

MTD Sales
418.35 L

Brand Share %
5.41 %

Information:

MTD : 01-09-2025 To 30-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.41 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	196.36	8.77 %
Wash-Mac	140.81	6.68 %
Air-Cond	78.16	2.35 %
D-Freez	3.02	5.62 %
Total	418.35	5.41 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	69.16	5.71 %
SOUTH-01	66.26	4.29 %
SOUTH-03	55.33	6.09 %
TRICHY-01	45.49	5.43 %
CHENNAI-02	45.03	4.76 %
WEST-01	43.61	8.15 %
WEST-02	35.68	5.71 %
SOUTH ARCOT	28.20	5.23 %
NORTH ARCOT	25.43	5.53 %
KL-SOUTH	4.15	3.44 %
Total	418.35	5.41 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	30.96	9.99 %
Wash-Mac	24.23	7.79 %
Air-Cond	12.35	2.12 %
D-Freez	1.62	22.00 %
Total	69.16	5.71 %

Branch *	MTD Sales L	Brand Share %
CH14	2.69	3.27 %
CH07	2.63	4.66 %
CH30	1.71	3.77 %
CH05	1.39	1.89 %
CH19	0.93	1.32 %
CH39	0.64	2.31 %
AVD1	0.64	1.59 %
CH38	0.45	1.74 %
CGL1	0.34	1.52 %
CH26	0.24	2.43 %
CH35	0.23	0.99 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
Total	69.16	5.71 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	30.01	7.33 %
Air-Cond	18.36	2.42 %
Wash-Mac	17.42	4.83 %
D-Freez	0.47	3.06 %
Total	66.26	4.29 %

Branch *	MTD Sales L	Brand Share %
RPM1	4.70	5.14 %
TUT1	4.61	2.63 %
TUT2	2.96	3.66 %
TVL1	2.54	1.29 %
ERL2	1.57	5.20 %
NGR1	1.42	1.79 %
TCN1	1.40	4.19 %
TYI1	1.34	4.47 %
TKS1	0.76	2.41 %
MAR1	0.75	1.44 %
VLY1	0.52	1.21 %
VNR1	0.30	1.43 %
COL1	0.23	3.48 %
PKD1	0.16	0.50 %
APK1	0.16	0.74 %
KGL1	0.13	1.33 %
SDI1	0.12	0.30 %
MMT1		0.00 %
TVL2		0.00 %
Total	66.26	4.29 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	29.47	9.59 %
Wash-Mac	19.26	7.63 %
Air-Cond	6.35	1.85 %
D-Freez	0.25	4.10 %
Total	55.33	6.09 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.50	4.96 %
MDU2	2.93	4.72 %
ATG1	2.20	4.67 %
MDU6	1.44	3.44 %
PVI1	1.39	4.65 %
KKD3	0.80	1.16 %
KYK1	0.72	4.59 %
MNM1	0.61	4.41 %
DKI1	0.23	0.85 %
TDI1	0.23	2.14 %
MLR1	0.13	0.75 %
BTU1	0.13	1.78 %
DGL2	0.09	0.47 %
KKD2	0.07	0.47 %
PNV1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
ODM1	-0.19	-2.55 %
Total	55.33	6.09 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	22.79	9.32 %
Wash-Mac	14.24	7.42 %
Air-Cond	8.46	2.12 %
Total	45.49	5.43 %

Branch *	MTD Sales L	Brand Share %
TRY1	4.99	2.55 %
PBR2	2.55	5.34 %
MVM1	1.89	4.97 %
TNJ2	1.83	4.89 %
TVR2	1.76	3.85 %
TRY3	0.39	1.63 %
PBR1	0.38	2.63 %
MSI1	0.36	2.63 %
TRY2	0.24	1.21 %
TZSD	0.15	1.69 %
KIK1		0.00 %
ORU1		0.00 %
TVR1		0.00 %
Total	45.49	5.43 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	18.09	7.58 %
Fridge	17.85	8.67 %
Air-Cond	8.64	1.73 %
D-Freez	0.46	14.08 %
Total	45.03	4.76 %

