

MTD Sales
855.56 L

Brand Share %
11.27 %

Information:

MTD : 01-08-2025 To 19-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **11.27 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	472.88	19.14 %
Wash-Mac	367.62	15.82 %
Air-Cond	15.05	0.54 %
Total	855.56	11.27 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	132.65	15.12 %
SOUTH-01	129.35	10.77 %
TRICHY-01	126.50	12.37 %
CHENNAI-01	101.33	8.49 %
CHENNAI-02	87.86	9.70 %
WEST-02	83.12	12.34 %
WEST-01	74.95	13.17 %
NORTH ARCOT	58.20	11.81 %
SOUTH ARCOT	54.82	9.08 %
KL-SOUTH	6.78	12.18 %
Total	855.56	11.27 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	70.18	22.28 %
Wash-Mac	60.13	20.85 %
Air-Cond	2.34	0.85 %
Total	132.65	15.12 %

Branch *	MTD Sales L	Brand Share %
MDU6	4.99	10.21 %
ATG1	3.24	8.94 %
MDU3	3.00	11.07 %
CBM1	2.34	9.57 %
SVG1	1.26	5.86 %
TEN2	1.03	6.49 %
PNV1	0.58	4.29 %
MNM1	0.56	5.40 %
NKI1	0.55	4.08 %
CMR1	0.37	6.26 %
KPT1	0.29	4.69 %
BTU1	0.27	3.04 %
ODM1	0.09	1.07 %
PVI1	0.03	0.14 %
WHMD		0.00 %
Total	132.65	15.12 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	74.56	19.39 %
Wash-Mac	51.26	14.23 %
Air-Cond	3.53	0.77 %
Total	129.35	10.77 %

Branch *	MTD Sales L	Brand Share %
TUT1	14.05	10.52 %
RPM1	5.92	11.26 %
TVL1	5.81	4.70 %
TKS1	4.30	9.78 %
TKS2	3.16	6.55 %
TUT2	3.16	6.31 %
SKD1	3.08	7.78 %
PKD1	2.86	8.56 %
NGR1	2.44	4.50 %
RND1	2.14	4.43 %
ASM1	2.06	11.07 %
VLY1	1.18	3.15 %
TVL2	0.66	3.58 %
KGL1	0.61	6.46 %
ARM1	0.57	9.59 %
COL1	0.39	5.32 %
TKY1	0.28	1.47 %
SGT1		0.00 %
WHTV	-0.20	7.52 %
Total	129.35	10.77 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	83.34	23.54 %
Wash-Mac	40.40	15.79 %
Air-Cond	2.76	0.67 %
Total	126.50	12.37 %

Branch *	MTD Sales L	Brand Share %
TRY1	17.16	11.16 %
PBR2	7.04	10.78 %
TNJ2	5.54	10.06 %
KUM1	5.47	7.97 %
PTK1	4.09	8.40 %
TVR2	3.54	6.55 %
TTP1	2.46	10.05 %
NGT1	1.62	4.24 %
AYR1	1.54	9.01 %
PBR1	1.40	10.19 %
KRN1	1.09	9.91 %
APM1	0.51	3.02 %
NMM1		0.00 %
Total	126.50	12.37 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	50.93	16.68 %
Fridge	49.57	15.96 %
Air-Cond	0.83	0.14 %
Total	101.33	8.49 %

Branch *	MTD Sales L	Brand Share %
CH05	7.86	8.87 %
CH16	7.54	8.59 %
CH14	5.49	8.01 %
CH11	4.89	7.33 %
CH28	4.73	9.92 %
CH30	4.24	6.80 %
CH48	3.31	5.99 %
CH19	3.16	4.45 %
CH08	2.93	3.43 %
CH22	2.71	6.57 %
CH38	2.69	11.26 %
CH39	2.69	10.97 %
CH07	2.43	5.01 %
GUD1	2.40	5.39 %
KNR1	2.30	11.03 %
AVD1	2.17	4.87 %
MRM1	1.84	6.68 %
CZWH	0.15	2.17 %
CH29		0.00 %
CH40		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.32	9.35 %
Total	101.33	8.49 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	46.66	18.75 %
Fridge	39.10	16.21 %
Air-Cond	2.10	0.51 %
Total	87.86	9.70 %

