

MTD Sales
772.52 L

Brand Share %
5.89 %

Information:

MTD : 01-10-2025 To 31-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.89 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	392.83	8.57 %
Wash-Mac	286.50	5.97 %
Air-Cond	90.94	2.47 %
D-Freez	2.25	4.30 %
Total	772.52	5.89 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	111.62	6.88 %
SOUTH-01	109.99	4.84 %
WEST-02	102.53	6.42 %
SOUTH-03	94.72	4.87 %
WEST-01	91.54	7.92 %
CHENNAI-02	72.82	5.60 %
TRICHY-01	71.56	4.96 %
SOUTH ARCOT	59.85	6.88 %
NORTH ARCOT	49.92	6.07 %
KL-SOUTH	7.97	8.79 %
Total	772.52	5.89 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	49.02	9.89 %
Wash-Mac	45.93	8.45 %
Air-Cond	16.43	2.84 %
D-Freez	0.24	4.10 %
Total	111.62	6.88 %

Branch *	MTD Sales L	Brand Share %
CH05	4.83	4.93 %
CH42	3.53	3.91 %
CH30	2.49	4.47 %
CZWH	0.42	0.90 %
CH35	0.39	1.04 %
CH19	0.32	0.31 %
MRM1	0.26	0.55 %
AVD1	0.26	0.43 %
CH29	0.13	1.38 %
CH26		0.00 %
CH40		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.49	2.71 %
Total	111.62	6.88 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	59.36	7.94 %
Wash-Mac	29.78	3.85 %
Air-Cond	19.72	2.67 %
D-Freez	1.13	11.26 %
Total	109.99	4.84 %

Branch *	MTD Sales L	Brand Share %
TUT1	12.31	4.16 %
TUT2	5.18	4.81 %
KVT1	4.39	3.72 %
NGR1	4.32	3.12 %
VNR2	3.35	3.46 %
APK2	2.20	5.46 %
TVL1	2.06	1.11 %
APK1	1.56	3.04 %
TKS1	1.55	2.18 %
MAR1	1.43	3.06 %
TYI1	1.35	4.23 %
SNL1	1.21	3.13 %
ERL2	1.07	2.72 %
UDN1	1.05	2.77 %
PKD1	0.93	1.20 %
SDI1	0.49	1.54 %
COL1	0.49	4.85 %
VNR1	0.27	0.86 %
VLY1	0.15	0.28 %
MMT1	0.12	0.33 %
S2SD		0.00 %
TVL2		0.00 %
Total	109.99	4.84 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	57.44	8.81 %
Wash-Mac	39.37	5.54 %
Air-Cond	5.72	2.50 %
Total	102.53	6.42 %

Branch *	MTD Sales L	Brand Share %
ERD2	5.16	3.73 %
SLM3	4.46	5.65 %
TRM1	2.77	5.88 %
VPD1	2.76	4.87 %
TCG1	2.21	5.17 %
PLC1	1.64	5.68 %
EDP1	0.36	1.65 %
ERD1	0.24	0.21 %
DPR2	0.15	0.81 %
PDR1	0.13	0.52 %
PMP1	0.11	0.53 %
KMM1	0.10	0.39 %
BMD1		0.00 %
HRR1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	102.53	6.42 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	47.28	6.36 %
Wash-Mac	38.07	5.31 %
Air-Cond	9.37	1.95 %
Total	94.72	4.87 %

Branch *	MTD Sales L	Brand Share %
DGL1	9.43	5.04 %
MDU1	7.74	2.85 %
MDU2	5.90	4.48 %
MDU6	4.18	3.77 %
KRR1	3.08	4.80 %
TMM1	3.05	4.58 %
ATG1	2.43	3.87 %
TEN2	2.07	4.78 %
DGL2	1.64	3.75 %
BNR1	1.48	5.37 %
MNM1	1.37	5.61 %
KKD3	1.36	1.79 %
TPT1	1.16	3.35 %
TDI1	0.89	4.38 %
PVI1	0.83	2.61 %
MLR1	0.48	1.66 %
KYK1	0.36	1.38 %
DKI1	0.14	0.28 %
KKD2		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
WHMD		0.00 %
BTU1	-0.16	-0.75 %
Total	94.72	4.87 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	46.67	10.56 %
Wash-Mac	37.32	6.99 %
Air-Cond	7.33	4.17 %
D-Freez	0.22	5.75 %
Total	91.54	7.92 %

