

MTD Sales
449.27 L

Brand Share %
5.90 %

Information:

MTD : 01-11-2025 To 30-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.90 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	208.26	8.88 %
Wash-Mac	181.30	6.37 %
Air-Cond	56.71	2.38 %
D-Freez	3.00	7.71 %
Total	449.27	5.90 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	85.42	7.37 %
SOUTH-01	66.68	5.54 %
SOUTH-03	61.28	6.61 %
CHENNAI-02	46.57	4.96 %
WEST-01	44.35	7.18 %
WEST-02	41.74	5.80 %
TRICHY-01	40.13	4.63 %
NORTH ARCOT	36.22	6.57 %
SOUTH ARCOT	22.60	4.03 %
KL-SOUTH	4.30	6.29 %
Total	449.27	5.90 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	39.61	12.01 %
Wash-Mac	31.44	7.69 %
Air-Cond	13.74	3.31 %
D-Freez	0.63	10.54 %
Total	85.42	7.37 %

Branch *	MTD Sales L	Brand Share %
CH05	3.38	4.13 %
CH42	1.51	1.80 %
CH39	1.46	5.85 %
CH35	1.04	5.12 %
KNR1	0.82	5.65 %
MRM1	0.60	1.90 %
CH19	0.56	0.83 %
AVD1	0.56	1.23 %
GUD2	0.30	1.20 %
CH26		0.00 %
CH29		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC09		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.54	3.65 %
Total	85.42	7.37 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	31.75	8.34 %
Wash-Mac	23.35	5.21 %
Air-Cond	10.48	2.85 %
D-Freez	1.10	17.04 %
Total	66.68	5.54 %

Branch *	MTD Sales L	Brand Share %
TUT1	6.66	4.30 %
KVT1	2.62	4.14 %
MAR1	1.74	4.39 %
TCN1	1.71	5.74 %
ERL2	1.19	5.79 %
TUT2	1.05	1.88 %
TVL1	1.05	0.88 %
TKS1	0.87	2.49 %
ARM1	0.72	5.81 %
APK1	0.47	2.17 %
SKD1	0.43	3.59 %
KGL1	0.43	4.16 %
MMT1	0.26	1.17 %
SDI1	0.23	1.22 %
TYI1	0.17	1.09 %
VNR1	0.13	0.71 %
S2SD		0.00 %
TVL2		0.00 %
VLY1		0.00 %
WHTV		0.00 %
Total	66.68	5.54 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	27.31	9.03 %
Wash-Mac	26.86	7.36 %
Air-Cond	7.10	2.77 %
Total	61.28	6.61 %

Branch *	MTD Sales L	Brand Share %
MDU1	6.38	5.74 %
DGL1	3.65	5.08 %
KRR1	1.03	4.02 %
PVI1	1.02	4.85 %
BNR1	0.67	4.61 %
KKD3	0.59	1.05 %
PNI1	0.38	4.46 %
TPT1	0.34	1.64 %
ODM1	0.13	1.60 %
BTU1		0.00 %
DKI1		0.00 %
KYK1		0.00 %
MLR1		0.00 %
NTM1		0.00 %
PNV2		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
Total	61.28	6.61 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	21.36	8.98 %
Wash-Mac	19.99	6.39 %
Air-Cond	4.99	1.29 %
D-Freez	0.23	8.87 %
Total	46.57	4.96 %

Branch *	MTD Sales L	Brand Share %
CH03	4.99	5.44 %
CH15	4.84	3.99 %
CH24	2.88	5.72 %
CH12	2.61	3.87 %
CH33	1.73	5.37 %
CH34	1.25	3.44 %
MJR1	1.09	2.87 %
CH20	0.87	1.55 %
CH46	0.68	3.50 %
CH27	0.47	4.43 %
GPD1	0.22	1.46 %
CH41	0.14	0.39 %
CH01		0.00 %
CH31		0.00 %
CH32		0.00 %
MC06		0.00 %
UKI1		0.00 %
PON1	-0.19	-1.34 %
Total	46.57	4.96 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	21.82	7.53 %
Fridge	18.72	8.56 %
Air-Cond	3.81	3.56 %
Total	44.35	7.18 %

