

MTD Sales
883.10 L

Brand Share %
11.36 %

Information:

MTD : 01-08-2025 To 20-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **11.36 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	486.92	19.24 %
Wash-Mac	380.82	15.97 %
Air-Cond	15.35	0.54 %
Total	883.10	11.36 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	134.59	10.83 %
SOUTH-03	134.58	14.99 %
TRICHY-01	130.29	12.47 %
CHENNAI-01	103.79	8.57 %
CHENNAI-02	89.45	9.72 %
WEST-02	86.51	12.57 %
WEST-01	77.75	13.31 %
NORTH ARCOT	60.52	12.06 %
SOUTH ARCOT	56.06	9.19 %
KL-SOUTH	9.56	13.45 %
Total	883.10	11.36 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	77.09	19.35 %
Wash-Mac	53.97	14.34 %
Air-Cond	3.53	0.76 %
Total	134.59	10.83 %

Branch *	MTD Sales L	Brand Share %
TUT1	15.38	11.16 %
TVL1	6.11	4.79 %
TKS1	4.30	9.95 %
TUT2	3.42	6.62 %
TKS2	3.31	6.56 %
SKD1	3.08	7.62 %
PKD1	2.86	8.56 %
NGR1	2.84	4.32 %
RND1	2.14	4.36 %
ASM1	2.06	10.73 %
VLY1	1.18	3.02 %
TVL2	0.66	3.53 %
KGL1	0.61	6.27 %
ARM1	0.57	9.14 %
COL1	0.39	5.23 %
TKY1	0.28	1.41 %
SGT1		0.00 %
WHTV	-0.20	7.52 %
Total	134.59	10.83 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	70.90	22.01 %
Wash-Mac	61.34	20.80 %
Air-Cond	2.34	0.83 %
Total	134.58	14.99 %

Branch *	MTD Sales L	Brand Share %
MDU6	5.16	10.62 %
ATG1	3.24	8.58 %
MDU3	3.00	10.87 %
CBM1	2.34	9.28 %
SVG1	1.26	5.74 %
TEN2	1.03	6.37 %
NKI1	0.79	5.65 %
PNV1	0.58	4.14 %
MNM1	0.56	5.19 %
CMR1	0.37	6.08 %
KPT1	0.29	4.59 %
BTU1	0.27	2.98 %
ODM1	0.19	2.14 %
PVI1	0.03	0.14 %
WHMD		0.00 %
Total	134.58	14.99 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	85.74	23.62 %
Wash-Mac	41.79	15.98 %
Air-Cond	2.76	0.66 %
Total	130.29	12.47 %

Branch *	MTD Sales L	Brand Share %
TRY1	17.95	11.35 %
PBR2	7.04	10.52 %
TNJ2	5.97	10.75 %
KUM1	5.60	7.98 %
PTK1	4.24	8.55 %
TVR2	3.69	6.73 %
TTP1	2.46	9.84 %
AYR1	1.70	9.30 %
NGT1	1.62	4.18 %
PBR1	1.40	9.96 %
KRN1	1.09	9.77 %
APM1	0.61	3.52 %
NMM1		0.00 %
Total	130.29	12.47 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	51.92	16.75 %
Fridge	51.04	16.23 %
Air-Cond	0.83	0.14 %
Total	103.79	8.57 %

Branch *	MTD Sales L	Brand Share %
CH16	8.34	9.30 %
CH05	8.19	9.10 %
CH42	6.85	11.16 %
CH14	6.01	8.30 %
CH11	4.89	7.03 %
CH28	4.73	9.60 %
CH30	4.24	6.87 %
CH19	3.34	4.66 %
CH48	3.31	6.09 %
CH22	3.17	7.43 %
CH08	2.78	3.22 %
CH07	2.43	4.98 %
GUD1	2.40	5.34 %
AVD1	2.30	5.18 %
KNR1	2.30	11.03 %
MRM1	1.84	6.73 %
CZWH	0.15	2.17 %
CH29		0.00 %
CH40		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	103.79	8.57 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	48.13	19.00 %
Fridge	39.22	16.10 %
Air-Cond	2.10	0.50 %
Total	89.45	9.72 %

