

MTD Sales
489.44 L

Brand Share %
10.18 %

Information:

MTD : 01-08-2025 To 12-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **10.18 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	268.04	17.33 %
Wash-Mac	209.53	14.51 %
Air-Cond	11.87	0.65 %
Total	489.44	10.18 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	75.63	13.31 %
TRICHY-01	71.11	10.96 %
SOUTH-01	68.99	9.57 %
CHENNAI-01	57.09	7.38 %
CHENNAI-02	50.47	9.05 %
WEST-01	50.41	13.33 %
WEST-02	49.22	10.95 %
NORTH ARCOT	34.19	10.94 %
SOUTH ARCOT	27.66	7.63 %
KL-SOUTH	4.67	13.22 %
Total	489.44	10.18 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	37.73	18.74 %
Wash-Mac	36.04	19.41 %
Air-Cond	1.86	1.03 %
Total	75.63	13.31 %

Branch *	MTD Sales L	Brand Share %
MDU6	2.59	7.81 %
ATG1	1.78	7.40 %
MDU3	1.77	8.27 %
SGP1	1.39	8.37 %
SVG1	1.26	8.39 %
TEN2	0.86	7.50 %
MNM1	0.40	6.51 %
CMR1	0.37	7.78 %
NKI1	0.15	1.92 %
PNV1	0.11	0.98 %
ODM1	0.09	1.79 %
BTU1		0.00 %
KPT1		0.00 %
SZSD		0.00 %
WHMD		0.00 %
PVI1	-0.12	-0.92 %
Total	75.63	13.31 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	44.28	20.39 %
Wash-Mac	24.34	15.74 %
Air-Cond	2.50	0.90 %
Total	71.11	10.96 %

Branch *	MTD Sales L	Brand Share %
KUM1	3.05	6.73 %
PBR2	3.01	6.57 %
TNJ2	2.84	7.51 %
PTK1	2.80	9.06 %
MDI1	1.92	7.69 %
TTP1	1.55	9.28 %
TVR2	1.40	5.39 %
NGT1	1.02	4.30 %
PBR1	0.71	7.37 %
AYR1	0.63	5.06 %
KRN1	0.39	4.73 %
APM1	0.35	2.76 %
NMM1		0.00 %
TZSD		0.00 %
Total	71.11	10.96 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	38.35	17.02 %
Wash-Mac	27.93	12.85 %
Air-Cond	2.71	0.97 %
Total	68.99	9.57 %

Branch *	MTD Sales L	Brand Share %
TUT1	7.37	9.05 %
TVL1	2.63	3.31 %
TKS2	1.97	7.10 %
SKD1	1.79	5.45 %
MAR1	1.71	9.80 %
PKD1	1.60	6.91 %
TUT2	1.37	4.08 %
RND1	1.33	4.55 %
ASM1	1.30	9.39 %
NGR1	1.25	4.72 %
TYI1	1.15	9.43 %
VLY1	0.81	3.49 %
SDI1	0.52	5.13 %
TVL2	0.40	3.88 %
TKY1	0.19	1.81 %
COL1		0.00 %
KGL1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
WHTV		0.00 %
Total	68.99	9.57 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	31.78	16.40 %
Wash-Mac	24.74	13.93 %
Air-Cond	0.57	0.14 %
Total	57.09	7.38 %

Branch *	MTD Sales L	Brand Share %
CH16	4.29	7.60 %
CH05	3.66	6.62 %
CH42	3.47	9.40 %
CH11	3.06	5.49 %
CH14	2.79	5.90 %
CH28	2.56	8.60 %
CH08	2.21	3.77 %
CH19	2.08	4.52 %
CH48	1.89	4.76 %
GUD1	1.67	5.34 %
CH22	1.59	5.80 %
CH07	1.38	4.37 %
MRM1	0.99	5.18 %
AVD1	0.96	3.65 %
CH30	0.84	4.73 %
TKM1	0.79	8.09 %
CH26	0.36	6.04 %
CH29		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	57.09	7.38 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	27.54	18.80 %
Fridge	21.41	14.99 %
Air-Cond	1.51	0.56 %
Total	50.47	9.05 %

Branch *	MTD Sales L	Brand Share %
CH15	4.86	7.39 %
CH12	3.47	9.78 %
CH18	3.25	9.35 %
CH06	2.36	7.64 %
CH33	2.20	9.61 %
CH21	2.09	6.49 %
CH20	1.48	6.61 %
CH44	1.35	7.72 %
CH27	0.95	8.76 %
CH09	0.80	3.95 %
CH43	0.68	3.98 %
CH34	0.65	2.54 %
CH24	0.53	2.46 %
CH23	0.38	4.93 %
CH32	0.23	5.33 %
CH36	0.12	1.30 %
CH01		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	50.47	9.05 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	24.53	17.12 %
Wash-Mac	24.30	13.57 %
Air-Cond	1.59	2.84 %
Total	50.41	13.33 %

Branch *	MTD Sales L	Brand Share %
CBE4	1.43	7.21 %
UAM1	0.79	7.67 %
UMP1	0.73	8.86 %
CBE3	0.57	8.66 %
PPI1	0.50	6.35 %
SYM2	0.48	6.43 %
GBM1	0.45	5.50 %
PDM1	0.29	2.98 %
GDR1	0.19	4.57 %
SNR1	0.19	1.73 %
DPM2	0.09	0.75 %
TPR4		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	50.41	13.33 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	28.47	16.15 %
Wash-Mac	19.88	11.45 %
Air-Cond	0.87	0.87 %
Total	49.22	10.95 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.49	8.93 %
ATU1	2.26	9.60 %
HSR2	2.10	8.26 %
HSR1	1.54	7.95 %
KRI1	0.99	7.12 %
TRM1	0.88	8.25 %
NKL2	0.70	3.40 %
VKL1	0.32	5.30 %
MCR1	0.31	2.05 %
SGG1	0.28	6.90 %
APN1	0.22	3.19 %
KMM1	0.17	3.00 %
DPR1		0.00 %
DPR2		0.00 %
SGI1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	49.22	10.95 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	21.29	19.45 %
Wash-Mac	12.64	13.68 %
Air-Cond	0.26	0.24 %
Total	34.19	10.94 %

Branch *	MTD Sales L	Brand Share %
VEL2	2.23	9.55 %
KPM2	2.18	8.28 %
TRR1	1.91	8.68 %
VSI1	0.89	6.77 %
ARC2	0.84	5.02 %
TRT1	0.48	3.59 %
SLG1	0.47	9.37 %
UGI1	0.20	5.01 %
PTU1	0.17	5.23 %
CGM1	0.14	1.28 %
BGR1		0.00 %
PLR1		0.00 %
VNB1		0.00 %
Total	34.19	10.94 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	17.64	14.39 %
Wash-Mac	10.03	9.34 %
Total	27.66	7.63 %

Branch *	MTD Sales L	Brand Share %
POY1	3.73	7.91 %
CUD1	3.44	8.86 %
KKI2	2.30	9.90 %
CDM1	1.64	6.75 %
KML1	1.54	8.22 %
SJI1	0.90	7.24 %
TRK1	0.82	3.77 %
STP1	0.49	5.69 %
NVL2	0.39	2.22 %
TDM1	0.34	1.96 %
POY2	0.34	2.25 %
VPM2	0.16	0.67 %
VCM1		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	27.66	7.63 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	2.56	17.29 %
Wash-Mac	2.11	20.71 %
Total	4.67	13.22 %

Branch *	MTD Sales L	Brand Share %
Total	4.67	13.22 %