 %
Wash-Mac	1.71	8.84 %
Fridge	0.94	3.16 %
D-Freez	0.23	11.90 %
Total	4.87	6.38 %

Branch *	MTD Sales L	Brand Share %
Total	4.87	6.38 %