

MTD Sales
197.85 L

Brand Share %
10.69 %

Information:

MTD : 01-08-2025 To 05-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **10.69 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	106.64	18.10 %
Wash-Mac	85.25	14.91 %
Air-Cond	5.97	0.86 %
Total	197.85	10.69 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	33.33	12.42 %
SOUTH-03	30.86	12.88 %
TRICHY-01	25.20	11.16 %
WEST-01	23.29	13.04 %
CHENNAI-01	21.01	6.53 %
WEST-02	18.21	10.26 %
CHENNAI-02	17.28	8.54 %
NORTH ARCOT	16.25	14.11 %
SOUTH ARCOT	10.49	9.42 %
KL-SOUTH	1.93	18.53 %
Total	197.85	10.69 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	19.58	21.31 %
Wash-Mac	12.98	14.49 %
Air-Cond	0.77	0.89 %
Total	33.33	12.42 %

Branch *	MTD Sales L	Brand Share %
TVL1	1.38	5.31 %
PKD1	0.98	10.57 %
TKS2	0.78	9.22 %
TUT2	0.62	5.52 %
NGR1	0.61	4.13 %
ASM1	0.42	9.67 %
RND1	0.39	3.67 %
TVL2	0.31	7.23 %
VLY1	0.30	3.22 %
ARM1		0.00 %
COL1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
TKY1		0.00 %
Total	33.33	12.42 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	15.67	19.96 %
Wash-Mac	14.42	18.62 %
Air-Cond	0.76	0.91 %
Total	30.86	12.88 %

Branch *	MTD Sales L	Brand Share %
MDU6	1.37	7.20 %
CBM1	0.71	9.57 %
ATG1	0.63	10.38 %
MDU5	0.54	9.86 %
MDU4	0.54	10.66 %
SVG1	0.37	4.99 %
USL1	0.31	9.64 %
MLR1	0.28	7.07 %
NKI1	0.15	3.15 %
MNM1	0.15	4.67 %
TEN2	0.13	2.98 %
DGL2	0.10	2.48 %
SGP1	0.05	0.45 %
BTU1		0.00 %
CMR1		0.00 %
KPT1		0.00 %
ODM1		0.00 %
PNV1		0.00 %
SZSD		0.00 %
PVI1	-0.12	-3.07 %
Total	30.86	12.88 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	14.57	19.20 %
Wash-Mac	9.32	17.79 %
Air-Cond	1.32	1.35 %
Total	25.20	11.16 %

Branch *	MTD Sales L	Brand Share %
PBR2	1.11	5.13 %
TNJ2	0.99	7.65 %
MDI1	0.71	7.81 %
KIK1	0.55	5.57 %
TVR1	0.51	8.08 %
NGT1	0.50	8.08 %
KUM1	0.42	2.98 %
PTK1	0.39	4.17 %
TTP1	0.32	10.52 %
KRN1	0.10	3.60 %
APM1		0.00 %
AYR1		0.00 %
NMM1		0.00 %
TZSD		0.00 %
Total	25.20	11.16 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	11.95	13.03 %
Fridge	10.02	14.65 %
Air-Cond	1.32	7.13 %
Total	23.29	13.04 %

Branch *	MTD Sales L	Brand Share %
KMR1	2.60	8.29 %
CBE4	0.45	6.12 %
PPI1	0.24	5.69 %
CNR1	0.11	7.96 %
SNR1	0.10	1.36 %
SYM2	0.09	2.82 %
GBM1	0.09	3.72 %
UAM1	0.09	1.72 %
PDM1	0.08	2.77 %
DPM2		0.00 %
GDR1		0.00 %
TPR4		0.00 %
WHCB		0.00 %
Total	23.29	13.04 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	10.98	15.49 %
Wash-Mac	9.46	14.19 %
Air-Cond	0.57	0.31 %
Total	21.01	6.53 %

Branch *	MTD Sales L	Brand Share %
CH05	1.44	5.58 %
CH11	1.39	3.99 %
CH42	1.01	5.85 %
CH08	0.99	4.47 %
CH48	0.97	4.68 %
CH16	0.95	4.61 %
CH22	0.88	9.60 %
CH14	0.86	4.55 %
CH07	0.75	6.15 %
CH28	0.74	7.02 %
GUD1	0.57	7.50 %
KNR1	0.53	8.98 %
CH19	0.31	1.76 %
CH30	0.31	4.59 %
AVD1	0.25	2.61 %
MRM1	0.20	2.80 %
CH26	0.15	7.09 %
CH37	0.10	3.20 %
TKM1	0.10	2.33 %
CH29		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	21.01	6.53 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	10.62	14.51 %
Wash-Mac	6.99	9.89 %
Air-Cond	0.61	1.80 %
Total	18.21	10.26 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.99	6.85 %
MTR1	0.76	8.88 %
SLM3	0.73	9.72 %
HSR1	0.65	6.52 %
HSR2	0.61	5.04 %
NKL2	0.40	4.21 %
RSP1	0.38	6.66 %
TRM1	0.29	7.03 %
PLC1	0.17	4.88 %
SGG1	0.17	9.11 %
KMM1	0.17	5.69 %
KRI1	0.14	2.51 %
APN1	0.13	6.11 %
VKL1	0.12	3.30 %
DPR1		0.00 %
DPR2		0.00 %
MCR1		0.00 %
SGI1		0.00 %
Total	18.21	10.26 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	9.09	17.02 %
Fridge	7.57	15.41 %
Air-Cond	0.61	0.62 %
Total	17.28	8.54 %

Branch *	MTD Sales L	Brand Share %
CH21	1.17	8.35 %
CH06	1.04	6.38 %
CH15	0.99	4.26 %
CH12	0.89	7.55 %
CH18	0.76	6.76 %
CH20	0.74	9.48 %
CH17	0.51	10.23 %
CH43	0.48	8.67 %
PON1	0.46	7.26 %
CH34	0.45	5.12 %
CH27	0.30	6.12 %
CH09	0.28	3.63 %
CH44	0.21	3.13 %
CH24	0.18	2.98 %
CH32	0.14	9.52 %
GPD1	0.13	3.29 %
CH01		0.00 %
CH23		0.00 %
CH36		0.00 %
MC06		0.00 %
Total	17.28	8.54 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	9.75	23.44 %
Wash-Mac	6.50	19.45 %
Total	16.25	14.11 %

Branch *	MTD Sales L	Brand Share %
AKM1	0.82	9.12 %
VSI1	0.28	7.39 %
ARC2	0.18	3.27 %
TRT1	0.15	3.33 %
CGM1	0.14	3.35 %
SLG1	0.13	6.41 %
BGR1		0.00 %
PLR1		0.00 %
VNB1		0.00 %
WJD1		0.00 %
Total	16.25	14.11 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	7.11	19.11 %
Wash-Mac	3.38	10.56 %
Total	10.49	9.42 %

Branch *	MTD Sales L	Brand Share %
POY1	1.06	6.34 %
NVL2	0.31	5.71 %
CDM1	0.25	5.94 %
MKM1	0.22	7.81 %
TVM2	0.15	3.83 %
TDM1	0.10	2.49 %
POY2		0.00 %
VCM1		0.00 %
VPM2		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	10.49	9.42 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	1.17	25.73 %
Fridge	0.77	30.92 %
Total	1.93	18.53 %

Branch *	MTD Sales L	Brand Share %
Total	1.93	18.53 %