

MTD Sales
430.30 L

Brand Share %
4.13 %

Information:

MTD : 01-08-2025 To 29-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.13 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	218.26	6.57 %
Wash-Mac	158.07	5.10 %
Air-Cond	50.35	1.28 %
D-Freez	3.62	7.06 %
Total	430.30	4.13 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	70.77	4.01 %
CHENNAI-01	68.09	4.22 %
SOUTH-03	59.13	4.91 %
CHENNAI-02	42.45	3.51 %
TRICHY-01	41.54	3.02 %
WEST-02	38.75	4.28 %
WEST-01	37.94	5.29 %
NORTH ARCOT	33.93	5.15 %
SOUTH ARCOT	32.14	3.79 %
KL-SOUTH	5.56	4.59 %
Total	430.30	4.13 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	37.88	7.00 %
Wash-Mac	22.07	4.36 %
Air-Cond	9.24	1.31 %
D-Freez	1.58	16.09 %
Total	70.77	4.01 %

Branch *	MTD Sales L	Brand Share %
TUT1	8.38	3.85 %
NGR1	3.06	2.55 %
VNR2	2.86	3.87 %
TUT2	2.54	3.64 %
TVL1	1.86	1.08 %
TKS1	1.77	3.12 %
VLY1	1.35	2.45 %
APK1	0.96	2.60 %
VNR1	0.87	4.06 %
ERL2	0.87	1.62 %
MAR1	0.61	1.59 %
ASM1	0.46	1.74 %
APK2	0.37	1.49 %
SDI1	0.33	1.32 %
ERL1	0.30	-12.76 %
KGL1	0.29	1.97 %
PKD1	0.25	0.54 %
COL1	0.12	1.23 %
MMT1		0.00 %
S2SD		0.00 %
TVL2		0.00 %
Total	70.77	4.01 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	32.50	7.79 %
Wash-Mac	24.59	6.04 %
Air-Cond	10.76	1.37 %
D-Freez	0.24	3.61 %
Total	68.09	4.22 %

Branch *	MTD Sales L	Brand Share %
CH16	4.38	3.64 %
CH14	2.51	2.82 %
CGL1	1.36	2.87 %
KNR1	1.08	3.74 %
AVD1	0.68	1.23 %
TKM1	0.58	2.92 %
CH19	0.57	0.60 %
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	68.09	4.22 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	31.44	7.46 %
Wash-Mac	23.46	6.18 %
Air-Cond	3.76	0.95 %
D-Freez	0.47	8.36 %
Total	59.13	4.91 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.66	3.13 %
MDU4	0.90	2.75 %
DGL2	0.78	3.27 %
KYK1	0.71	2.88 %
TEN2	0.62	2.71 %
DKI1	0.56	1.65 %
TDI1	0.49	2.63 %
KKD2	0.35	0.89 %
KRR1	0.25	0.91 %
PVI1	0.13	0.46 %
PKM1	0.12	0.79 %
BTU1		0.00 %
MLR1		0.00 %
ODM1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
WHMD		0.00 %
Total	59.13	4.91 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	17.23	5.42 %
Wash-Mac	16.07	4.82 %
Air-Cond	9.15	1.65 %
Total	42.45	3.51 %

Branch *	MTD Sales L	Brand Share %
CH03	3.94	3.05 %
CH15	3.71	2.85 %
CH18	2.80	3.68 %
CH09	1.67	3.89 %
CH34	1.58	3.00 %
PON1	1.27	4.10 %
CH33	1.19	2.57 %
MJR1	0.98	1.65 %
CH06	0.67	1.19 %
CH20	0.53	0.95 %
CH27	0.36	1.69 %
UKI1	0.32	1.13 %
CH23	0.31	1.14 %
CH31	0.17	0.90 %
CH01		0.00 %
CH32		0.00 %
CH41		0.00 %
GPD1		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	42.45	3.51 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	22.43	4.93 %
Wash-Mac	12.59	3.78 %
Air-Cond	5.83	1.01 %
D-Freez	0.68	12.67 %
Total	41.54	3.02 %

Branch *	MTD Sales L	Brand Share %
TRY1	6.94	3.26 %
TVR2	2.76	3.45 %
PBR2	1.62	1.74 %
TNJ2	1.60	2.34 %
PTK1	1.29	2.00 %
MVM1	1.21	1.34 %
JKM1	1.21	3.10 %
PDK1	1.17	3.21 %
TTP1	1.13	3.21 %
MSI1	0.71	2.61 %
TRY2	0.60	2.18 %
NGT1	0.57	1.10 %
AYR1	0.11	0.44 %
KIK1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	41.54	3.02 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	23.39	6.75 %
Wash-Mac	12.91	3.67 %
Air-Cond	2.45	1.20 %
Total	38.75	4.28 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.77	2.49 %
ATU1	1.46	3.69 %
SLM3	0.89	2.25 %
SLM2	0.64	1.83 %
ERD1	0.55	0.75 %
EDP1	0.49	3.14 %
PDR1	0.43	3.74 %
ERD2	0.33	0.61 %
TRM1	0.31	1.32 %
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	38.75	4.28 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	19.43	6.23 %
Fridge	15.49	5.56 %
Air-Cond	3.03	2.47 %
Total	37.94	5.29 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.11	4.01 %
CBE1	1.08	3.75 %
TPR4	0.64	3.97 %
UMP1	0.41	2.57 %
PPI1	0.28	2.10 %
PDM1	0.12	0.82 %
KGI1	0.12	1.30 %
KGM1	0.11	1.14 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
SUL1		0.00 %
WZSD		0.00 %
Total	37.94	5.29 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	18.35	8.15 %
Wash-Mac	12.28	6.28 %
Air-Cond	2.65	1.14 %
D-Freez	0.65	11.72 %
Total	33.93	5.15 %

Branch *	MTD Sales L	Brand Share %
KPM1	0.92	2.83 %
TRT1	0.78	3.21 %
CGM1	0.46	2.52 %
VEL1	0.40	0.96 %
CPT1	0.27	1.70 %
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	33.93	5.15 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	18.69	7.02 %
Wash-Mac	11.64	4.63 %
Air-Cond	1.81	0.56 %
Total	32.14	3.79 %

Branch *	MTD Sales L	Brand Share %
POY1	4.46	3.96 %
VPM2	2.39	3.79 %
POY2	2.18	2.61 %
NVL2	1.40	2.27 %
KLM1	1.37	3.26 %
PRT1	1.08	4.06 %
CUD1	0.92	1.17 %
TVM1	0.64	3.32 %
VCM1	0.35	1.19 %
TVM2		0.00 %
VPM1		0.00 %
WHNV		0.00 %
Total	32.14	3.79 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	3.04	9.43 %
Air-Cond	1.67	4.52 %
Fridge	0.86	1.69 %
Total	5.56	4.59 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.88	2.84 %
Total	5.56	4.59 %