

MTD Sales
832.79 L

Brand Share %
11.19 %

Information:

MTD : 01-08-2025 To 18-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **11.19 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	462.34	19.04 %
Wash-Mac	355.65	15.67 %
Air-Cond	14.80	0.54 %
Total	832.79	11.19 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	128.74	14.96 %
TRICHY-01	124.80	12.36 %
SOUTH-01	124.72	10.70 %
CHENNAI-01	96.61	8.27 %
CHENNAI-02	85.24	9.61 %
WEST-02	83.53	12.52 %
WEST-01	73.07	13.16 %
NORTH ARCOT	56.26	11.64 %
SOUTH ARCOT	53.42	8.99 %
KL-SOUTH	6.40	11.96 %
Total	832.79	11.19 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	68.14	22.10 %
Wash-Mac	58.27	20.56 %
Air-Cond	2.34	0.87 %
Total	128.74	14.96 %

Branch *	MTD Sales L	Brand Share %
MDU6	4.99	10.31 %
ATG1	3.24	9.13 %
MDU3	2.87	10.65 %
CBM1	2.18	9.05 %
SVG1	1.26	6.12 %
TEN2	1.03	6.56 %
MNM1	0.56	5.40 %
NKI1	0.55	4.20 %
PNV1	0.45	3.42 %
CMR1	0.37	6.26 %
KPT1	0.29	4.69 %
BTU1	0.27	3.13 %
ODM1	0.09	1.09 %
PVI1	0.03	0.14 %
WHMD		0.00 %
Total	128.74	14.96 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	82.05	23.42 %
Wash-Mac	39.99	15.89 %
Air-Cond	2.76	0.68 %
Total	124.80	12.36 %

Branch *	MTD Sales L	Brand Share %
PBR2	7.04	11.01 %
KUM1	5.47	8.07 %
TNJ2	5.45	9.92 %
PTK1	4.09	8.57 %
TVR2	3.54	6.55 %
TTP1	2.46	10.17 %
NGT1	1.62	4.36 %
AYR1	1.54	9.01 %
PBR1	1.25	9.46 %
KRN1	0.96	8.80 %
APM1	0.51	3.08 %
NMM1		0.00 %
WTRZ		0.00 %
Total	124.80	12.36 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	71.98	19.19 %
Wash-Mac	49.20	14.11 %
Air-Cond	3.53	0.80 %
Total	124.72	10.70 %

Branch *	MTD Sales L	Brand Share %
TUT1	13.83	10.55 %
TVL1	5.45	4.49 %
RPM1	5.41	10.65 %
TKS1	4.30	9.96 %
TKS2	3.16	6.64 %
SKD1	3.08	7.98 %
TUT2	2.95	6.00 %
PKD1	2.86	8.89 %
NGR1	2.29	4.81 %
RND1	2.14	4.37 %
ASM1	2.06	11.07 %
VLY1	1.18	3.19 %
TVL2	0.66	3.77 %
ARM1	0.57	9.82 %
KGL1	0.45	4.88 %
COL1	0.39	5.32 %
TKY1	0.28	1.60 %
SGT1		0.00 %
WHTV	-0.20	7.52 %
Total	124.72	10.70 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	47.98	15.76 %
Wash-Mac	47.80	16.32 %
Air-Cond	0.83	0.14 %
Total	96.61	8.27 %

Branch *	MTD Sales L	Brand Share %
CH16	7.54	8.82 %
CH05	7.40	8.49 %
CH14	5.33	7.91 %
CH28	4.37	9.31 %
CH11	4.26	6.49 %
CH30	3.68	6.04 %
CH48	3.31	6.06 %
CH19	3.16	4.50 %
CH08	2.93	3.57 %
CH39	2.69	10.97 %
CH22	2.57	6.26 %
CH07	2.43	5.17 %
GUD1	2.20	5.02 %
AVD1	2.17	4.99 %
KNR1	2.03	9.86 %
MRM1	1.84	6.79 %
TKM1	1.25	8.85 %
CZWH	0.15	2.17 %
CH29		0.00 %
CH40		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.32	9.35 %
Total	96.61	8.27 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	44.91	18.65 %
Fridge	38.48	16.07 %
Air-Cond	1.84	0.45 %
Total	85.24	9.61 %

