

MTD Sales
448.87 L

Brand Share %
10.08 %

Information:

MTD : 01-08-2025 To 10-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **10.08 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	248.09	17.47 %
Wash-Mac	190.61	14.30 %
Air-Cond	10.17	0.60 %
Total	448.87	10.08 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	69.60	13.28 %
TRICHY-01	64.29	10.73 %
SOUTH-01	62.51	9.53 %
CHENNAI-01	53.65	7.45 %
WEST-01	46.51	13.29 %
CHENNAI-02	46.11	8.86 %
WEST-02	44.25	10.55 %
NORTH ARCOT	31.64	10.78 %
SOUTH ARCOT	26.52	7.71 %
KL-SOUTH	3.80	13.46 %
Total	448.87	10.08 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	35.03	19.15 %
Wash-Mac	33.20	19.60 %
Air-Cond	1.36	0.79 %
Total	69.60	13.28 %

Branch *	MTD Sales L	Brand Share %
MDU6	2.38	7.52 %
ATG1	1.65	7.54 %
MDU3	1.61	7.81 %
SGP1	1.39	8.68 %
SVG1	1.26	9.27 %
TEN2	0.86	8.70 %
DGL2	0.83	9.82 %
MNM1	0.40	7.13 %
CMR1	0.37	8.06 %
NKI1	0.15	2.12 %
PNV1	0.11	1.04 %
ODM1	0.09	1.79 %
BTU1		0.00 %
KPT1		0.00 %
SZSD		0.00 %
WHMD		0.00 %
PVI1	-0.12	-1.04 %
Total	69.60	13.28 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	39.84	19.94 %
Wash-Mac	21.95	15.59 %
Air-Cond	2.50	0.97 %
Total	64.29	10.73 %

Branch *	MTD Sales L	Brand Share %
PBR2	2.83	6.42 %
TNJ2	2.53	7.11 %
PTK1	2.48	8.72 %
KIK1	2.26	9.96 %
KUM1	2.09	5.05 %
TRY3	2.03	9.84 %
MDI1	1.92	7.97 %
TVR1	1.54	10.03 %
TTP1	1.27	7.93 %
TVR2	1.23	5.33 %
NGT1	0.89	4.26 %
PBR1	0.71	8.53 %
AYR1	0.46	3.93 %
KRN1	0.39	4.91 %
APM1	0.35	4.47 %
NMM1		0.00 %
TZSD		0.00 %
Total	64.29	10.73 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	34.78	16.88 %
Wash-Mac	25.63	12.64 %
Air-Cond	2.10	0.85 %
Total	62.51	9.53 %

Branch *	MTD Sales L	Brand Share %
TUT1	6.81	9.15 %
TVL1	2.63	3.56 %
TKS2	1.97	7.45 %
TCN1	1.76	9.32 %
SKD1	1.65	6.85 %
MAR1	1.55	9.35 %
ASM1	1.30	10.02 %
PKD1	1.20	5.89 %
TUT2	1.09	3.43 %
NGR1	1.08	4.59 %
TYI1	0.88	8.17 %
RND1	0.87	3.57 %
VLY1	0.81	3.88 %
SDI1	0.52	5.32 %
TVL2	0.31	3.18 %
TKY1	0.19	1.93 %
COL1		0.00 %
KGL1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
WHTV		0.00 %
Total	62.51	9.53 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	30.16	17.44 %
Wash-Mac	22.92	14.07 %
Air-Cond	0.57	0.15 %
Total	53.65	7.45 %

Branch *	MTD Sales L	Brand Share %
CH16	4.29	8.33 %
CH05	3.66	7.24 %
CH42	3.33	9.39 %
CH11	2.91	5.45 %
CH14	2.51	5.86 %
CH08	2.21	4.23 %
CH19	2.08	4.83 %
CH28	2.07	7.73 %
CH22	1.59	6.00 %
GUD1	1.49	4.90 %
CH48	1.41	3.79 %
CH07	1.38	4.47 %
CH30	0.84	4.96 %
MRM1	0.84	4.61 %
TKM1	0.79	9.17 %
AVD1	0.57	2.30 %
CH26	0.15	2.80 %
CH29		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	53.65	7.45 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	22.89	17.04 %
Wash-Mac	22.03	13.21 %
Air-Cond	1.59	3.25 %
Total	46.51	13.29 %

