

MTD Sales
49.24 L

Brand Share %
8.44 %

Information:

MTD : 01-11-2025 To 03-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **8.44 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	23.09	12.25 %
Wash-Mac	16.69	7.52 %
Air-Cond	9.00	5.37 %
D-Freez	0.45	8.18 %
Total	49.24	8.44 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	9.14	9.94 %
CHENNAI-01	7.37	7.25 %
SOUTH-03	5.93	9.01 %
TRICHY-01	5.83	8.99 %
WEST-02	5.43	10.28 %
CHENNAI-02	4.34	6.50 %
WEST-01	4.31	8.19 %
NORTH ARCOT	4.00	9.40 %
SOUTH ARCOT	2.37	6.19 %
KL-SOUTH	0.52	8.09 %
Total	49.24	8.44 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	3.63	8.98 %
Fridge	3.52	12.63 %
Air-Cond	1.99	8.57 %
Total	9.14	9.94 %

Branch *	MTD Sales L	Brand Share %
KVT1	0.36	6.01 %
TUT2	0.26	5.98 %
TVL1	0.16	2.96 %
SVK1	0.14	3.77 %
MAR1	0.12	5.17 %
MMT1	0.11	5.59 %
PDI1	0.11	6.99 %
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	9.14	9.94 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	3.15	12.50 %
Air-Cond	2.87	7.09 %
Wash-Mac	1.35	3.80 %
Total	7.37	7.25 %

Branch *	MTD Sales L	Brand Share %
CH16	0.35	3.22 %
CH14	0.33	6.68 %
CH45	0.29	6.13 %
CH48	0.26	4.10 %
CH05	0.25	2.96 %
CH08	0.25	4.94 %
CH22	0.17	7.97 %
KNR1	0.12	3.80 %
AVD1		0.00 %
CH19		0.00 %
CH26		0.00 %
CH29		0.00 %
CH30		0.00 %
CH35		0.00 %
CH40		0.00 %
CZWH		0.00 %
MRM1		0.00 %
WCHN		0.00 %
GUD2	-0.19	-9.90 %
Total	7.37	7.25 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	3.29	14.54 %
Wash-Mac	2.64	9.37 %
Total	5.93	9.01 %

Branch *	MTD Sales L	Brand Share %
MNM1	0.13	8.28 %
MDU6	0.12	1.63 %
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 %
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	-2.42 %
Total	5.93	9.01 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	2.91	18.86 %
Wash-Mac	2.14	10.52 %
Air-Cond	0.77	2.69 %
Total	5.83	8.99 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.76	6.30 %
KIK1	0.22	7.65 %
TNJ1	0.12	1.93 %
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 %
TVR1		0.00 %
WTRZ		0.00 %
Total	5.83	8.99 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	2.27	8.83 %
Wash-Mac	1.62	8.60 %
Air-Cond	1.53	20.71 %
Total	5.43	10.28 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.14	3.70 %
TRM1	0.13	8.17 %
OML1	0.12	7.24 %
SLM2	0.12	8.06 %
ATU1		0.00 %
BMD1		0.00 %
DPR1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
EPI1		0.00 %
ERD1		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 %
SGI1		0.00 %
SLM3		0.00 %
TCG1		0.00 %
WHKP		0.00 %
RSP1		-0.07 %
ERD2	-0.15	-2.06 %
Total	5.43	10.28 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	3.21	15.58 %
Air-Cond	0.95	4.14 %
D-Freez	0.23	100.00 %
Wash-Mac	-0.05	-0.22 %
Total	4.34	6.50 %

Branch *	MTD Sales L	Brand Share %
CH18	0.41	7.47 %
CH34	0.39	8.41 %
CH03	0.30	5.16 %
CH06	0.29	6.87 %
CH15	0.22	2.74 %
CH20	0.21	6.60 %
CH21	0.08	2.77 %
CH12		0.00 %
CH17		0.00 %
CH27		0.00 %
CH36		0.00 %
CH41		0.00 %
GPD1		0.00 %
MJR1		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	4.34	6.50 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	2.44	9.26 %
Fridge	1.87	9.54 %
Total	4.31	8.19 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.26	2.90 %
PLI1	0.25	8.03 %
CBE1	0.15	6.59 %
AVI1	0.15	7.44 %
UAM1	0.14	7.99 %
CBE6	0.12	5.59 %
TPR2	0.12	6.62 %
MPM1	0.12	6.68 %
ANR1		0.00 %
CBE3		0.00 %
CBE5		0.00 %
CNR1		0.00 %
DPM2		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	4.31	8.19 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	1.97	12.73 %
Wash-Mac	1.81	11.09 %
D-Freez	0.23	17.06 %
Total	4.00	9.40 %

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 %
Total	4.00	9.40 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	1.00	8.84 %
Fridge	0.70	5.20 %
Air-Cond	0.67	5.06 %
Total	2.37	6.19 %

Branch *	MTD Sales L	Brand Share %
POY2	0.44	6.93 %
KKI2	0.36	8.07 %
CUD1	0.24	7.72 %
VCM1	0.19	6.24 %
CDM1		0.00 %
KLM1		0.00 %
MKM1		0.00 %
NVL2		0.00 %
POY1		0.00 %
SJI2		0.00 %
TRK1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
ULP1		0.00 %
VPM1		0.00 %
Total	2.37	6.19 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	0.21	8.21 %
Air-Cond	0.21	20.93 %
Wash-Mac	0.11	5.85 %
Total	0.52	8.09 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.11	2.62 %
KLR1		0.00 %
Total	0.52	8.09 %