Branch *	MTD Sales L	Brand Share %
GBM1	1.21	3.90 %
KMD1	0.61	2.48 %
KGI1	0.57	4.14 %
PDM1	0.54	1.93 %
CBE3	0.50	2.91 %
ANR1	0.39	3.79 %
PPI1	0.27	1.02 %
CNR1	0.24	2.11 %
CBE5		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KGM1		0.00 %
SYM2		0.00 %
WZSD		0.00 %
Total	91.54	7.92 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	33.50	7.52 %
Fridge	32.23	8.39 %
Air-Cond	7.09	1.52 %
Total	72.82	5.60 %

Branch *	MTD Sales L	Brand Share %
CH15	7.95	5.43 %
CH03	7.37	5.27 %
CH09	2.62	5.33 %
MJR1	2.55	4.45 %
CH12	1.88	2.22 %
CH27	0.67	3.64 %
PON1	0.40	1.68 %
GPD1	0.19	0.65 %
MC06	0.14	5.54 %
CH32	0.14	2.18 %
CH41	0.13	0.27 %
CH20	0.03	0.05 %
CH01		0.00 %
CH31		0.00 %
CH46		0.00 %
MC05		0.00 %
UKI1		0.00 %
Total	72.82	5.60 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	41.90	8.41 %
Wash-Mac	18.26	4.08 %
Air-Cond	11.40	2.33 %
Total	71.56	4.96 %

Branch *	MTD Sales L	Brand Share %
TRY1	9.22	4.11 %
TNJ1	4.23	4.69 %
TVR2	3.87	5.36 %
KUM1	3.64	4.50 %
PTK1	3.17	5.78 %
MVM1	2.10	2.66 %
NGT1	2.09	4.92 %
TNJ2	1.72	2.61 %
AYR1	1.40	3.95 %
MSI1	1.16	3.88 %
TRY4	0.96	1.42 %
KIK1	0.87	2.08 %
TRY3	0.73	1.31 %
PBR1	0.50	1.53 %
TTP1	0.27	1.53 %
TVR1	0.13	0.53 %
ORU1		0.00 %
TRY2		0.00 %
TZSD		0.00 %
Total	71.56	4.96 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	31.57	10.26 %
Wash-Mac	21.38	7.36 %
Air-Cond	6.90	2.59 %
Total	59.85	6.88 %

Branch *	MTD Sales L	Brand Share %
CDM1	3.11	5.50 %
POY2	1.40	1.68 %
VPM1	0.41	3.06 %
NVL2	0.31	0.49 %
TVM1	0.12	0.79 %
KLM1		0.00 %
SJI1		0.00 %
TVM2		0.00 %
Total	59.85	6.88 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	24.87	9.03 %
Wash-Mac	19.89	6.27 %
Air-Cond	4.71	2.08 %
D-Freez	0.45	12.49 %
Total	49.92	6.07 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.39	4.00 %
KPM1	1.87	5.52 %
AKM1	1.40	3.18 %
TRT1	0.95	2.41 %
CYR1	0.56	2.22 %
CGM1	0.39	2.39 %
SBR1	0.29	0.55 %
PLR1	0.25	1.29 %
WJP1	0.22	0.80 %
SLG1	0.15	0.72 %
VEL1	0.13	0.33 %
PTU1	0.11	1.53 %
ABR1		0.00 %
CPT1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
Total	49.92	6.07 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	3.00	14.95 %
Fridge	2.48	6.67 %
Air-Cond	2.28	7.32 %
D-Freez	0.21	9.18 %
Total	7.97	8.79 %

Branch *	MTD Sales L	Brand Share %
WTVF		0.00 %
Total	7.97	8.79 %