

MTD Sales
33.08 L

Brand Share %
6.20 %

Information:

MTD : 01-09-2025 To 02-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **6.20 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	17.07	9.69 %
Wash-Mac	7.99	6.18 %
Air-Cond	7.80	3.49 %
D-Freez	0.22	4.58 %
Total	33.08	6.20 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	5.67	7.56 %
SOUTH-01	4.36	4.84 %
SOUTH-03	4.14	5.81 %
WEST-01	3.56	9.19 %
SOUTH ARCOT	3.47	10.47 %
TRICHY-01	3.02	2.98 %
WEST-02	3.00	8.17 %
CHENNAI-02	2.80	6.58 %
NORTH ARCOT	2.52	10.27 %
KL-SOUTH	0.55	2.70 %
Total	33.08	6.20 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	3.27	18.88 %
Wash-Mac	1.61	9.34 %
Air-Cond	0.79	1.98 %
Total	5.67	7.56 %

Branch *	MTD Sales L	Brand Share %
GUD2	0.14	4.52 %
CH11	0.13	4.56 %
CH14		0.00 %
CH19		0.00 %
CH26		0.00 %
CH38		0.00 %
CH39		0.00 %
CH42		0.00 %
KNR1		0.00 %
TKM1		0.00 %
WHC3		0.00 %
SKL1	-0.02	-1.57 %
Total	5.67	7.56 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	2.01	6.78 %
Air-Cond	1.74	4.58 %
Wash-Mac	0.61	2.94 %
Total	4.36	4.84 %

Branch *	MTD Sales L	Brand Share %
TUT1	0.25	1.94 %
PKD1	0.16	4.34 %
RPM1	0.15	4.16 %
SKD1	0.11	4.05 %
APK1		0.00 %
APK2		0.00 %
ASM1		0.00 %
COL1		0.00 %
KGL1		0.00 %
KYR1		0.00 %
MAR1		0.00 %
MMT1		0.00 %
NGR1		0.00 %
PDI1		0.00 %
RND1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
SGT1		0.00 %
SNL1		0.00 %
TCN1		0.00 %
TKS1		0.00 %
TKS2		0.00 %
TKY1		0.00 %
TVL1		0.00 %
TYI1		0.00 %
VLY1		0.00 %
VNR1		0.00 %
VNR2		0.00 %
Total	4.36	4.84 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	2.23	8.68 %
Wash-Mac	1.19	6.99 %
Air-Cond	0.71	2.53 %
Total	4.14	5.81 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.14	1.17 %
MLR1	0.13	5.64 %
TPT1	0.13	5.97 %
MDU3	0.02	0.64 %
ATG1		0.00 %
BNR1		0.00 %
BTU1		0.00 %
DKI1		0.00 %
KKD2		0.00 %
KPT1		0.00 %
KRR1		0.00 %
KYK1		0.00 %
MDU6		0.00 %
MPA1		0.00 %
NKI1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
PNV1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
TDI1		0.00 %
TEN2		0.00 %
USL1		0.00 %
Total	4.14	5.81 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	1.77	11.21 %
Air-Cond	1.09	12.38 %
Wash-Mac	0.70	4.95 %
Total	3.56	9.19 %

Branch *	MTD Sales L	Brand Share %
AVI1		0.00 %
CBE1		0.00 %
CBE3		0.00 %
CBE4		0.00 %
CBE5		0.00 %
CBE6		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
KMR1		0.00 %
PDM1		0.00 %
PLI1		0.00 %
PPI1		0.00 %
SUL1		0.00 %
TPR2		0.00 %
UAM1		0.00 %
UMP1		0.00 %
WZSD		0.00 %
Total	3.56	9.19 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	1.47	10.89 %
Wash-Mac	1.46	14.43 %
Air-Cond	0.55	5.99 %
Total	3.47	10.47 %

Branch *	MTD Sales L	Brand Share %
ULP1	0.12	5.65 %
KKI2		0.00 %
KLM1		0.00 %
KML1		0.00 %
NVL2		0.00 %
POY2		0.00 %
PRT1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
Total	3.47	10.47 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	1.62	6.41 %
Air-Cond	1.03	1.70 %
Wash-Mac	0.37	2.51 %
Total	3.02	2.98 %

Branch *	MTD Sales L	Brand Share %
TRY2	0.24	6.12 %
PBR2	0.14	3.08 %
TRY1	0.13	0.30 %
AYR1		0.00 %
KIK1		0.00 %
MDI1		0.00 %
MSI1		0.00 %
MVM1		0.00 %
ORU1		0.00 %
PDK1		0.00 %
PTK1		0.00 %
TNJ1		0.00 %
TNJ2		0.00 %
TRY3		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TVR2		0.00 %
TZSD		0.00 %
Total	3.02	2.98 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	2.06	12.52 %
Air-Cond	0.79	11.75 %
Wash-Mac	0.15	1.17 %
Total	3.00	8.17 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.13	4.55 %
BMD1		0.00 %
CMI1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
EPI1		0.00 %
ERD1		0.00 %
ERD2		0.00 %
KMM1		0.00 %
KRI1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
MTR1		0.00 %
OML1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
SLM2		0.00 %
SLM3		0.00 %
Total	3.00	8.17 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	1.44	11.84 %
Fridge	0.83	7.21 %
Air-Cond	0.31	1.68 %
D-Freez	0.22	47.04 %
Total	2.80	6.58 %

Branch *	MTD Sales L	Brand Share %
CH34	0.19	5.66 %
CH21	0.14	2.30 %
CH24	0.08	5.62 %
CH06		0.00 %
CH09		0.00 %
CH15		0.00 %
CH17		0.00 %
CH20		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH41		0.00 %
CH43		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC06		0.00 %
MJR1		0.00 %
UKI1		0.00 %
Total	2.80	6.58 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	1.43	14.52 %
Air-Cond	0.79	8.81 %
Wash-Mac	0.30	5.28 %
Total	2.52	10.27 %

Branch *	MTD Sales L	Brand Share %
ABR1		0.00 %
AKM1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CYR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VSI1		0.00 %
WJP1		0.00 %
Total	2.52	10.27 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	0.39	3.50 %
Wash-Mac	0.16	3.57 %
Total	0.55	2.70 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.55	4.20 %
KLR1		0.00 %
PAS1		0.00 %
Total	0.55	2.70 %