Branch *	MTD Sales L	Brand Share %
CH03	4.75	4.99 %
CH15	3.51	3.09 %
CH33	1.44	3.78 %
CH12	0.96	1.71 %
CH09	0.80	2.34 %
CH06	0.72	1.67 %
MJR1	0.50	1.55 %
CH41	0.31	0.90 %
CH46	0.27	1.46 %
CH31	0.26	1.60 %
CH32	0.25	2.67 %
UKI1	0.23	0.82 %
CH20	0.12	0.29 %
CH01		0.00 %
CH27		0.00 %
GPD1		0.00 %
MC06		0.00 %
Total	45.03	4.76 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	17.59	8.46 %
Fridge	16.02	8.37 %
Air-Cond	9.77	7.48 %
D-Freez	0.23	4.57 %
Total	43.61	8.15 %

Branch *	MTD Sales L	Brand Share %
SUL1	0.74	4.83 %
SYM2	0.46	3.33 %
AVI1	0.42	3.72 %
UMP1	0.38	2.08 %
TPR3	0.35	2.15 %
CNR1	0.25	2.66 %
WZSD	0.20	4.40 %
PDM1	0.12	1.23 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
PPI1		0.00 %
Total	43.61	8.15 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	21.62	9.73 %
Wash-Mac	10.29	4.30 %
Air-Cond	3.78	2.34 %
Total	35.68	5.71 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.80	4.65 %
SLM3	1.24	4.73 %
MCR1	1.18	4.82 %
WZWH	0.69	5.24 %
TCG1	0.63	4.15 %
ERD2	0.56	1.20 %
SGI1	0.51	4.38 %
SLM2	0.41	2.00 %
PLC1	0.40	5.20 %
EDP1	0.31	3.80 %
CMI1	0.25	3.25 %
BMD1	0.13	1.42 %
PMP1	0.12	1.16 %
SGG1	0.12	3.75 %
HRR1	0.12	1.54 %
TRM1	0.03	0.10 %
ERD1	0.01	0.02 %
KMM1		0.00 %
KRI1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
PDR1		0.00 %
Total	35.68	5.71 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	13.84	9.01 %
Wash-Mac	9.01	6.36 %
Air-Cond	5.35	2.24 %
D-Freez		0.00 %
Total	28.20	5.23 %

Branch *	MTD Sales L	Brand Share %
TRK1	1.47	3.39 %
SJI1	1.41	5.24 %
CDM1	1.37	4.41 %
KKI2	1.33	5.15 %
POY2	1.28	2.54 %
KLM1	1.15	3.37 %
TDM1	1.14	4.04 %
PRT1	0.92	4.96 %
TVM1	0.60	4.23 %
VCM1	0.41	2.85 %
NVL2	0.27	0.94 %
TVM2	0.12	1.49 %
WHNV		0.00 %
Total	28.20	5.23 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	12.06	8.57 %
Wash-Mac	9.79	7.42 %
Air-Cond	3.58	1.96 %
Total	25.43	5.53 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.29	5.11 %
AKM1	0.60	3.54 %
CGM1	0.51	2.07 %
PLR1	0.45	3.27 %
WJP1	0.37	3.29 %
ABR1	0.32	1.49 %
TRL1	0.28	0.77 %
SBR1	0.27	0.62 %
GDM1	0.27	1.87 %
CYR1	0.27	2.52 %
VEL1	0.14	0.50 %
KPM1	0.11	0.48 %
PTU1	0.11	1.95 %
CPT1		0.00 %
NASD		0.00 %
SLG1		0.00 %
UGI1		0.00 %
Total	25.43	5.53 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	1.75	3.18 %
Air-Cond	1.52	4.75 %
Wash-Mac	0.89	2.72 %
Total	4.15	3.44 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.80	3.64 %
KLR1	0.86	4.63 %
PAS1	0.49	1.94 %
Total	4.15	3.44 %