

MTD Sales
948.98 L

Brand Share %
11.18 %

Information:

MTD : 01-07-2025 To 26-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **11.18 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	544.71	21.55 %
Wash-Mac	376.21	17.06 %
Air-Cond	28.07	0.75 %
Total	948.98	11.18 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	153.61	10.63 %
CHENNAI-01	147.72	10.28 %
SOUTH-03	134.44	13.51 %
TRICHY-01	120.80	10.31 %
CHENNAI-02	103.51	10.26 %
WEST-02	100.16	14.34 %
WEST-01	75.01	15.06 %
SOUTH ARCOT	54.32	8.22 %
NORTH ARCOT	49.74	9.88 %
KL-SOUTH	9.68	14.13 %
Total	948.98	11.18 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	84.98	20.88 %
Wash-Mac	63.71	16.19 %
Air-Cond	4.91	0.76 %
Total	153.61	10.63 %

Branch *	MTD Sales L	Brand Share %
KVT1	8.35	9.33 %
TUT2	5.95	8.90 %
TVL1	5.70	4.76 %
PKD1	5.05	9.21 %
RPM1	4.76	9.10 %
SVK1	4.63	10.37 %
TKS2	4.43	8.45 %
MAR1	4.25	7.41 %
TKS1	4.17	7.86 %
RND1	2.96	4.00 %
STU2	2.59	9.09 %
VNR1	2.50	10.46 %
SNL1	1.69	7.95 %
KGL1	1.26	9.88 %
VLY1	0.95	1.96 %
TKY1	0.62	3.22 %
COL1	0.59	10.44 %
SGT1		0.00 %
TVL2		0.00 %
Total	153.61	10.63 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	88.09	23.90 %
Wash-Mac	53.88	17.98 %
Air-Cond	5.75	0.75 %
Total	147.72	10.28 %

Branch *	MTD Sales L	Brand Share %
CH16	10.45	10.79 %
CH08	6.68	6.16 %
CH05	6.50	5.30 %
CH28	6.04	10.39 %
CH11	5.60	9.55 %
CH14	5.56	6.01 %
CH22	3.43	5.99 %
CH19	3.40	3.68 %
GUD1	3.26	6.15 %
CGL1	3.08	10.46 %
KNR1	2.98	7.39 %
CH30	2.78	7.04 %
CH07	2.61	4.52 %
CH48	2.40	4.41 %
CH39	2.30	7.36 %
MRM1	1.55	5.37 %
CZWH	1.22	3.95 %
TKM1	1.22	10.41 %
AVD1	1.11	2.82 %
CH40	0.09	1.25 %
WCHN	-0.56	7.79 %
Total	147.72	10.28 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	81.31	25.80 %
Wash-Mac	50.46	18.61 %
Air-Cond	2.67	0.65 %
Total	134.44	13.51 %

Branch *	MTD Sales L	Brand Share %
MDU2	7.22	9.50 %
ATG1	4.31	9.36 %
SVG1	3.67	9.57 %
CBM1	3.62	10.16 %
KKD2	3.36	10.18 %
MDU5	2.87	10.82 %
MDU3	2.79	8.14 %
KRR1	2.04	9.90 %
PNV1	1.34	7.06 %
PVI1	0.88	4.37 %
NKI1	0.71	7.35 %
MNM1	0.59	5.15 %
BTU1	0.51	7.16 %
CMR1	0.41	8.49 %
ODM1	0.33	3.30 %
Total	134.44	13.51 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	72.24	22.45 %
Wash-Mac	43.78	18.77 %
Air-Cond	4.78	0.77 %
Total	120.80	10.31 %

Branch *	MTD Sales L	Brand Share %
TRY1	24.98	8.34 %
PBR2	7.51	10.43 %
KUM1	5.94	8.67 %
MVM1	5.67	9.11 %
PTK1	5.10	10.74 %
TNJ2	3.97	6.54 %
TRY2	2.55	7.58 %
TVR2	2.39	4.53 %
TVR1	1.66	7.69 %
NGT1	1.12	2.41 %
KRN1	0.75	6.47 %
TTP1	0.59	3.06 %
PBR1	0.45	1.93 %
NMM1	0.16	1.07 %
Total	120.80	10.31 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	53.37	21.78 %
Wash-Mac	44.71	19.67 %
Air-Cond	5.43	1.01 %
Total	103.51	10.26 %

