

MTD Sales
493.77 L

Brand Share %
5.16 %

Information:

MTD : 01-07-2025 To 29-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.16 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	244.84	8.48 %
Wash-Mac	142.97	5.59 %
Air-Cond	103.21	2.53 %
D-Freez	2.75	5.26 %
Total	493.77	5.16 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	88.00	5.50 %
SOUTH-01	85.31	5.14 %
SOUTH-03	61.19	5.56 %
WEST-02	47.97	5.91 %
CHENNAI-02	47.34	4.12 %
TRICHY-01	47.26	3.69 %
WEST-01	39.93	6.95 %
SOUTH ARCOT	37.94	5.16 %
NORTH ARCOT	33.70	5.87 %
KL-SOUTH	5.14	6.30 %
Total	493.77	5.16 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	38.42	9.21 %
Air-Cond	28.47	3.42 %
Wash-Mac	20.42	5.92 %
D-Freez	0.69	10.86 %
Total	88.00	5.50 %

Branch *	MTD Sales L	Brand Share %
CH19	4.48	4.38 %
CH42	3.75	5.00 %
CH14	3.61	3.53 %
CH48	2.46	4.36 %
CH08	2.22	1.89 %
WHC3	2.00	2.95 %
CH30	1.74	3.90 %
AVD1	1.58	3.49 %
KNR1	1.32	2.93 %
CGL1	0.72	2.26 %
CH38	0.50	1.37 %
CH26		0.00 %
CH29		0.00 %
CH35		0.00 %
CH37		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC02		0.00 %
WCHN	-0.20	2.47 %
Total	88.00	5.50 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	44.17	9.27 %
Wash-Mac	23.40	5.05 %
Air-Cond	17.03	2.40 %
D-Freez	0.70	7.30 %
Total	85.31	5.14 %

Branch *	MTD Sales L	Brand Share %
NGR1	3.62	4.47 %
VNR2	2.67	4.18 %
VLY1	2.58	4.89 %
TUT2	2.56	3.32 %
TKS1	2.48	4.23 %
UDN1	1.95	4.59 %
TCN1	1.82	4.42 %
TVL1	1.42	1.05 %
PKD1	1.20	1.79 %
STU2	0.98	3.03 %
PDI1	0.94	4.63 %
MAR1	0.36	0.58 %
S2SD	0.36	1.98 %
ASM1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
MMT1		0.00 %
SDI1		0.00 %
TVL2		0.00 %
Total	85.31	5.14 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	29.64	8.42 %
Wash-Mac	24.04	7.86 %
Air-Cond	7.05	1.62 %
D-Freez	0.45	6.00 %
Total	61.19	5.56 %

Branch *	MTD Sales L	Brand Share %
MDU1	6.01	4.10 %
ATG1	2.43	4.85 %
MDU6	1.57	2.99 %
DKI1	1.29	3.92 %
KRR1	0.69	2.93 %
BNR1	0.60	4.99 %
PVI1	0.56	2.42 %
TDI1	0.35	1.42 %
ODM1	0.31	3.02 %
SVG1	0.26	0.66 %
KKD2	0.20	0.54 %
BTU1		0.00 %
MLR1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
Total	61.19	5.56 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	26.32	7.87 %
Wash-Mac	17.35	5.51 %
Air-Cond	4.30	2.70 %
Total	47.97	5.91 %

Branch *	MTD Sales L	Brand Share %
HSR1	1.39	3.68 %
ATU1	1.13	3.65 %
ERD1	0.83	1.82 %
WZWH	0.63	3.03 %
CMI1	0.42	4.58 %
SGG1	0.30	4.08 %
KMM1	0.14	1.06 %
TCG1	0.12	0.83 %
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	47.97	5.91 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	19.71	6.90 %
Wash-Mac	15.52	5.73 %
Air-Cond	12.11	2.06 %
Total	47.34	4.12 %

Branch *	MTD Sales L	Brand Share %
CH15	6.37	5.16 %
CH03	5.60	4.10 %
MJR1	1.86	3.94 %
CH33	1.86	4.21 %
CH09	1.21	2.84 %
CH06	1.18	2.15 %
CH34	1.02	1.88 %
CH20	0.92	1.88 %
CH27	0.68	3.26 %
CH12	0.60	0.91 %
PON1	0.38	1.43 %
CH41	0.26	0.63 %
CH31	0.24	1.34 %
CH36	0.24	1.17 %
CH46	0.23	0.73 %
UKI1	0.20	1.06 %
CH01		0.00 %
CH23		0.00 %
CH32		0.00 %
GPD1		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	47.34	4.12 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	26.89	7.44 %
Air-Cond	11.72	1.79 %
Wash-Mac	8.43	3.22 %
D-Freez	0.22	7.54 %
Total	47.26	3.69 %

Branch *	MTD Sales L	Brand Share %
TRY1	9.27	2.98 %
TNJ2	2.87	4.27 %
PBR2	2.69	3.36 %
NGT1	1.99	3.89 %
PTK1	1.90	3.62 %
MVM1	1.57	2.20 %
JKM1	1.27	4.84 %
TVR2	0.71	1.13 %
PBR1	0.24	0.94 %
TRY2	0.12	0.33 %
MSI1	0.12	0.74 %
TZSD	0.07	0.55 %
AYR1		0.00 %
KIK1		0.00 %
ORU1		0.00 %
TRY3		0.00 %
TVR1		0.00 %
Total	47.26	3.69 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	20.03	8.75 %
Wash-Mac	16.54	6.42 %
Air-Cond	3.36	3.96 %
Total	39.93	6.95 %

Branch *	MTD Sales L	Brand Share %
CBE4	1.43	4.13 %
UAM1	0.78	4.83 %
UMP1	0.50	2.41 %
DPM2	0.30	1.87 %
CNR1	0.26	3.57 %
KGM1	0.19	1.19 %
PDM1	0.11	0.93 %
WZSD	0.07	0.63 %
GDR1		0.00 %
KGI1		0.00 %
PPI1		0.00 %
SUL1		0.00 %
WHCB		0.00 %
Total	39.93	6.95 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	18.78	8.78 %
Air-Cond	12.64	3.61 %
Wash-Mac	6.29	3.79 %
D-Freez	0.22	4.74 %
Total	37.94	5.16 %

Branch *	MTD Sales L	Brand Share %
POY1	4.67	4.54 %
POY2	2.48	3.39 %
CDM1	1.84	4.80 %
TRK1	1.71	4.27 %
KLM1	1.65	3.69 %
NVL2	1.57	2.92 %
TDM1	0.61	2.45 %
PRT1	0.16	0.70 %
TVM2		0.00 %
VPM1		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	37.94	5.16 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	19.93	10.92 %
Wash-Mac	9.26	6.07 %
Air-Cond	4.28	1.86 %
D-Freez	0.22	2.67 %
Total	33.70	5.87 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.92	4.50 %
SBR1	1.89	4.64 %
AKM1	0.76	2.68 %
TRL1	0.69	1.66 %
GDM1	0.60	3.32 %
KPM1	0.42	1.55 %
CYR1	0.33	2.37 %
VEL1	0.32	0.65 %
CGM1	0.20	1.39 %
NASD		0.00 %
PTU1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
Total	33.70	5.87 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	2.24	8.37 %
Wash-Mac	1.71	8.48 %
Fridge	0.94	2.90 %
D-Freez	0.23	11.90 %
Total	5.14	6.30 %

Branch *	MTD Sales L	Brand Share %
Total	5.14	6.30 %