

MTD Sales
28.36 L

Brand Share %
9.19 %

Information:

MTD : 01-12-2025 To 03-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **9.19 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	15.71	10.21 %
Fridge	10.91	10.08 %
Air-Cond	1.14	2.67 %
D-Freez	0.60	16.23 %
Total	28.36	9.19 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	6.23	11.83 %
CHENNAI-01	6.06	14.37 %
WEST-02	4.16	11.41 %
SOUTH-01	3.78	6.81 %
WEST-01	3.43	8.15 %
SOUTH ARCOT	1.40	10.82 %
CHENNAI-02	1.03	5.42 %
TRICHY-01	1.03	3.32 %
NORTH ARCOT	1.01	7.34 %
KL-SOUTH	0.24	7.74 %
Total	28.36	9.19 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	3.65	13.23 %
Fridge	2.34	12.06 %
Air-Cond	0.25	5.04 %
Total	6.23	11.83 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.35	6.45 %
CBM1	0.13	8.89 %
MLR1	0.12	7.59 %
TEN2	0.11	4.21 %
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 %
TPT1		0.00 %
USL1		0.00 %
Total	6.23	11.83 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	3.01	15.37 %
Fridge	2.65	18.93 %
D-Freez	0.40	75.86 %
Total	6.06	14.37 %

Branch *	MTD Sales L	Brand Share %
CH05	0.12	5.48 %
AVD1		0.00 %
CH11		0.00 %
CH14		0.00 %
CH19		0.00 %
CH22		0.00 %
CH26		0.00 %
CH29		0.00 %
CH37		0.00 %
CZWH		0.00 %
KNR1		0.00 %
MRM1		0.00 %
Total	6.06	14.37 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	2.49	12.61 %
Fridge	1.67	11.58 %
Total	4.16	11.41 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.15	3.30 %
ATU1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
ERD1		0.00 %
HRR1		0.00 %
KMM1		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	4.16	11.41 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	2.67	8.41 %
Fridge	0.69	4.62 %
Air-Cond	0.21	2.84 %
D-Freez	0.20	16.90 %
Total	3.78	6.81 %

Branch *	MTD Sales L	Brand Share %
RND1	0.16	8.66 %
TVL1	0.15	2.50 %
TUT2	0.12	4.71 %
ARM1		0.00 %
ASM1		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	-1.17 %
TUT1	-0.09	-1.72 %
Total	3.78	6.81 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	1.81	10.66 %
Wash-Mac	1.37	6.85 %
Air-Cond	0.25	5.72 %
Total	3.43	8.15 %

Branch *	MTD Sales L	Brand Share %
CBE4	0.13	4.53 %
MPM1	0.13	4.74 %
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	3.43	8.15 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	0.64	11.26 %
Fridge	0.54	11.08 %
Air-Cond	0.22	9.22 %
Total	1.40	10.82 %

Branch *	MTD Sales L	Brand Share %
TRK1	0.14	7.60 %
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	10.82 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	0.55	7.24 %
Fridge	0.48	5.72 %
Total	1.03	5.42 %

Branch *	MTD Sales L	Brand Share %
CH12		0.00 %
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	5.42 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	0.53	4.32 %
Fridge	0.27	2.64 %
Air-Cond	0.22	2.75 %
Total	1.03	3.32 %

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 %
PBR1		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	1.03	3.32 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	0.55	6.87 %
Fridge	0.46	10.46 %
Total	1.01	7.34 %

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 %
PLR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
TRL1		0.00 %
TRR1		0.00 %
TRT1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VSI1		0.00 %
WJP1		0.00 %
Total	1.01	7.34 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.24	17.47 %
Total	0.24	7.74 %

Branch *	MTD Sales L	Brand Share %
TVP1		0.00 %
Total	0.24	7.74 %