

MTD Sales
37.56 L

Brand Share %
8.30 %

Information:

MTD : 01-11-2025 To 02-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **8.30 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	16.92	11.39 %
Wash-Mac	14.16	7.95 %
Air-Cond	6.25	5.15 %
D-Freez	0.23	5.05 %
Total	37.56	8.30 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	6.96	9.75 %
CHENNAI-01	5.41	6.40 %
WEST-02	4.90	11.75 %
SOUTH-03	4.68	9.71 %
TRICHY-01	4.16	9.91 %
WEST-01	3.99	9.47 %
CHENNAI-02	2.86	5.19 %
NORTH ARCOT	2.40	7.79 %
SOUTH ARCOT	2.00	6.20 %
KL-SOUTH	0.21	4.62 %
Total	37.56	8.30 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	2.74	8.48 %
Fridge	2.71	13.37 %
Air-Cond	1.51	8.11 %
Total	6.96	9.75 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.16	2.48 %
TUT2	0.14	4.13 %
SVK1	0.14	4.60 %
MAR1	0.12	6.62 %
MMT1	0.11	7.32 %
APK1		0.00 %
ARM1		0.00 %
COL1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
PKD1		0.00 %
SDI1		0.00 %
TKS1		0.00 %
TKY1		0.00 %
TVL2		0.00 %
TYI1		0.00 %
UDN1		0.00 %
VLY1		0.00 %
VNR1		0.00 %
Total	6.96	9.75 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	2.35	9.52 %
Air-Cond	2.03	6.83 %
Wash-Mac	1.03	3.47 %
Total	5.41	6.40 %

Branch *	MTD Sales L	Brand Share %
CH42	0.36	6.45 %
CH16	0.35	3.70 %
CH45	0.29	7.65 %
CH48	0.26	6.01 %
CH05	0.25	3.67 %
CH28	0.21	5.67 %
CH14	0.14	5.57 %
CH11	0.14	5.47 %
KNR1	0.12	4.16 %
AVD1		0.00 %
CH08		0.00 %
CH19		0.00 %
CH26		0.00 %
CH30		0.00 %
CH35		0.00 %
CH40		0.00 %
CZWH		0.00 %
GUD2		0.00 %
MRM1		0.00 %
Total	5.41	6.40 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	1.73	9.41 %
Wash-Mac	1.63	10.30 %
Air-Cond	1.53	23.09 %
Total	4.90	11.75 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.01	0.22 %
APN1		0.00 %
ATU1		0.00 %
BMD1		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 %
KVP1		0.00 %
MTR1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
SGG1		0.00 %
SLM3		0.00 %
TCG1		0.00 %
WHKP		0.00 %
Total	4.90	11.75 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	2.38	13.51 %
Wash-Mac	2.30	10.88 %
Total	4.68	9.71 %

Branch *	MTD Sales L	Brand Share %
MDU6	0.12	2.13 %
ATG1		0.00 %
BNR1		0.00 %
BTU1		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 %
MDU4		0.00 %
MLR1		0.00 %
MNM1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
TDI1		0.00 %
TPT1		0.00 %
WHMD		0.00 %
DGL1	-0.07	-4.16 %
Total	4.68	9.71 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	2.08	21.15 %
Wash-Mac	1.55	10.12 %
Air-Cond	0.53	3.21 %
Total	4.16	9.91 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.52	5.95 %
TNJ1	0.12	3.17 %
AYR1		0.00 %
JKM1		0.00 %
KRN1		0.00 %
MSI1		0.00 %
MVM1		0.00 %
NGT1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TRY4		0.00 %
TTP1		0.00 %
WTRZ		0.00 %
Total	4.16	9.91 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	2.49	11.56 %
Fridge	1.50	9.46 %
Total	3.99	9.47 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.26	3.85 %
UAM1	0.14	7.99 %
MPM1	0.12	7.97 %
ANR1		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 %
SYM2		0.00 %
TPR3		0.00 %
TPR4		0.00 %
UMP1		0.00 %
WHCB		0.00 %
Total	3.99	9.47 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	2.66	14.79 %
Wash-Mac	0.21	1.09 %
Total	2.86	5.19 %

Branch *	MTD Sales L	Brand Share %
CH03	0.30	6.75 %
CH06	0.29	7.43 %
CH33	0.17	8.13 %
CH18	0.14	3.26 %
CH21	0.08	2.53 %
CH09		0.00 %
CH12		0.00 %
CH17		0.00 %
CH20		0.00 %
CH27		0.00 %
CH34		0.00 %
CH36		0.00 %
CH41		0.00 %
CH43		0.00 %
GPD1		0.00 %
MJR1		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	2.86	5.19 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	1.21	9.80 %
Fridge	0.96	8.33 %
D-Freez	0.23	19.67 %
Total	2.40	7.79 %

Branch *	MTD Sales L	Brand Share %
ABR1		0.00 %
AKM1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJP1		0.00 %
Total	2.40	7.79 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	1.00	10.11 %
Fridge	0.55	5.20 %
Air-Cond	0.44	3.89 %
Total	2.00	6.20 %

Branch *	MTD Sales L	Brand Share %
POY2	0.44	7.63 %
KKI2	0.22	5.43 %
VCM1	0.19	6.95 %
CDM1		0.00 %
KLM1		0.00 %
MKM1		0.00 %
NVL2		0.00 %
POY1		0.00 %
SJI2		0.00 %
TDM1		0.00 %
TRK1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
ULP1		0.00 %
VPM1		0.00 %
Total	2.00	6.20 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	0.21	27.18 %
Total	0.21	4.62 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
TVP1		0.00 %
Total	0.21	4.62 %