

MTD Sales
807.92 L

Brand Share %
11.13 %

Information:

MTD : 01-08-2025 To 17-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **11.13 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	450.63	19.08 %
Wash-Mac	342.49	15.55 %
Air-Cond	14.80	0.55 %
Total	807.92	11.13 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	125.22	14.92 %
TRICHY-01	121.30	12.31 %
SOUTH-01	119.72	10.59 %
CHENNAI-01	93.66	8.21 %
CHENNAI-02	82.49	9.55 %
WEST-02	82.43	12.65 %
WEST-01	70.60	13.07 %
NORTH ARCOT	54.69	11.63 %
SOUTH ARCOT	51.70	8.86 %
KL-SOUTH	6.11	11.90 %
Total	807.92	11.13 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	66.72	22.24 %
Wash-Mac	56.17	20.52 %
Air-Cond	2.34	0.88 %
Total	125.22	14.92 %

Branch *	MTD Sales L	Brand Share %
MDU6	4.99	10.47 %
MDU3	2.87	10.65 %
ATG1	2.87	8.46 %
CBM1	2.18	9.19 %
SVG1	1.26	6.50 %
TEN2	1.03	6.80 %
MNM1	0.56	5.49 %
PNV1	0.45	3.56 %
NKI1	0.39	3.14 %
CMR1	0.37	6.26 %
KPT1	0.29	4.69 %
BTU1	0.27	3.18 %
ODM1	0.09	1.09 %
PVI1	0.03	0.15 %
WHMD		0.00 %
Total	125.22	14.92 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	79.77	23.42 %
Wash-Mac	38.77	15.74 %
Air-Cond	2.76	0.69 %
Total	121.30	12.31 %

Branch *	MTD Sales L	Brand Share %
PBR2	6.84	10.91 %
TNJ2	5.32	9.83 %
KUM1	5.10	7.71 %
PTK1	4.09	8.90 %
TVR2	3.54	6.83 %
TTP1	2.46	10.29 %
NGT1	1.62	4.38 %
AYR1	1.39	8.34 %
PBR1	1.25	9.65 %
KRN1	0.66	6.44 %
APM1	0.51	3.08 %
NMM1		0.00 %
WTRZ		0.00 %
Total	121.30	12.31 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	69.48	19.09 %
Wash-Mac	46.71	13.84 %
Air-Cond	3.53	0.82 %
Total	119.72	10.59 %

Branch *	MTD Sales L	Brand Share %
TUT1	13.03	10.25 %
TVL1	5.27	4.45 %
TKS1	4.30	10.04 %
SKD1	2.97	7.79 %
PKD1	2.86	8.99 %
TKS2	2.82	6.16 %
TUT2	2.68	5.72 %
NGR1	2.29	4.99 %
RND1	1.99	4.26 %
ASM1	1.65	9.04 %
VLY1	1.04	2.92 %
TVL2	0.66	3.81 %
ARM1	0.57	9.82 %
KGL1	0.45	4.84 %
COL1	0.39	5.32 %
TKY1	0.28	1.65 %
SGT1		0.00 %
WHTV		0.00 %
Total	119.72	10.59 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	46.71	15.74 %
Wash-Mac	46.13	16.28 %
Air-Cond	0.83	0.15 %
Total	93.66	8.21 %

Branch *	MTD Sales L	Brand Share %
CH16	7.23	8.93 %
CH05	7.03	8.25 %
CH14	4.97	7.59 %
CH28	4.37	9.40 %
CH11	4.26	6.56 %
CH30	3.43	5.63 %
CH48	3.31	6.16 %
CH19	3.07	4.46 %
CH08	2.93	3.61 %
CH22	2.57	6.40 %
CH39	2.56	10.78 %
CH07	2.43	5.30 %
GUD1	2.20	5.08 %
KNR1	2.03	10.14 %
AVD1	1.97	4.72 %
MRM1	1.84	6.79 %
TKM1	1.25	8.94 %
CZWH	0.15	3.74 %
CH29		0.00 %
CH40		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.32	10.90 %
Total	93.66	8.21 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	43.06	18.50 %
Fridge	37.59	16.08 %
Air-Cond	1.84	0.46 %
Total	82.49	9.55 %

