

MTD Sales
422.38 L

Brand Share %
4.17 %

Information:

MTD : 01-08-2025 To 28-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.17 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	214.56	6.64 %
Wash-Mac	155.46	5.13 %
Air-Cond	48.74	1.28 %
D-Freez	3.62	7.25 %
Total	422.38	4.17 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	69.98	4.09 %
CHENNAI-01	66.46	4.23 %
SOUTH-03	57.07	4.92 %
CHENNAI-02	41.91	3.52 %
TRICHY-01	41.42	3.09 %
WEST-02	37.78	4.29 %
WEST-01	37.61	5.38 %
NORTH ARCOT	33.20	5.17 %
SOUTH ARCOT	31.63	3.80 %
KL-SOUTH	5.32	4.94 %
Total	422.38	4.17 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	37.40	7.07 %
Wash-Mac	21.77	4.39 %
Air-Cond	9.24	1.37 %
D-Freez	1.58	16.09 %
Total	69.98	4.09 %

Branch *	MTD Sales L	Brand Share %
TUT1	8.38	3.93 %
NGR1	3.06	2.60 %
VNR2	2.71	3.79 %
TUT2	2.54	3.72 %
TVL1	1.86	1.11 %
TKS1	1.77	3.23 %
VLY1	1.35	2.48 %
TYI1	1.03	3.87 %
APK1	0.96	2.65 %
ERL2	0.87	1.64 %
VNR1	0.72	3.53 %
MAR1	0.61	1.62 %
ASM1	0.46	1.79 %
SDI1	0.33	1.33 %
ERL1	0.30	-12.76 %
KGL1	0.29	1.99 %
PKD1	0.25	0.55 %
COL1	0.12	1.27 %
APK2		0.00 %
MMT1		0.00 %
S2SD		0.00 %
TVL2		0.00 %
Total	69.98	4.09 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	32.12	8.01 %
Wash-Mac	24.29	6.12 %
Air-Cond	9.82	1.28 %
D-Freez	0.24	3.75 %
Total	66.46	4.23 %

Branch *	MTD Sales L	Brand Share %
CH16	4.38	3.79 %
CH14	2.51	2.89 %
CGL1	1.36	2.84 %
KNR1	0.90	3.54 %
AVD1	0.68	1.26 %
TKM1	0.58	3.02 %
CH19	0.57	0.61 %
CH35	0.21	0.61 %
CH26		0.00 %
CH29		0.00 %
CH38		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC02		0.00 %
WHC3		0.00 %
Total	66.46	4.23 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	30.29	7.40 %
Wash-Mac	23.22	6.28 %
Air-Cond	3.10	0.83 %
D-Freez	0.47	8.36 %
Total	57.07	4.92 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.66	3.46 %
MDU4	0.90	2.77 %
DGL2	0.78	3.31 %
TEN2	0.62	2.76 %
DKI1	0.56	1.70 %
TDI1	0.49	2.75 %
MNM1	0.48	3.35 %
KKD2	0.35	0.89 %
KRR1	0.25	0.93 %
PVI1	0.13	0.47 %
PKM1	0.12	0.83 %
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	57.07	4.92 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	16.96	5.44 %
Wash-Mac	15.79	4.81 %
Air-Cond	9.15	1.67 %
Total	41.91	3.52 %

Branch *	MTD Sales L	Brand Share %
CH03	3.94	3.05 %
CH15	3.71	2.91 %
CH18	2.67	3.64 %
CH09	1.67	4.00 %
CH34	1.58	3.09 %
PON1	1.27	4.09 %
CH33	1.19	2.66 %
MJR1	0.98	1.66 %
CH06	0.55	0.99 %
CH20	0.53	0.97 %
CH27	0.36	1.73 %
UKI1	0.32	1.14 %
CH23	0.31	1.17 %
CH31	0.17	0.95 %
CH01		0.00 %
CH32		0.00 %
CH41		0.00 %
GPD1		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	41.91	3.52 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	22.43	5.03 %
Wash-Mac	12.48	3.83 %
Air-Cond	5.83	1.03 %
D-Freez	0.68	13.08 %
Total	41.42	3.09 %

Branch *	MTD Sales L	Brand Share %
TRY1	6.94	3.33 %
TVR2	2.64	3.39 %
PBR2	1.62	1.78 %
TNJ2	1.60	2.38 %
PTK1	1.29	2.07 %
MVM1	1.21	1.36 %
JKM1	1.21	3.16 %
PDK1	1.17	3.28 %
TTP1	1.13	3.35 %
MSI1	0.71	2.65 %
TRY2	0.60	2.28 %
NGT1	0.57	1.13 %
AYR1	0.11	0.47 %
KIK1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	41.42	3.09 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	22.93	6.82 %
Wash-Mac	12.40	3.62 %
Air-Cond	2.45	1.23 %
Total	37.78	4.29 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.77	2.57 %
HSR1	1.47	3.94 %
ATU1	1.46	3.81 %
SLM3	0.89	2.29 %
SLM2	0.64	1.88 %
ERD1	0.55	0.77 %
EDP1	0.49	3.25 %
PDR1	0.43	3.80 %
ERD2	0.33	0.62 %
TRM1	0.31	1.39 %
KMM1	0.15	1.16 %
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	37.78	4.29 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	19.31	6.33 %
Fridge	15.27	5.66 %
Air-Cond	3.03	2.51 %
Total	37.61	5.38 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.11	4.03 %
CBE1	1.08	3.81 %
TPR4	0.64	4.01 %
UMP1	0.41	2.57 %
PPI1	0.28	2.15 %
PDM1	0.12	0.87 %
KGI1	0.12	1.38 %
KGM1	0.11	1.23 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
SUL1		0.00 %
WZSD		0.00 %
Total	37.61	5.38 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	17.87	8.13 %
Wash-Mac	12.04	6.24 %
Air-Cond	2.65	1.18 %
D-Freez	0.65	12.36 %
Total	33.20	5.17 %

Branch *	MTD Sales L	Brand Share %
KPM1	0.92	2.89 %
TRT1	0.78	3.31 %
CGM1	0.46	2.57 %
VEL1	0.40	0.96 %
CPT1	0.27	1.74 %
UGI1	0.21	1.97 %
ABR1	0.11	0.55 %
CYR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
WHVL		0.00 %
Total	33.20	5.17 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	18.57	7.09 %
Wash-Mac	11.25	4.57 %
Air-Cond	1.81	0.57 %
Total	31.63	3.80 %

Branch *	MTD Sales L	Brand Share %
POY1	4.46	4.00 %
VPM2	2.27	3.67 %
POY2	2.18	2.65 %
NVL2	1.40	2.31 %
KLM1	1.37	3.36 %
CUD1	0.92	1.20 %
TVM1	0.64	3.41 %
VCM1	0.35	1.21 %
TVM2		0.00 %
VPM1		0.00 %
WHNV		0.00 %
Total	31.63	3.80 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	2.92	9.62 %
Air-Cond	1.67	6.04 %
Fridge	0.74	1.52 %
Total	5.32	4.94 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.76	3.36 %
Total	5.32	4.94 %