Branch *	MTD Sales L	Brand Share %
CH15	11.32	10.34 %
CH03	10.85	8.94 %
CH21	5.62	10.81 %
CH18	5.26	8.96 %
CH06	5.04	10.35 %
CH09	4.26	10.58 %
CH33	4.18	10.46 %
CH43	3.44	7.68 %
CH20	3.43	7.70 %
CH46	2.62	8.60 %
CH24	1.49	3.85 %
CH23	0.46	3.62 %
CH32	0.43	4.15 %
CH36	0.38	1.97 %
CH34	0.24	0.66 %
MC06	0.12	4.22 %
CH01		0.00 %
Total	103.51	10.26 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	57.74	20.01 %
Wash-Mac	40.97	15.25 %
Air-Cond	1.45	1.03 %
Total	100.16	14.34 %

Branch *	MTD Sales L	Brand Share %
HSR2	3.73	8.95 %
HSR1	2.88	8.85 %
ATU1	2.22	8.21 %
NKL2	0.82	2.87 %
KMM1	0.64	5.16 %
VKL1	0.55	5.44 %
MCR1	0.29	1.00 %
SGG1	0.21	3.19 %
DPR2	0.08	0.89 %
DPR1		0.00 %
SGI1		0.00 %
Total	100.16	14.34 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	36.40	18.06 %
Wash-Mac	35.83	16.47 %
Air-Cond	2.78	3.52 %
Total	75.01	15.06 %

Branch *	MTD Sales L	Brand Share %
UMP1	2.06	10.89 %
SNR1	1.41	6.15 %
TPR4	1.21	8.88 %
UAM1	0.72	4.83 %
PPI1	0.46	4.34 %
DPM2	0.45	3.73 %
PDM1	0.43	3.90 %
GDR1	0.41	5.49 %
TPR3	0.36	2.96 %
SYM2	0.34	3.05 %
ANR1	0.28	4.09 %
Total	75.01	15.06 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	34.43	17.96 %
Wash-Mac	19.90	13.77 %
Total	54.32	8.22 %

Branch *	MTD Sales L	Brand Share %
CDM1	3.68	10.74 %
CUD1	3.56	5.96 %
POY2	3.03	4.57 %
TRK1	2.97	8.07 %
KKI2	1.87	4.92 %
KML1	1.85	7.27 %
MKM1	1.49	8.05 %
NVL2	1.43	2.81 %
SJI1	1.18	6.77 %
VPM2	1.12	3.04 %
STP1	1.07	7.84 %
TDM1	0.79	3.28 %
PRT1	0.75	3.78 %
VCM1	0.44	2.18 %
WHUT		0.00 %
Total	54.32	8.22 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	29.77	18.52 %
Wash-Mac	19.67	14.90 %
Air-Cond	0.30	0.14 %
Total	49.74	9.88 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.95	6.76 %
TRR1	3.30	8.56 %
VEL1	3.23	7.50 %
TRL1	2.91	8.39 %
SBR1	2.57	7.75 %
VSI1	2.10	10.31 %
ARC2	0.97	5.28 %
TRT1	0.85	5.41 %
WJD1	0.60	3.90 %
CGM1	0.41	2.95 %
VNB1	0.29	2.33 %
UGI1	0.19	5.11 %
PTU1	0.15	3.64 %
BGR1	0.10	1.12 %
PLR1	0.09	0.79 %
NASD		0.00 %
Total	49.74	9.88 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	6.39	22.72 %
Wash-Mac	3.29	18.53 %
Total	9.68	14.13 %

Branch *	MTD Sales L	Brand Share %
WTVP		0.00 %
Total	9.68	14.13 %