Branch *	MTD Sales L	Brand Share %
CH03	10.77	10.58 %
CH15	8.19	8.49 %
CH12	6.00	11.11 %
CH18	4.89	8.84 %
CH21	3.72	8.26 %
CH33	3.70	10.63 %
CH06	3.08	7.38 %
CH44	2.13	7.94 %
CH20	2.02	4.71 %
CH09	1.17	3.81 %
CH23	1.08	4.82 %
CH24	1.00	3.28 %
CH43	0.95	2.91 %
CH32	0.92	9.09 %
CH36	0.35	2.09 %
CH34	0.29	0.79 %
CH01		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	85.24	9.61 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	46.74	18.29 %
Wash-Mac	35.93	13.60 %
Air-Cond	0.87	0.59 %
Total	83.53	12.52 %

Branch *	MTD Sales L	Brand Share %
HSR2	4.32	10.92 %
HSR1	3.13	9.72 %
ATU1	2.88	9.51 %
TRM1	1.44	9.38 %
KRI1	1.38	6.84 %
HRR1	0.86	9.82 %
NKL2	0.70	2.55 %
CMI1	0.61	10.03 %
APN1	0.60	5.60 %
KMM1	0.39	3.67 %
VKL1	0.32	3.36 %
MCR1	0.31	1.39 %
SGG1	0.28	5.22 %
SGI1	0.09	0.70 %
DPR1		0.00 %
DPR2		0.00 %
WHKP		0.00 %
Total	83.53	12.52 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	35.81	14.38 %
Fridge	35.40	16.59 %
Air-Cond	1.85	1.99 %
Total	73.07	13.16 %

Branch *	MTD Sales L	Brand Share %
KMR1	5.19	10.17 %
CBE4	2.88	9.58 %
UAM1	1.14	8.68 %
TPR3	1.14	8.50 %
CNR1	0.68	9.77 %
PPI1	0.68	6.42 %
SYM2	0.57	5.59 %
GBM1	0.56	5.06 %
PDM1	0.53	4.29 %
SNR1	0.42	1.91 %
GDR1	0.31	5.94 %
TPR4	0.14	1.06 %
DPM2	0.09	0.54 %
WHCB		0.00 %
Total	73.07	13.16 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	33.78	19.98 %
Wash-Mac	21.96	15.42 %
Air-Cond	0.52	0.30 %
Total	56.26	11.64 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.93	9.91 %
VEL1	3.01	9.81 %
TRR1	2.94	9.19 %
KPM1	2.64	10.78 %
VSI1	1.79	8.99 %
ARC2	1.17	3.98 %
SLG1	0.80	9.54 %
UGI1	0.61	6.28 %
TRT1	0.48	2.47 %
PTU1	0.17	4.54 %
CGM1	0.14	0.99 %
BGR1		0.00 %
PLR1		0.00 %
VNB1		0.00 %
WHVL		0.00 %
Total	56.26	11.64 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	34.49	17.97 %
Wash-Mac	18.67	10.42 %
Air-Cond	0.26	0.12 %
Total	53.42	8.99 %

Branch *	MTD Sales L	Brand Share %
POY1	9.01	10.91 %
CUD1	5.57	9.92 %
KKI2	3.78	10.41 %
CDM1	3.70	9.17 %
KML1	2.56	10.06 %
TRK1	2.06	5.88 %
POY2	1.80	2.68 %
SJI1	1.71	9.67 %
NVL2	0.96	3.32 %
VPM2	0.74	2.45 %
STP1	0.62	6.34 %
TDM1	0.55	2.32 %
VCM1	0.41	1.69 %
WHNV		0.00 %
Total	53.42	8.99 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	3.30	15.56 %
Wash-Mac	3.11	18.38 %
Total	6.40	11.96 %

Branch *	MTD Sales L	Brand Share %
Total	6.40	11.96 %