

MTD Sales
442.79 L

Brand Share %
4.11 %

Information:

MTD : 01-08-2025 To 30-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **4.11 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	223.07	6.52 %
Wash-Mac	161.53	5.07 %
Air-Cond	54.58	1.32 %
D-Freez	3.62	6.82 %
Total	442.79	4.11 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	71.78	3.94 %
CHENNAI-01	70.40	4.18 %
SOUTH-03	60.57	4.86 %
CHENNAI-02	43.43	3.49 %
TRICHY-01	42.21	3.00 %
WEST-01	39.70	5.42 %
WEST-02	39.40	4.23 %
NORTH ARCOT	34.95	4.96 %
SOUTH ARCOT	34.03	3.84 %
KL-SOUTH	6.33	4.98 %
Total	442.79	4.11 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	38.42	6.86 %
Wash-Mac	22.29	4.29 %
Air-Cond	9.48	1.29 %
D-Freez	1.58	14.86 %
Total	71.78	3.94 %

Branch *	MTD Sales L	Brand Share %
TUT1	8.38	3.72 %
NGR1	3.06	2.51 %
VNR2	2.86	3.80 %
TUT2	2.54	3.53 %
TVL1	1.86	1.06 %
TKS1	1.77	3.01 %
VLY1	1.35	2.38 %
TYI1	1.17	4.07 %
APK1	0.96	2.51 %
VNR1	0.87	3.94 %
ERL2	0.87	1.61 %
MAR1	0.61	1.53 %
APK2	0.52	1.83 %
ASM1	0.46	1.66 %
SDI1	0.33	1.27 %
ERL1	0.30	-12.76 %
KGL1	0.29	1.86 %
PKD1	0.25	0.52 %
COL1	0.12	1.20 %
MMT1		0.00 %
S2SD		0.00 %
TVL2		0.00 %
Total	71.78	3.94 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	32.63	7.60 %
Wash-Mac	25.05	5.99 %
Air-Cond	12.48	1.51 %
D-Freez	0.24	3.61 %
Total	70.40	4.18 %

Branch *	MTD Sales L	Brand Share %
CH16	4.63	3.76 %
CH14	2.51	2.44 %
CGL1	1.36	2.72 %
KNR1	1.08	3.61 %
AVD1	0.68	1.20 %
TKM1	0.58	2.90 %
CH19	0.57	0.59 %
CH40	0.27	1.58 %
CH35	0.21	0.58 %
CH26		0.00 %
CH29		0.00 %
CH38		0.00 %
CZWH		0.00 %
MC02		0.00 %
WHC3		0.00 %
Total	70.40	4.18 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	31.96	7.32 %
Wash-Mac	23.91	6.13 %
Air-Cond	4.23	1.02 %
D-Freez	0.47	7.98 %
Total	60.57	4.86 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.90	3.03 %
MDU4	0.90	2.75 %
DGL2	0.78	3.18 %
KYK1	0.71	2.60 %
TEN2	0.62	2.60 %
KKD2	0.60	1.46 %
DKI1	0.56	1.61 %
TDI1	0.49	2.53 %
KRR1	0.25	0.89 %
PVI1	0.13	0.45 %
PKM1	0.12	0.78 %
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	60.57	4.86 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	17.46	5.36 %
Wash-Mac	16.56	4.85 %
Air-Cond	9.42	1.64 %
Total	43.43	3.49 %

Branch *	MTD Sales L	Brand Share %
CH03	4.32	3.23 %
CH15	3.71	2.78 %
CH18	2.80	3.59 %
CH09	1.67	3.75 %
CH34	1.58	2.83 %
CH33	1.31	2.71 %
PON1	1.27	3.96 %
MJR1	0.98	1.60 %
CH20	0.80	1.38 %
CH06	0.67	1.16 %
CH27	0.36	1.68 %
UKI1	0.32	1.13 %
CH23	0.31	1.13 %
CH31	0.17	0.86 %
CH01		0.00 %
CH32		0.00 %
CH41		0.00 %
GPD1		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	43.43	3.49 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	23.10	4.97 %
Wash-Mac	12.59	3.72 %
Air-Cond	5.83	0.97 %
D-Freez	0.68	12.67 %
Total	42.21	3.00 %

Branch *	MTD Sales L	Brand Share %
TRY1	6.94	3.17 %
TVR2	2.76	3.30 %
TNJ2	1.73	2.45 %
PBR2	1.62	1.72 %
PTK1	1.29	1.95 %
TTP1	1.27	3.49 %
MVM1	1.21	1.30 %
JKM1	1.21	3.06 %
PDK1	1.17	3.12 %
MSI1	0.71	2.54 %
TRY2	0.60	2.15 %
NGT1	0.57	1.08 %
AYR1	0.11	0.42 %
KIK1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	42.21	3.00 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	19.55	6.17 %
Fridge	16.13	5.64 %
Air-Cond	4.03	3.20 %
Total	39.70	5.42 %

Branch *	MTD Sales L	Brand Share %
CBE1	1.08	3.71 %
TPR4	0.64	3.92 %
PPI1	0.28	2.10 %
PDM1	0.12	0.82 %
KGI1	0.12	1.30 %
KGM1	0.11	1.09 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
SUL1		0.00 %
WZSD		0.00 %
Total	39.70	5.42 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	23.39	6.54 %
Wash-Mac	13.56	3.76 %
Air-Cond	2.45	1.17 %
Total	39.40	4.23 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.77	2.39 %
HSR1	1.59	4.07 %
ATU1	1.46	3.60 %
SLM3	0.89	2.23 %
SLM2	0.82	2.34 %
ERD1	0.73	0.91 %
EDP1	0.61	3.86 %
PDR1	0.43	3.67 %
ERD2	0.33	0.60 %
TRM1	0.31	1.31 %
KMM1	0.15	1.13 %
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	39.40	4.23 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	18.79	8.01 %
Wash-Mac	12.85	6.18 %
Air-Cond	2.65	1.03 %
D-Freez	0.65	10.78 %
Total	34.95	4.96 %

Branch *	MTD Sales L	Brand Share %
KPM1	0.92	2.78 %
TRT1	0.78	3.13 %
CGM1	0.46	2.48 %
VEL1	0.40	0.94 %
CPT1	0.27	1.63 %
ABR1	0.23	0.57 %
UGI1	0.21	1.97 %
CYR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
WHVL		0.00 %
Total	34.95	4.96 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	19.94	7.30 %
Wash-Mac	11.76	4.56 %
Air-Cond	2.34	0.67 %
Total	34.03	3.84 %

Branch *	MTD Sales L	Brand Share %
POY1	4.79	4.00 %
VPM2	2.60	4.03 %
POY2	2.18	2.54 %
NVL2	1.40	2.17 %
KLM1	1.37	3.08 %
PRT1	1.08	3.91 %
CUD1	0.92	1.09 %
TVM1	0.64	3.20 %
VCM1	0.35	1.15 %
TVM2		0.00 %
VPM1		0.00 %
WHNV		0.00 %
Total	34.03	3.84 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	3.41	10.03 %
Air-Cond	1.67	4.43 %
Fridge	1.25	2.32 %
Total	6.33	4.98 %

Branch *	MTD Sales L	Brand Share %
KLR1	1.29	3.97 %
Total	6.33	4.98 %