Branch *	MTD Sales L	Brand Share %
CBE4	1.43	7.84 %
UAM1	0.70	7.78 %
CBE3	0.57	8.88 %
SYM2	0.48	7.39 %
GBM1	0.45	5.61 %
PPI1	0.35	4.90 %
CNR1	0.31	6.46 %
PDM1	0.29	3.38 %
GDR1	0.19	4.72 %
SNR1	0.19	1.81 %
DPM2	0.09	0.77 %
TPR4		0.00 %
WHCB		0.00 %
Total	46.51	13.29 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	25.04	18.59 %
Fridge	20.15	15.09 %
Air-Cond	0.92	0.37 %
Total	46.11	8.86 %

Branch *	MTD Sales L	Brand Share %
CH03	5.38	9.87 %
CH15	4.76	7.70 %
CH12	3.04	9.20 %
CH18	2.60	8.38 %
CH06	2.13	7.50 %
CH21	1.94	6.39 %
CH20	1.24	6.10 %
CH44	0.99	6.01 %
CH27	0.76	7.35 %
CH43	0.68	4.22 %
CH34	0.65	2.71 %
CH09	0.59	3.16 %
CH24	0.53	2.52 %
CH23	0.38	4.93 %
CH32	0.23	5.33 %
CH36	0.12	1.62 %
CH01		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	46.11	8.86 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	26.30	15.98 %
Wash-Mac	17.09	10.71 %
Air-Cond	0.87	0.91 %
Total	44.25	10.55 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.24	8.63 %
ATU1	2.26	9.99 %
HSR2	1.85	8.08 %
HSR1	1.54	8.32 %
KRI1	0.99	7.43 %
TRM1	0.69	7.03 %
NKL2	0.57	3.03 %
MCR1	0.31	2.13 %
SGG1	0.28	7.45 %
HRR1	0.27	6.97 %
APN1	0.22	3.32 %
KMM1	0.17	3.00 %
VKL1	0.12	2.06 %
DPR1		0.00 %
DPR2		0.00 %
SGI1		0.00 %
WZWH		0.00 %
Total	44.25	10.55 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	19.88	19.63 %
Wash-Mac	11.50	13.31 %
Air-Cond	0.26	0.25 %
Total	31.64	10.78 %

Branch *	MTD Sales L	Brand Share %
VEL2	2.23	9.84 %
KPM2	2.05	8.78 %
TRR1	1.74	8.30 %
VSI1	0.64	5.20 %
ARC2	0.51	3.11 %
TRT1	0.48	3.88 %
SLG1	0.47	9.37 %
UGI1	0.20	5.01 %
PTU1	0.17	5.45 %
CGM1	0.14	1.44 %
BGR1		0.00 %
PLR1		0.00 %
VNB1		0.00 %
Total	31.64	10.78 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	16.87	14.74 %
Wash-Mac	9.65	9.58 %
Total	26.52	7.71 %

Branch *	MTD Sales L	Brand Share %
POY1	4.12	9.14 %
CUD1	3.28	8.97 %
KML1	1.54	8.57 %
CDM1	1.40	6.07 %
SJI1	0.90	7.59 %
TRK1	0.82	3.89 %
NVL2	0.39	2.36 %
POY2	0.34	2.39 %
STP1	0.33	4.20 %
VPM2	0.16	0.70 %
TDM1	0.10	0.65 %
VCM1		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	26.52	7.71 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	2.21	20.91 %
Wash-Mac	1.60	17.75 %
Total	3.80	13.46 %

Branch *	MTD Sales L	Brand Share %
Total	3.80	13.46 %