

MTD Sales
17.64 L

Brand Share %
7.81 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **7.81 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	8.17	10.76 %
Wash-Mac	7.02	8.22 %
Air-Cond	2.22	3.61 %
D-Freez	0.23	7.60 %
Total	17.64	7.81 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	3.29	8.59 %
SOUTH-01	2.84	7.81 %
SOUTH-03	2.73	10.44 %
WEST-01	2.14	9.72 %
TRICHY-01	2.11	8.35 %
SOUTH ARCOT	1.64	9.02 %
WEST-02	1.15	6.26 %
NORTH ARCOT	1.13	7.31 %
CHENNAI-02	0.62	2.59 %
KL-SOUTH		0.00 %
Total	17.64	7.81 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	1.31	12.49 %
Fridge	1.19	8.45 %
Wash-Mac	0.79	5.84 %
Total	3.29	8.59 %

Branch *	MTD Sales L	Brand Share %
CH07	0.19	7.24 %
CH16	0.11	2.93 %
AVD1		0.00 %
CH05		0.00 %
CH08		0.00 %
CH19		0.00 %
CH22		0.00 %
CH26		0.00 %
CH30		0.00 %
CH35		0.00 %
CH37		0.00 %
CH40		0.00 %
CZWH		0.00 %
GUD2		0.00 %
KNR1		0.00 %
MRM1		0.00 %
Total	3.29	8.59 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	1.71	10.72 %
Fridge	0.67	7.09 %
Air-Cond	0.47	4.30 %
Total	2.84	7.81 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.16	5.05 %
APK1		0.00 %
APK2		0.00 %
ARM1		0.00 %
ASM1		0.00 %
COL1		0.00 %
ERL2		0.00 %
KGL1		0.00 %
KSM1		0.00 %
MAR1		0.00 %
MMT1		0.00 %
NGR1		0.00 %
PDI1		0.00 %
PKD1		0.00 %
SDI1		0.00 %
SKD1		0.00 %
SNL1		0.00 %
TKS1		0.00 %
TKY1		0.00 %
TUT2		0.00 %
TVL2		0.00 %
TYI1		0.00 %
UDN1		0.00 %
VKM1		0.00 %
VLY1		0.00 %
VNR1		0.00 %
SVK1	-0.06	-3.72 %
Total	2.84	7.81 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	1.48	14.54 %
Wash-Mac	1.25	12.75 %
Total	2.73	10.44 %

Branch *	MTD Sales L	Brand Share %
MDU6	0.12	4.53 %
ATG1		0.00 %
BNR1		0.00 %
CBM1		0.00 %
DGL2		0.00 %
DKI1		0.00 %
KKD3		0.00 %
KPT1		0.00 %
KRR1		0.00 %
KYK1		0.00 %
MDU3		0.00 %
MLR1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
TEN2		0.00 %
TPT1		0.00 %
WHMD		0.00 %
DGL1	-0.33	-61.32 %
Total	2.73	10.44 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	1.27	12.59 %
Fridge	0.87	10.88 %
Total	2.14	9.72 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.02	0.77 %
AVI1		0.00 %
CBE1		0.00 %
CBE3		0.00 %
CBE5		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SYM2		0.00 %
TPR3		0.00 %
UMP1		0.00 %
WHCB		0.00 %
Total	2.14	9.72 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	1.41	20.65 %
Wash-Mac	0.70	8.16 %
Total	2.11	8.35 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.13	2.16 %
AYR1		0.00 %
JKM1		0.00 %
KIK1		0.00 %
KRN1		0.00 %
MSI1		0.00 %
MVM1		0.00 %
PBR1		0.00 %
PBR2		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TRY4		0.00 %
TTP1		0.00 %
WTRZ		0.00 %
Total	2.11	8.35 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	0.64	10.54 %
Fridge	0.55	8.55 %
Air-Cond	0.44	8.31 %
Total	1.64	9.02 %

Branch *	MTD Sales L	Brand Share %
CDM1		0.00 %
CUD1		0.00 %
KLM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
NVL2		0.00 %
POY1		0.00 %
TDM1		0.00 %
TRK1		0.00 %
TVM1		0.00 %
ULP1		0.00 %
VPM1		0.00 %
Total	1.64	9.02 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	0.85	9.93 %
Wash-Mac	0.31	4.43 %
Total	1.15	6.26 %

Branch *	MTD Sales L	Brand Share %
APN1		0.00 %
ATU1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
DPR1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
EPI1		0.00 %
ERD1		0.00 %
ERD2		0.00 %
HRR1		0.00 %
KMM1		0.00 %
KRI1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
OML1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SLM2		0.00 %
SLM3		0.00 %
TCG1		0.00 %
TRM1		0.00 %
VPD1		0.00 %
WHKP		0.00 %
SLM1	-0.19	-219.02 %
Total	1.15	6.26 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	0.53	9.47 %
Fridge	0.37	6.27 %
D-Freez	0.23	35.58 %
Total	1.13	7.31 %

Branch *	MTD Sales L	Brand Share %
ABR1		0.00 %
AKM1		0.00 %
CGM1		0.00 %
CYR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
TRL1		0.00 %
TRR1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJP1		0.00 %
Total	1.13	7.31 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	0.79	12.97 %
Wash-Mac	-0.18	-2.11 %
Total	0.62	2.59 %

Branch *	MTD Sales L	Brand Share %
CH06	0.14	7.62 %
CH03		0.00 %
CH09		0.00 %
CH12		0.00 %
CH17		0.00 %
CH18		0.00 %
CH20		0.00 %
CH23		0.00 %
CH27		0.00 %
CH33		0.00 %
CH34		0.00 %
CH36		0.00 %
CH41		0.00 %
CH43		0.00 %
CH46		0.00 %
GPD1		0.00 %
MJR1		0.00 %
UKI1		0.00 %
CH21	-0.31	-55.59 %
Total	0.62	2.59 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Total		0.00 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
PAS1		0.00 %
TVP1		0.00 %
Total		0.00 %