Branch *	MTD Sales L	Brand Share %
TPR2	1.81	5.76 %
PLI1	1.52	5.60 %
CBE6	1.19	4.65 %
UAM1	0.78	5.58 %
UMP1	0.76	4.33 %
DPM2	0.68	3.58 %
PPI1	0.39	3.71 %
GBM1	0.38	3.27 %
TPR4	0.36	3.44 %
KGI1	0.34	3.45 %
CBE1	0.27	1.09 %
CNR1	0.26	3.29 %
KMD1	0.24	1.40 %
CBE5	0.19	1.57 %
PDM1	0.13	1.01 %
ANR1		0.00 %
CBE3		0.00 %
GDR1		0.00 %
KGM1		0.00 %
SYM2		0.00 %
WZSD		0.00 %
WHCB	-0.12	2.89 %
Total	44.35	7.18 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	20.06	8.00 %
Wash-Mac	18.18	5.80 %
Air-Cond	3.30	2.21 %
D-Freez	0.19	3.76 %
Total	41.74	5.80 %

Branch *	MTD Sales L	Brand Share %
SLM2	1.85	5.89 %
SLM3	1.67	4.25 %
ERD2	1.32	2.37 %
MCR1	1.07	4.72 %
KRI1	0.82	3.92 %
TCG1	0.57	3.16 %
TRM1	0.54	3.71 %
SGG1	0.44	5.52 %
EDP1	0.43	3.89 %
ATU1	0.40	1.62 %
PLC1	0.34	2.42 %
KVP1	0.21	1.58 %
BMD1		0.00 %
DPR2		0.00 %
ERD1		0.00 %
HRR1		0.00 %
KMM1		0.00 %
MTR1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	41.74	5.80 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	20.16	8.02 %
Wash-Mac	13.39	4.77 %
Air-Cond	6.58	1.97 %
Total	40.13	4.63 %

Branch *	MTD Sales L	Brand Share %
TRY1	4.59	3.02 %
TNJ1	2.48	4.96 %
TVR2	2.00	4.29 %
TRY4	1.60	5.58 %
PTK1	1.33	3.87 %
TNJ2	1.22	3.63 %
MVM1	1.01	2.08 %
NGT1	0.83	3.04 %
KIK1	0.50	2.11 %
PBR1	0.28	1.87 %
TTP1	0.14	0.89 %
TVR1	0.13	0.84 %
MSI1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TZSD		0.00 %
Total	40.13	4.63 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	16.97	7.94 %
Fridge	16.74	9.31 %
Air-Cond	1.87	1.23 %
D-Freez	0.64	10.24 %
Total	36.22	6.57 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.27	4.07 %
TRR1	1.83	5.05 %
VSI1	1.14	4.74 %
AKM1	0.88	3.16 %
SBR1	0.61	1.32 %
WJP1	0.61	5.62 %
KPM1	0.47	2.18 %
CYR1	0.28	2.26 %
VEL1	0.24	0.91 %
CGM1	0.14	1.03 %
PTU1	0.14	1.83 %
PLR1	0.13	1.53 %
GDM1	0.11	0.85 %
ABR1	0.11	0.62 %
CPT1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
Total	36.22	6.57 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	11.43	6.77 %
Wash-Mac	7.79	4.05 %
Air-Cond	3.15	1.61 %
D-Freez	0.22	6.31 %
Total	22.60	4.03 %

Branch *	MTD Sales L	Brand Share %
CUD1	2.20	4.35 %
POY2	1.57	2.55 %
NVL2	1.34	3.70 %
TDM1	1.17	5.14 %
SJI2	1.08	5.20 %
PRT1	1.06	4.67 %
CDM1	0.26	0.86 %
TVM2	0.11	0.97 %
KLM1		0.00 %
POY1		0.00 %
TVM1		0.00 %
VPM1	-0.21	-3.54 %
Total	22.60	4.03 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.70	8.87 %
Wash-Mac	1.49	6.74 %
Fridge	1.10	4.36 %
Total	4.30	6.29 %

Branch *	MTD Sales L	Brand Share %
TVSD		0.00 %
WTVP		0.00 %
Total	4.30	6.29 %