Branch *	MTD Sales L	Brand Share %
CH03	10.96	10.47 %
CH15	8.84	8.53 %
CH12	5.94	10.77 %
CH18	5.20	8.91 %
CH21	3.61	7.72 %
CH33	3.61	10.01 %
CH06	3.20	7.11 %
CH20	2.75	6.29 %
CH44	2.29	8.08 %
CH09	1.17	3.71 %
CH23	1.08	4.66 %
CH43	1.07	3.27 %
CH24	1.00	3.29 %
CH32	0.92	8.79 %
CH34	0.39	1.02 %
CH36	0.35	2.08 %
CH01		0.00 %
MC06		0.00 %
MC08		0.00 %
Total	89.45	9.72 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	47.30	18.04 %
Wash-Mac	38.04	13.95 %
Air-Cond	1.17	0.76 %
Total	86.51	12.57 %

Branch *	MTD Sales L	Brand Share %
HSR2	4.32	10.65 %
HSR1	3.29	9.99 %
ATU1	3.03	9.90 %
KRI1	1.95	9.28 %
TRM1	1.60	9.49 %
HRR1	0.86	9.98 %
APN1	0.76	6.69 %
NKL2	0.70	2.53 %
CMI1	0.61	10.03 %
SGG1	0.49	6.89 %
KMM1	0.39	3.60 %
VKL1	0.32	3.19 %
MCR1	0.31	1.35 %
SGI1	0.09	0.68 %
DPR1		0.00 %
DPR2		0.00 %
WHKP		0.00 %
WHPD	-0.19	10.94 %
Total	86.51	12.57 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	38.44	14.70 %
Fridge	37.47	16.73 %
Air-Cond	1.85	1.87 %
Total	77.75	13.31 %

Branch *	MTD Sales L	Brand Share %
KMR1	5.48	10.39 %
CBE4	3.04	9.79 %
UAM1	1.29	8.96 %
TPR3	1.24	8.28 %
PPI1	1.05	9.47 %
CBE3	1.05	11.06 %
PDM1	0.76	5.88 %
CNR1	0.68	9.77 %
ANR1	0.61	11.16 %
SYM2	0.57	5.28 %
GBM1	0.56	4.98 %
SNR1	0.52	2.22 %
GDR1	0.31	5.74 %
TPR4	0.14	1.06 %
DPM2	0.09	0.52 %
WHCB		0.00 %
Total	77.75	13.31 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	36.67	20.87 %
Wash-Mac	23.33	15.77 %
Air-Cond	0.52	0.29 %
Total	60.52	12.06 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.21	10.21 %
TRR1	3.37	10.17 %
VEL1	3.28	10.05 %
KPM1	2.81	11.19 %
VSI1	1.92	9.55 %
ARC2	1.33	4.26 %
SLG1	0.80	9.54 %
UGI1	0.61	6.28 %
TRT1	0.48	2.46 %
PTU1	0.17	4.54 %
CGM1	0.14	0.98 %
BGR1		0.00 %
PLR1		0.00 %
VNB1		0.00 %
WHVL		0.00 %
Total	60.52	12.06 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	35.85	18.13 %
Wash-Mac	19.95	10.75 %
Air-Cond	0.26	0.12 %
Total	56.06	9.19 %

Branch *	MTD Sales L	Brand Share %
POY1	9.46	11.08 %
CUD1	5.99	10.07 %
CDM1	3.95	9.52 %
KKI2	3.90	10.41 %
KML1	2.56	9.99 %
TRK1	2.06	5.74 %
SJI1	1.90	10.46 %
POY2	1.80	2.66 %
NVL2	0.96	3.30 %
VPM2	0.86	2.88 %
STP1	0.62	6.34 %
TDM1	0.55	2.24 %
VCM1	0.41	1.66 %
WHNV		0.00 %
Total	56.06	9.19 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	5.65	18.77 %
Wash-Mac	3.92	18.45 %
Total	9.56	13.45 %

Branch *	MTD Sales L	Brand Share %
Total	9.56	13.45 %