

MTD Sales
471.78 L

Brand Share %
10.13 %

Information:

MTD : 01-08-2025 To 11-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **10.13 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	259.70	17.33 %
Wash-Mac	200.52	14.36 %
Air-Cond	11.57	0.66 %
Total	471.78	10.13 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	73.00	13.23 %
TRICHY-01	68.41	10.95 %
SOUTH-01	65.97	9.49 %
CHENNAI-01	55.58	7.40 %
WEST-01	48.75	13.35 %
CHENNAI-02	48.39	8.99 %
WEST-02	47.19	10.79 %
NORTH ARCOT	32.85	10.76 %
SOUTH ARCOT	27.29	7.68 %
KL-SOUTH	4.36	14.10 %
Total	471.78	10.13 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	36.57	18.79 %
Wash-Mac	34.56	19.34 %
Air-Cond	1.86	1.04 %
Total	73.00	13.23 %

Branch *	MTD Sales L	Brand Share %
MDU6	2.38	7.29 %
ATG1	1.65	7.02 %
MDU3	1.61	7.67 %
SGP1	1.39	8.31 %
SVG1	1.26	8.63 %
TEN2	0.86	7.50 %
DGL2	0.83	9.25 %
MNM1	0.40	6.77 %
CMR1	0.37	7.78 %
NKI1	0.15	1.99 %
PNV1	0.11	1.02 %
ODM1	0.09	1.79 %
BTU1		0.00 %
KPT1		0.00 %
SZSD		0.00 %
WHMD		0.00 %
PVI1	-0.12	-0.98 %
Total	73.00	13.23 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	42.68	20.32 %
Wash-Mac	23.23	15.77 %
Air-Cond	2.50	0.93 %
Total	68.41	10.95 %

Branch *	MTD Sales L	Brand Share %
PBR2	3.01	6.66 %
TN2	2.84	7.74 %
PTK1	2.80	9.23 %
KUM1	2.52	5.78 %
MDI1	1.92	7.87 %
TTP1	1.55	9.51 %
TVR1	1.54	10.03 %
TVR2	1.40	5.90 %
NGT1	0.89	4.04 %
PBR1	0.71	7.74 %
AYR1	0.46	3.83 %
KRN1	0.39	4.82 %
APM1	0.35	4.32 %
NMM1		0.00 %
TZSD		0.00 %
Total	68.41	10.95 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	36.51	16.84 %
Wash-Mac	26.74	12.58 %
Air-Cond	2.71	1.02 %
Total	65.97	9.49 %

Branch *	MTD Sales L	Brand Share %
TUT1	6.81	8.59 %
TVL1	2.63	3.41 %
TCN1	2.09	9.89 %
TKS2	1.97	7.27 %
SKD1	1.79	6.79 %
MAR1	1.71	10.08 %
PKD1	1.60	7.35 %
RND1	1.33	4.62 %
ASM1	1.30	9.82 %
NGR1	1.25	4.87 %
TUT2	1.20	3.72 %
TY11	0.99	8.23 %
VLY1	0.81	3.64 %
SDI1	0.52	5.32 %
TVL2	0.31	3.06 %
TKY1	0.19	1.84 %
COL1		0.00 %
KGL1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
WHTV		0.00 %
Total	65.97	9.49 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	31.32	16.72 %
Wash-Mac	23.69	13.90 %
Air-Cond	0.57	0.15 %
Total	55.58	7.40 %

Branch *	MTD Sales L	Brand Share %
CH16	4.29	8.06 %
CH05	3.66	6.93 %
CH42	3.33	9.22 %
CH11	2.91	5.32 %
CH14	2.62	5.79 %
CH28	2.25	7.99 %
CH08	2.21	3.89 %
CH19	2.08	4.65 %
CH48	1.89	4.82 %
GUD1	1.67	5.37 %
CH22	1.59	5.80 %
CH07	1.38	4.32 %
CH30	0.84	4.80 %
MRM1	0.84	4.46 %
TKM1	0.79	8.25 %
AVD1	0.57	2.24 %
CH26	0.36	6.29 %
CH29		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	55.58	7.40 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	23.76	16.97 %
Wash-Mac	23.40	13.46 %
Air-Cond	1.59	3.10 %
Total	48.75	13.35 %

