

MTD Sales
514.16 L

Brand Share %
5.17 %

Information:

MTD : 01-07-2025 To 30-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.17 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	253.75	8.48 %
Wash-Mac	149.23	5.61 %
Air-Cond	108.43	2.56 %
D-Freez	2.75	4.98 %
Total	514.16	5.17 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	90.08	5.17 %
CHENNAI-01	90.03	5.43 %
SOUTH-03	62.30	5.48 %
WEST-02	51.05	6.00 %
CHENNAI-02	50.64	4.25 %
TRICHY-01	49.52	3.72 %
WEST-01	41.12	6.96 %
SOUTH ARCOT	39.20	5.12 %
NORTH ARCOT	35.08	5.93 %
KL-SOUTH	5.14	6.19 %
Total	514.16	5.17 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	46.79	9.35 %
Wash-Mac	24.79	5.04 %
Air-Cond	17.81	2.41 %
D-Freez	0.70	7.00 %
Total	90.08	5.17 %

Branch *	MTD Sales L	Brand Share %
NGR1	3.62	4.27 %
VNR2	2.67	3.97 %
TKS1	2.60	4.30 %
VLY1	2.58	4.76 %
TUT2	2.56	3.11 %
UDN1	1.95	4.47 %
TCN1	1.82	4.24 %
PKD1	1.55	2.28 %
TVL1	1.42	1.02 %
STU2	0.98	3.00 %
MAR1	0.36	0.56 %
S2SD	0.36	1.83 %
KSM1	0.12	1.15 %
ASM1		0.00 %
KGL1		0.00 %
MMT1		0.00 %
SDI1		0.00 %
TVL2		0.00 %
Total	90.08	5.17 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	39.27	9.19 %
Air-Cond	29.40	3.38 %
Wash-Mac	20.68	5.82 %
D-Freez	0.69	10.86 %
Total	90.03	5.43 %

Branch *	MTD Sales L	Brand Share %
CH19	4.73	4.37 %
CH42	3.92	5.11 %
CH14	3.61	3.42 %
CH48	2.76	4.85 %
WHC3	2.00	2.63 %
CH08	1.95	1.59 %
CH30	1.74	3.86 %
AVD1	1.58	3.47 %
KNR1	1.32	2.88 %
CGL1	0.90	2.80 %
CH38	0.50	1.34 %
CZWH	0.42	0.97 %
CH26		0.00 %
CH29		0.00 %
CH35		0.00 %
CH37		0.00 %
CH40		0.00 %
MC02		0.00 %
WCHN	-0.20	2.47 %
Total	90.03	5.43 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	30.15	8.32 %
Wash-Mac	24.65	7.83 %
Air-Cond	7.05	1.56 %
D-Freez	0.45	5.87 %
Total	62.30	5.48 %

Branch *	MTD Sales L	Brand Share %
MDU1	6.26	4.11 %
ATG1	2.55	4.85 %
MDU6	1.57	2.89 %
DKI1	1.29	3.76 %
KRR1	0.81	3.37 %
PVI1	0.56	2.37 %
TDI1	0.35	1.41 %
ODM1	0.31	2.90 %
SVG1	0.26	0.66 %
KKD2	0.20	0.52 %
PNI1	0.12	1.07 %
BTU1		0.00 %
MLR1		0.00 %
PKM1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
Total	62.30	5.48 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	28.59	8.26 %
Wash-Mac	17.90	5.45 %
Air-Cond	4.56	2.66 %
Total	51.05	6.00 %

Branch *	MTD Sales L	Brand Share %
HSR1	1.53	3.94 %
ATU1	1.28	3.94 %
ERD1	0.83	1.75 %
WZWH	0.63	2.86 %
CMI1	0.42	4.58 %
SGG1	0.30	3.96 %
KMM1	0.14	1.04 %
TCG1	0.12	0.79 %
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	51.05	6.00 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	20.39	6.87 %
Wash-Mac	16.67	5.93 %
Air-Cond	13.58	2.23 %
Total	50.64	4.25 %

