

MTD Sales
243.10 L

Brand Share %
11.24 %

Information:

MTD : 01-08-2025 To 07-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **11.24 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	131.33	18.95 %
Wash-Mac	104.38	15.45 %
Air-Cond	7.38	0.93 %
Total	243.10	11.24 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	39.58	14.03 %
SOUTH-01	38.07	11.96 %
TRICHY-01	31.34	12.11 %
CHENNAI-01	28.82	7.53 %
WEST-01	26.49	13.19 %
WEST-02	22.09	11.07 %
CHENNAI-02	21.67	9.10 %
NORTH ARCOT	19.35	14.28 %
SOUTH ARCOT	13.54	10.06 %
KL-SOUTH	2.13	16.47 %
Total	243.10	11.24 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	19.58	21.46 %
Wash-Mac	18.64	19.97 %
Air-Cond	1.36	1.40 %
Total	39.58	14.03 %

Branch *	MTD Sales L	Brand Share %
MDU2	1.99	10.98 %
MDU6	1.37	6.82 %
ATG1	0.88	9.53 %
SGP1	0.78	6.16 %
MDU5	0.54	8.76 %
SVG1	0.49	6.10 %
TEN2	0.33	5.71 %
MLR1	0.28	6.56 %
MNM1	0.28	7.62 %
DGL2	0.27	5.44 %
NKI1	0.15	2.96 %
PNV1	0.11	2.30 %
BTU1		0.00 %
CMR1		0.00 %
KPT1		0.00 %
ODM1		0.00 %
SZSD		0.00 %
PVI1	-0.12	-2.92 %
Total	39.58	14.03 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	21.14	19.67 %
Wash-Mac	15.61	14.73 %
Air-Cond	1.32	1.26 %
Total	38.07	11.96 %

Branch *	MTD Sales L	Brand Share %
TUT1	4.39	10.69 %
TVL1	1.71	5.79 %
TCN1	1.21	11.01 %
PKD1	0.98	9.90 %
TKS2	0.96	9.81 %
NGR1	0.78	4.67 %
TUT2	0.62	4.46 %
RND1	0.52	4.00 %
VNR1	0.45	8.67 %
ASM1	0.42	8.96 %
SDI1	0.38	9.72 %
TVL2	0.31	5.85 %
VL1	0.30	2.88 %
COL1		0.00 %
KGL1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
TKY1		0.00 %
ARM1	-0.25	-10303.56 %
Total	38.07	11.96 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	17.94	20.68 %
Wash-Mac	11.83	19.21 %
Air-Cond	1.58	1.43 %
Total	31.34	12.11 %

Branch *	MTD Sales L	Brand Share %
PBR2	1.31	5.08 %
TNJ2	1.20	6.05 %
KIK1	1.12	9.81 %
PTK1	0.73	6.90 %
MDI1	0.71	7.13 %
KUM1	0.59	3.99 %
NGT1	0.50	6.64 %
TTP1	0.32	9.68 %
KRN1	0.10	3.42 %
APM1		0.00 %
AYR1		0.00 %
NMM1		0.00 %
TZSD		0.00 %
Total	31.34	12.11 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	15.56	17.62 %
Wash-Mac	12.69	15.29 %
Air-Cond	0.57	0.27 %
Total	28.82	7.53 %

Branch *	MTD Sales L	Brand Share %
CH16	2.07	7.96 %
CH05	1.98	7.10 %
CH11	1.51	3.94 %
CH14	1.50	6.75 %
CH42	1.47	6.92 %
CH48	1.11	4.54 %
CH08	1.08	3.75 %
CH19	1.04	5.03 %
CH22	0.97	8.42 %
CH28	0.93	7.29 %
CH07	0.75	5.18 %
CH30	0.31	3.24 %
TKM1	0.27	6.04 %
AVD1	0.25	2.21 %
MRM1	0.20	2.47 %
CH26	0.15	7.09 %
CH29		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	28.82	7.53 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	13.84	13.43 %
Fridge	11.33	14.58 %
Air-Cond	1.32	6.57 %
Total	26.49	13.19 %

Branch *	MTD Sales L	Brand Share %
KMR1	2.82	8.49 %
CBE4	0.60	6.46 %
UAM1	0.28	5.13 %
PPI1	0.24	5.10 %
SYM2	0.23	5.71 %
SNR1	0.19	2.48 %
CNR1	0.11	5.63 %
GBM1	0.09	3.46 %
PDM1	0.08	2.33 %
DPM2		0.00 %
GDR1		0.00 %
TPR4		0.00 %
WHCB		0.00 %
Total	26.49	13.19 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	13.57	16.33 %
Wash-Mac	7.92	9.97 %
Air-Cond	0.61	1.64 %
Total	22.09	11.07 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.21	6.92 %
ERD2	1.07	10.14 %
SLM3	0.89	10.82 %
HSR2	0.84	6.60 %
HSR1	0.82	7.69 %
RSP1	0.58	8.58 %
NKL2	0.40	3.72 %
PLC1	0.36	9.34 %
TRM1	0.29	6.62 %
SGG1	0.17	9.11 %
KMM1	0.17	5.14 %
KRI1	0.14	2.07 %
APN1	0.13	5.26 %
VKL1	0.12	2.91 %
DPR1		0.00 %
DPR2		0.00 %
MCR1		0.00 %
SGI1		0.00 %
WZWH		0.00 %
Total	22.09	11.07 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	10.94	17.61 %
Fridge	10.12	16.66 %
Air-Cond	0.61	0.53 %
Total	21.67	9.10 %

Branch *	MTD Sales L	Brand Share %
CH15	1.82	5.86 %
CH06	1.59	8.17 %
CH21	1.17	7.99 %
CH12	1.08	8.17 %
CH18	1.07	7.74 %
CH34	0.55	5.08 %
CH17	0.51	8.69 %
CH43	0.48	6.78 %
CH27	0.30	5.48 %
CH09	0.28	3.31 %
CH44	0.21	3.04 %
CH24	0.18	2.58 %
CH23	0.14	3.87 %
CH32	0.14	6.92 %
GPD1	0.13	3.06 %
CH01		0.00 %
CH36		0.00 %
MC06		0.00 %
Total	21.67	9.10 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	11.83	24.01 %
Wash-Mac	7.52	17.95 %
Total	19.35	14.28 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.41	11.09 %
AKM1	0.81	8.71 %
VSI1	0.37	9.14 %
ARC2	0.18	3.16 %
PTU1	0.17	9.85 %
WJD1	0.16	5.77 %
TRT1	0.15	2.59 %
CGM1	0.14	2.87 %
SLG1	0.13	6.41 %
BGR1		0.00 %
PLR1		0.00 %
VNB1		0.00 %
Total	19.35	14.28 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	9.31	20.61 %
Wash-Mac	4.23	10.43 %
Total	13.54	10.06 %

Branch *	MTD Sales L	Brand Share %
POY1	1.06	5.02 %
TRK1	0.82	10.30 %
TVM2	0.35	6.94 %
NVL2	0.24	3.84 %
TDM1	0.10	2.09 %
POY2		0.00 %
VCM1		0.00 %
VPM2		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	13.54	10.06 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	1.17	24.32 %
Fridge	0.97	28.26 %
Total	2.13	16.47 %

Branch *	MTD Sales L	Brand Share %
Total	2.13	16.47 %