Branch *	MTD Sales L	Brand Share %
CBE4	1.43	7.57 %
UAM1	0.79	7.81 %
UMP1	0.73	9.14 %
CBE3	0.57	8.66 %
PPI1	0.50	6.54 %
SYM2	0.48	6.43 %
GBM1	0.45	5.61 %
PDM1	0.29	3.24 %
GDR1	0.19	4.57 %
SNR1	0.19	1.77 %
DPM2	0.09	0.76 %
TPR4		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	48.75	13.35 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	26.34	18.61 %
Fridge	20.85	15.10 %
Air-Cond	1.21	0.47 %
Total	48.39	8.99 %

Branch *	MTD Sales L	Brand Share %
CH03	5.66	10.02 %
CH15	4.76	7.53 %
CH12	3.47	10.12 %
CH18	2.81	8.60 %
CH06	2.36	7.85 %
CH21	1.94	6.26 %
CH20	1.48	7.03 %
CH44	1.10	6.41 %
CH27	0.95	8.97 %
CH09	0.80	4.04 %
CH43	0.68	3.98 %
CH34	0.65	2.65 %
CH24	0.53	2.51 %
CH23	0.38	4.93 %
CH32	0.23	5.33 %
CH36	0.12	1.32 %
CH01		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	48.39	8.99 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	27.47	15.91 %
Wash-Mac	18.85	11.28 %
Air-Cond	0.87	0.89 %
Total	47.19	10.79 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.37	8.68 %
ATU1	2.26	9.66 %
HSR2	2.10	8.36 %
HSR1	1.54	8.09 %
KRI1	0.99	7.24 %
NKL2	0.70	3.50 %
TRM1	0.69	6.70 %
VKL1	0.32	5.30 %
MCR1	0.31	2.10 %
SGG1	0.28	7.45 %
HRR1	0.27	5.77 %
APN1	0.22	3.32 %
KMM1	0.17	3.00 %
DPR1		0.00 %
DPR2		0.00 %
SGI1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	47.19	10.79 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	20.49	19.25 %
Wash-Mac	12.09	13.37 %
Air-Cond	0.26	0.24 %
Total	32.85	10.76 %

Branch *	MTD Sales L	Brand Share %
VEL2	2.23	9.69 %
KPM2	2.05	8.19 %
TRR1	1.74	8.04 %
VSI1	0.89	6.75 %
ARC2	0.51	3.08 %
TRT1	0.48	3.59 %
SLG1	0.47	9.37 %
UGI1	0.20	5.01 %
PTU1	0.17	5.45 %
CGM1	0.14	1.31 %
BGR1		0.00 %
PLR1		0.00 %
VNB1		0.00 %
Total	32.85	10.76 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	17.48	14.59 %
Wash-Mac	9.81	9.37 %
Total	27.29	7.68 %

Branch *	MTD Sales L	Brand Share %
POY1	4.12	8.88 %
CUD1	3.44	9.01 %
KKI2	2.30	9.90 %
KML1	1.54	8.38 %
CDM1	1.40	5.87 %
SJI1	0.90	7.41 %
TRK1	0.82	3.82 %
STP1	0.49	5.82 %
NVL2	0.39	2.28 %
POY2	0.34	2.33 %
VPM2	0.16	0.68 %
TDM1	0.10	0.61 %
VCM1		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	27.29	7.68 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	2.56	20.39 %
Wash-Mac	1.80	18.68 %
Total	4.36	14.10 %

Branch *	MTD Sales L	Brand Share %
Total	4.36	14.10 %