Branch *	MTD Sales L	Brand Share %
CH03	10.55	10.31 %
CH15	8.53	8.43 %
CH18	5.20	9.27 %
CH33	3.81	10.71 %
CH21	3.72	8.01 %
CH06	3.08	7.17 %
CH20	2.62	6.10 %
CH44	2.13	7.65 %
CH09	1.17	3.78 %
CH23	1.08	4.66 %
CH24	1.00	3.25 %
CH43	0.95	2.91 %
CH32	0.92	8.79 %
CH36	0.35	2.09 %
CH34	0.29	0.78 %
CH01		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	87.86	9.70 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	46.08	17.89 %
Wash-Mac	36.17	13.61 %
Air-Cond	0.87	0.58 %
Total	83.12	12.34 %

Branch *	MTD Sales L	Brand Share %
HSR2	4.32	10.87 %
HSR1	3.13	9.55 %
ATU1	2.88	9.51 %
TRM1	1.60	10.04 %
KRI1	1.52	7.48 %
HRR1	0.86	9.82 %
APN1	0.76	6.69 %
NKL2	0.70	2.54 %
CMI1	0.61	10.03 %
KMM1	0.39	3.67 %
VKL1	0.32	3.36 %
MCR1	0.31	1.39 %
SGG1	0.28	4.14 %
SGI1	0.09	0.70 %
DPR1		0.00 %
DPR2		0.00 %
WHKP		0.00 %
WHPD	-0.19	10.94 %
Total	83.12	12.34 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	36.69	14.45 %
Fridge	36.41	16.64 %
Air-Cond	1.85	1.92 %
Total	74.95	13.17 %

Branch *	MTD Sales L	Brand Share %
KMR1	5.19	10.03 %
CBE4	3.04	9.96 %
UAM1	1.29	9.47 %
TPR3	1.24	8.81 %
CBE3	1.05	11.23 %
PPI1	0.96	8.70 %
CNR1	0.68	9.77 %
PDM1	0.66	5.22 %
SYM2	0.57	5.59 %
GBM1	0.56	5.06 %
SNR1	0.52	2.24 %
GDR1	0.31	5.74 %
TPR4	0.14	1.06 %
DPM2	0.09	0.52 %
WHCB		0.00 %
Total	74.95	13.17 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	34.90	20.32 %
Wash-Mac	22.79	15.72 %
Air-Cond	0.52	0.29 %
Total	58.20	11.81 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.21	10.43 %
TRR1	3.37	10.25 %
VEL1	3.12	9.86 %
VSI1	1.79	9.02 %
ARC2	1.17	3.81 %
SLG1	0.80	9.54 %
UGI1	0.61	6.28 %
TRT1	0.48	2.49 %
PTU1	0.17	4.54 %
CGM1	0.14	0.98 %
BGR1		0.00 %
PLR1		0.00 %
VNB1		0.00 %
WHVL		0.00 %
Total	58.20	11.81 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	35.25	18.08 %
Wash-Mac	19.31	10.55 %
Air-Cond	0.26	0.12 %
Total	54.82	9.08 %

Branch *	MTD Sales L	Brand Share %
POY1	9.27	11.03 %
CUD1	5.99	10.14 %
CDM1	3.95	9.57 %
KKI2	3.78	10.13 %
KML1	2.56	9.99 %
TRK1	2.06	5.77 %
SJI1	1.90	10.46 %
POY2	1.80	2.66 %
NVL2	0.96	3.32 %
VPM2	0.86	2.88 %
STP1	0.62	6.34 %
TDM1	0.55	2.32 %
VCM1	0.41	1.69 %
WHNV		0.00 %
Total	54.82	9.08 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	3.50	15.51 %
Wash-Mac	3.28	18.61 %
Total	6.78	12.18 %

Branch *	MTD Sales L	Brand Share %
Total	6.78	12.18 %