

MTD Sales
21.92 L

Brand Share %
8.71 %

Information:

MTD : 01-12-2025 To 02-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **8.71 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	11.71	9.18 %
Fridge	9.13	10.40 %
Air-Cond	0.68	2.03 %
D-Freez	0.40	15.60 %
Total	21.92	8.71 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	5.39	12.34 %
CHENNAI-01	4.03	12.25 %
WEST-01	3.18	9.23 %
WEST-02	2.82	9.61 %
SOUTH-01	2.78	6.14 %
SOUTH ARCOT	1.40	11.49 %
CHENNAI-02	1.03	6.89 %
TRICHY-01	0.73	2.75 %
NORTH ARCOT	0.43	4.45 %
KL-SOUTH	0.13	5.12 %
Total	21.92	8.71 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	3.07	13.10 %
Fridge	2.07	13.01 %
Air-Cond	0.25	6.11 %
Total	5.39	12.34 %

Branch *	MTD Sales L	Brand Share %
MLR1	0.12	7.59 %
BTU1	0.11	7.86 %
CMR1		0.00 %
DKI1		0.00 %
KKD3		0.00 %
KRR1		0.00 %
KYK1		0.00 %
MNM1		0.00 %
MPA1		0.00 %
PKM1		0.00 %
PNV2		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
TEN1		0.00 %
TEN2		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	5.39	12.34 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	2.20	18.65 %
Wash-Mac	1.62	10.60 %
D-Freez	0.20	61.11 %
Total	4.03	12.25 %

Branch *	MTD Sales L	Brand Share %
CH07	0.15	7.19 %
CH28	0.13	6.57 %
CH05	0.12	7.24 %
AVD1		0.00 %
CGL1		0.00 %
CH11		0.00 %
CH14		0.00 %
CH19		0.00 %
CH22		0.00 %
CH26		0.00 %
CH35		0.00 %
CH37		0.00 %
CZWH		0.00 %
KNR1		0.00 %
MRM1		0.00 %
Total	4.03	12.25 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	1.81	12.82 %
Wash-Mac	1.37	7.88 %
Total	3.18	9.23 %

Branch *	MTD Sales L	Brand Share %
CBE4	0.13	5.99 %
MPM1	0.13	5.24 %
TPR1	0.12	8.20 %
AVI1	0.12	6.00 %
CBE1		0.00 %
CBE3		0.00 %
CBE5		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KGM1		0.00 %
KMR1		0.00 %
PDM1		0.00 %
PLI1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
TPR2		0.00 %
UAM1		0.00 %
UMP1		0.00 %
WZSD		0.00 %
Total	3.18	9.23 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	1.45	12.21 %
Wash-Mac	1.37	9.04 %
Total	2.82	9.61 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.15	3.75 %
PLC1	0.12	7.78 %
ATU1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
EPI1		0.00 %
ERD1		0.00 %
HRR1		0.00 %
KMM1		0.00 %
KRI1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
SGI1		0.00 %
SLM1		0.00 %
SLM3		0.00 %
TCG1		0.00 %
TRM1		0.00 %
VKL1		0.00 %
VPD1		0.00 %
WHPD		0.00 %
Total	2.82	9.61 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	2.29	8.70 %
Fridge	0.30	2.48 %
D-Freez	0.20	20.04 %
Total	2.78	6.14 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.15	3.16 %
TUT1	0.13	2.89 %
TUT2	0.12	4.65 %
KVT1	0.05	1.47 %
ARM1		0.00 %
ASM1		0.00 %
KYR1		0.00 %
MMT1		0.00 %
PDI1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
SGT1		0.00 %
SKD1		0.00 %
SNL1		0.00 %
TCN1		0.00 %
TKS2		0.00 %
TVL2		0.00 %
TYI1		0.00 %
VKM1		0.00 %
VLY1		0.00 %
VNR1		0.00 %
VNR2		0.00 %
SVK1	-0.01	-1.39 %
Total	2.78	6.14 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	0.64	11.12 %
Fridge	0.54	13.32 %
Air-Cond	0.22	9.22 %
Total	1.40	11.49 %

Branch *	MTD Sales L	Brand Share %
TRK1	0.14	8.35 %
CDM1		0.00 %
KKI2		0.00 %
KLM1		0.00 %
KML1		0.00 %
NVL2		0.00 %
POY1		0.00 %
SJI2		0.00 %
TDM1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
ULP1		0.00 %
VCM1		0.00 %
WHUT		0.00 %
Total	1.40	11.49 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	0.55	8.52 %
Fridge	0.48	7.56 %
Total	1.03	6.89 %

Branch *	MTD Sales L	Brand Share %
CH15		0.00 %
CH17		0.00 %
CH18		0.00 %
CH20		0.00 %
CH21		0.00 %
CH32		0.00 %
CH33		0.00 %
CH34		0.00 %
CH41		0.00 %
CH43		0.00 %
CH44		0.00 %
GPD1		0.00 %
MJR1		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	1.03	6.89 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	0.27	3.12 %
Wash-Mac	0.24	2.33 %
Air-Cond	0.22	2.97 %
Total	0.73	2.75 %

Branch *	MTD Sales L	Brand Share %
PTK1	0.12	6.54 %
APM1		0.00 %
AYR1		0.00 %
JKM1		0.00 %
KIK1		0.00 %
KRN1		0.00 %
KUM1		0.00 %
MDI1		0.00 %
MSI1		0.00 %
MVM1		0.00 %
NCK1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR2		0.00 %
TNJ1		0.00 %
TRY1		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TVR2		0.00 %
TYR1		0.00 %
WTRZ		0.00 %
Total	0.73	2.75 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	0.43	6.47 %
Total	0.43	4.45 %

Branch *	MTD Sales L	Brand Share %
ABR1		0.00 %
AKM1		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
KPM2		0.00 %
SBR1		0.00 %
TRL1		0.00 %
TRR1		0.00 %
TRT1		0.00 %
VEL1		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJP1		0.00 %
Total	0.43	4.45 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.13	13.30 %
Total	0.13	5.12 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
TVP1		0.00 %
Total	0.13	5.12 %