

MTD Sales
699.52 L

Brand Share %
10.95 %

Information:

MTD : 01-08-2025 To 15-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **10.95 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	389.47	18.90 %
Wash-Mac	296.36	15.32 %
Air-Cond	13.69	0.57 %
Total	699.52	10.95 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	109.99	14.98 %
TRICHY-01	108.56	12.25 %
SOUTH-01	102.94	10.22 %
CHENNAI-01	80.44	7.88 %
CHENNAI-02	72.80	9.39 %
WEST-02	71.59	12.20 %
WEST-01	62.64	13.59 %
NORTH ARCOT	46.24	11.13 %
SOUTH ARCOT	39.17	8.48 %
KL-SOUTH	5.15	12.42 %
Total	699.52	10.95 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	56.79	21.76 %
Wash-Mac	50.87	21.10 %
Air-Cond	2.34	1.01 %
Total	109.99	14.98 %

Branch *	MTD Sales L	Brand Share %
MDU6	4.08	10.83 %
MDU3	2.71	10.42 %
ATG1	2.60	8.74 %
CBM1	2.05	9.54 %
USL1	1.85	10.10 %
SVG1	1.26	6.89 %
TEN2	1.03	6.94 %
MNM1	0.56	6.52 %
PNV1	0.45	3.76 %
BTU1	0.43	6.00 %
CMR1	0.37	7.38 %
KPT1	0.29	5.16 %
NKI1	0.28	2.60 %
ODM1	0.09	1.11 %
PVI1	0.03	0.18 %
WHMD		0.00 %
Total	109.99	14.98 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	71.61	23.72 %
Wash-Mac	34.18	15.52 %
Air-Cond	2.76	0.76 %
Total	108.56	12.25 %

Branch *	MTD Sales L	Brand Share %
PBR2	5.34	9.37 %
KUM1	4.66	7.88 %
TNJ2	4.43	8.97 %
PTK1	3.69	9.24 %
TVR2	3.07	6.79 %
TTP1	2.08	9.21 %
NGT1	1.50	4.39 %
AYR1	1.26	8.17 %
PBR1	1.04	8.54 %
KRN1	0.39	4.24 %
APM1	0.35	2.30 %
NMM1		0.00 %
WTRZ		0.00 %
Total	108.56	12.25 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	59.74	18.76 %
Wash-Mac	39.66	13.56 %
Air-Cond	3.53	0.89 %
Total	102.94	10.22 %

Branch *	MTD Sales L	Brand Share %
TUT1	11.02	9.46 %
TVL1	4.47	4.12 %
TKS1	4.00	10.24 %
SKD1	2.84	7.72 %
PKD1	2.74	8.98 %
TKS2	2.68	6.52 %
MAR1	2.23	8.99 %
NGR1	2.13	5.12 %
TUT2	1.85	4.42 %
RND1	1.71	4.03 %
ASM1	1.43	8.30 %
SDI1	1.39	10.15 %
VLY1	1.04	3.21 %
TVL2	0.54	3.30 %
COL1	0.39	5.68 %
KGL1	0.29	3.63 %
TKY1	0.19	1.34 %
SGT1		0.00 %
WHTV		0.00 %
Total	102.94	10.22 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	40.65	15.64 %
Wash-Mac	39.22	15.53 %
Air-Cond	0.57	0.11 %
Total	80.44	7.88 %

Branch *	MTD Sales L	Brand Share %
CH16	5.98	8.08 %
CH05	5.67	7.59 %
CH14	4.40	7.24 %
CH28	4.11	10.09 %
CH11	3.91	6.27 %
CH19	2.78	4.44 %
CH08	2.64	3.62 %
CH39	2.38	10.53 %
CH22	2.30	6.55 %
CH07	2.25	5.48 %
CH48	2.22	4.62 %
GUD1	1.93	4.86 %
AVD1	1.84	4.80 %
CH30	1.78	3.74 %
KNR1	1.71	10.54 %
MRM1	1.63	6.61 %
TKM1	0.96	8.00 %
CZWH	0.15	3.74 %
CH29		0.00 %
CH40		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	80.44	7.88 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	38.77	18.42 %
Fridge	32.52	16.07 %
Air-Cond	1.51	0.42 %
Total	72.80	9.39 %