Branch *	MTD Sales L	Brand Share %
CH03	10.20	10.27 %
CH15	7.82	8.25 %
CH12	5.84	10.88 %
CH18	4.47	8.49 %
CH21	3.72	8.47 %
CH33	3.70	11.00 %
CH06	3.08	7.38 %
CH44	2.13	8.21 %
CH20	2.02	4.94 %
CH09	1.17	3.87 %
CH23	1.08	4.98 %
CH24	1.00	3.32 %
CH32	0.92	10.04 %
CH43	0.79	2.50 %
CH36	0.35	2.14 %
CH34	0.29	0.82 %
CH01		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	82.49	9.55 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	45.82	18.44 %
Wash-Mac	35.73	13.87 %
Air-Cond	0.87	0.60 %
Total	82.43	12.65 %

Branch *	MTD Sales L	Brand Share %
SLM1	5.54	10.55 %
HSR1	3.13	10.39 %
ATU1	2.88	9.51 %
TRM1	1.44	9.38 %
KRI1	1.38	7.13 %
HRR1	0.86	9.98 %
NKL2	0.70	2.61 %
CMI1	0.61	10.03 %
APN1	0.60	5.70 %
KMM1	0.39	3.72 %
VKL1	0.32	3.61 %
MCR1	0.31	1.45 %
SGG1	0.28	5.39 %
SGI1	0.09	0.71 %
DPR1		0.00 %
DPR2		0.00 %
WHKP		0.00 %
Total	82.43	12.65 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	34.94	16.86 %
Wash-Mac	33.81	13.94 %
Air-Cond	1.85	2.05 %
Total	70.60	13.07 %

Branch *	MTD Sales L	Brand Share %
KMR1	5.07	10.07 %
CBE4	2.88	9.83 %
TPR3	1.14	8.50 %
UAM1	1.02	7.87 %
CBE3	0.88	10.06 %
PPI1	0.82	7.82 %
CNR1	0.68	9.77 %
SYM2	0.57	5.86 %
GBM1	0.56	5.06 %
SNR1	0.42	1.98 %
PDM1	0.39	3.26 %
GDR1	0.19	3.78 %
TPR4	0.14	1.10 %
DPM2	0.09	0.54 %
WHCB		0.00 %
Total	70.60	13.07 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	32.90	20.26 %
Wash-Mac	21.27	15.38 %
Air-Cond	0.52	0.31 %
Total	54.69	11.63 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.40	8.96 %
VEL2	3.31	10.85 %
TRR1	2.94	9.32 %
VEL1	2.80	9.47 %
KPM1	2.64	10.78 %
VSI1	1.62	8.23 %
ARC2	1.17	4.16 %
SLG1	0.80	9.87 %
UGI1	0.61	6.28 %
TRT1	0.48	2.64 %
PTU1	0.17	4.54 %
CGM1	0.14	0.99 %
BGR1		0.00 %
PLR1		0.00 %
VNB1		0.00 %
WHVL		0.00 %
Total	54.69	11.63 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	33.72	17.91 %
Wash-Mac	17.73	10.13 %
Air-Cond	0.26	0.12 %
Total	51.70	8.86 %

Branch *	MTD Sales L	Brand Share %
POY1	8.81	10.81 %
CUD1	5.44	10.05 %
CDM1	3.70	9.20 %
KKI2	3.56	9.92 %
KML1	2.43	9.89 %
TRK1	2.06	5.96 %
POY2	1.80	2.76 %
SJI1	1.56	9.16 %
NVL2	0.96	3.37 %
VPM2	0.74	2.45 %
STP1	0.62	6.34 %
TDM1	0.55	2.32 %
VCM1	0.41	1.69 %
WHNV		0.00 %
WHUT		0.00 %
Total	51.70	8.86 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	3.11	19.85 %
Fridge	3.00	14.86 %
Total	6.11	11.90 %

Branch *	MTD Sales L	Brand Share %
Total	6.11	11.90 %