Branch *	MTD Sales L	Brand Share %
CH03	5.60	3.95 %
MJR1	1.86	3.76 %
CH33	1.86	4.11 %
CH09	1.34	3.07 %
CH06	1.31	2.29 %
CH34	1.02	1.81 %
CH20	0.92	1.84 %
CH12	0.81	1.18 %
CH27	0.77	3.69 %
PON1	0.38	1.35 %
CH41	0.26	0.62 %
CH31	0.24	1.28 %
CH46	0.23	0.72 %
UKI1	0.20	1.01 %
CH01		0.00 %
CH23		0.00 %
CH32		0.00 %
GPD1		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	50.64	4.25 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	27.63	7.32 %
Air-Cond	13.00	1.92 %
Wash-Mac	8.67	3.20 %
D-Freez	0.22	5.93 %
Total	49.52	3.72 %

Branch *	MTD Sales L	Brand Share %
TRY1	9.16	2.87 %
TNJ2	2.87	4.05 %
PBR2	2.69	3.30 %
NGT1	1.99	3.84 %
PTK1	1.90	3.53 %
MVM1	1.72	2.25 %
JKM1	1.27	4.72 %
TVR2	0.71	1.06 %
PBR1	0.24	0.92 %
AYR1	0.13	0.60 %
TRY2	0.12	0.32 %
MSI1	0.12	0.71 %
TZSD	0.07	0.50 %
KIK1		0.00 %
ORU1		0.00 %
TRY3		0.00 %
TVR1		0.00 %
Total	49.52	3.72 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	20.57	8.73 %
Wash-Mac	17.20	6.51 %
Air-Cond	3.36	3.84 %
Total	41.12	6.96 %

Branch *	MTD Sales L	Brand Share %
CBE4	1.43	4.11 %
SNR1	1.36	5.11 %
UAM1	0.78	4.75 %
UMP1	0.76	3.55 %
DPM2	0.30	1.76 %
CNR1	0.26	3.50 %
KGM1	0.19	1.09 %
PDM1	0.11	0.93 %
WZSD	0.07	0.62 %
GDR1		0.00 %
KGI1		0.00 %
PPI1		0.00 %
SUL1		0.00 %
WHCB		0.00 %
Total	41.12	6.96 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	18.93	8.50 %
Air-Cond	13.16	3.63 %
Wash-Mac	6.88	3.94 %
D-Freez	0.22	4.47 %
Total	39.20	5.12 %

Branch *	MTD Sales L	Brand Share %
POY1	4.84	4.53 %
POY2	2.48	3.27 %
CDM1	2.08	5.14 %
TRK1	1.71	4.09 %
KLM1	1.65	3.55 %
NVL2	1.57	2.85 %
TDM1	0.61	2.23 %
PRT1	0.16	0.68 %
TVM2		0.00 %
VPM1		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	39.20	5.12 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	20.51	10.89 %
Wash-Mac	10.07	6.36 %
Air-Cond	4.28	1.81 %
D-Freez	0.22	2.53 %
Total	35.08	5.93 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.08	4.59 %
SBR1	1.89	4.44 %
VSI1	1.30	4.95 %
AKM1	0.76	2.65 %
TRL1	0.69	1.58 %
GDM1	0.60	3.30 %
KPM1	0.42	1.50 %
CYR1	0.33	2.37 %
VEL1	0.32	0.65 %
CGM1	0.20	1.39 %
UGI1	0.12	2.19 %
NASD		0.00 %
PTU1		0.00 %
SLG1		0.00 %
Total	35.08	5.93 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	2.24	8.37 %
Wash-Mac	1.71	8.37 %
Fridge	0.94	2.80 %
D-Freez	0.23	11.90 %
Total	5.14	6.19 %

Branch *	MTD Sales L	Brand Share %
Total	5.14	6.19 %