Branch *	MTD Sales L	Brand Share %
CH03	9.27	10.29 %
CH15	6.56	7.78 %
CH12	4.55	9.44 %
CH18	3.85	8.47 %
CH21	3.72	8.72 %
CH33	3.03	10.02 %
CH06	2.46	6.40 %
CH44	2.13	9.23 %
CH20	1.91	5.33 %
CH23	1.08	5.85 %
CH09	1.08	4.22 %
CH43	0.79	2.96 %
CH24	0.78	2.91 %
CH32	0.23	2.67 %
CH36	0.22	1.52 %
CH34	0.20	0.60 %
CH01		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	72.80	9.39 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	40.64	18.00 %
Wash-Mac	30.08	13.21 %
Air-Cond	0.87	0.65 %
Total	71.59	12.20 %

Branch *	MTD Sales L	Brand Share %
SLM1	4.68	9.76 %
HSR2	3.50	10.24 %
ATU1	2.55	8.97 %
HSR1	2.35	8.76 %
KRI1	1.22	6.63 %
TRM1	1.04	7.82 %
NKL2	0.70	2.92 %
CMI1	0.61	10.22 %
APN1	0.44	4.59 %
KMM1	0.39	4.82 %
VKL1	0.32	4.30 %
MCR1	0.31	1.55 %
SGG1	0.28	5.95 %
SGI1	0.09	0.82 %
DPR1		0.00 %
DPR2		0.00 %
WHKP		0.00 %
Total	71.59	12.20 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	31.35	17.67 %
Wash-Mac	29.44	13.83 %
Air-Cond	1.85	2.62 %
Total	62.64	13.59 %

Branch *	MTD Sales L	Brand Share %
KMR1	4.64	10.35 %
CBE4	1.71	7.23 %
TPR3	1.14	10.41 %
UAM1	0.79	6.60 %
PPI1	0.70	7.61 %
CBE3	0.66	8.54 %
SYM2	0.48	5.32 %
GBM1	0.45	4.30 %
SNR1	0.31	2.02 %
PDM1	0.29	2.62 %
GDR1	0.19	4.23 %
DPM2	0.09	0.62 %
TPR4		0.00 %
WHCB		0.00 %
Total	62.64	13.59 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	28.24	19.83 %
Wash-Mac	17.74	14.51 %
Air-Cond	0.26	0.17 %
Total	46.24	11.13 %

Branch *	MTD Sales L	Brand Share %
VEL2	2.88	10.69 %
VEL1	2.67	10.00 %
TRR1	2.48	9.30 %
KPM2	2.46	7.32 %
AKM1	2.40	9.99 %
KPM1	2.10	10.86 %
VSI1	1.46	8.36 %
ARC2	1.03	3.91 %
SLG1	0.68	9.26 %
TRT1	0.48	2.81 %
PTU1	0.17	4.54 %
CGM1	0.14	1.11 %
BGR1		0.00 %
PLR1		0.00 %
VNB1		0.00 %
WHVL		0.00 %
Total	46.24	11.13 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	25.19	16.37 %
Wash-Mac	13.98	9.78 %
Total	39.17	8.48 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.50	8.87 %
POY1	4.28	8.54 %
KKI2	3.04	9.50 %
CDM1	2.79	8.02 %
KML1	1.87	8.24 %
TRK1	1.78	5.92 %
SJI1	1.56	9.59 %
PRT1	1.44	9.72 %
POY2	0.62	3.83 %
TDM1	0.55	2.44 %
NVL2	0.53	2.22 %
STP1	0.49	5.16 %
VPM2	0.45	1.68 %
VCM1	0.25	1.12 %
WHNV		0.00 %
WHUT		0.00 %
Total	39.17	8.48 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	2.73	15.80 %
Wash-Mac	2.42	20.47 %
Total	5.15	12.42 %

Branch *	MTD Sales L	Brand Share %
Total	5.15	12.42 %