

MTD Sales
56.86 L

Brand Share %
6.02 %

Information:

MTD : 01-09-2025 To 04-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **6.02 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	28.33	8.92 %
Wash-Mac	14.65	6.00 %
Air-Cond	13.42	3.57 %
D-Freez	0.46	6.26 %
Total	56.86	6.02 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	10.07	7.82 %
SOUTH-01	9.36	5.01 %
SOUTH-03	6.27	5.09 %
SOUTH ARCOT	5.68	8.98 %
WEST-01	5.49	8.20 %
CHENNAI-02	5.26	6.68 %
TRICHY-01	4.90	3.29 %
WEST-02	4.88	7.25 %
NORTH ARCOT	4.12	9.63 %
KL-SOUTH	0.83	2.17 %
Total	56.86	6.02 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	5.06	15.37 %
Wash-Mac	2.99	9.28 %
Air-Cond	1.79	2.85 %
D-Freez	0.23	30.26 %
Total	10.07	7.82 %

Branch *	MTD Sales L	Brand Share %
CH05	0.35	5.00 %
CH07	0.30	5.52 %
CH14	0.19	2.05 %
CH30	0.19	4.61 %
CGL1	0.14	4.39 %
GUD2	0.14	2.73 %
CH19		0.00 %
CH26		0.00 %
CH29		0.00 %
CH38		0.00 %
CZWH		0.00 %
MC10		0.00 %
WHC3		0.00 %
SKL1	-0.02	-1.36 %
Total	10.07	7.82 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	4.06	5.20 %
Fridge	3.86	6.39 %
Wash-Mac	1.44	3.16 %
Total	9.36	5.01 %

Branch *	MTD Sales L	Brand Share %
TUT1	0.51	2.23 %
TUT2	0.36	4.64 %
TKS1	0.31	5.29 %
RPM1	0.27	4.85 %
MAR1	0.19	2.34 %
PKD1	0.16	2.90 %
TKY1	0.15	3.65 %
PDI1	0.14	4.32 %
NGR1	0.14	1.37 %
RND1	0.11	1.96 %
SNL1	0.11	2.21 %
APK1		0.00 %
APK2		0.00 %
ARM1		0.00 %
ASM1		0.00 %
COL1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
MMT1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
TVL1		0.00 %
TVL2		0.00 %
TYI1		0.00 %
VLY1		0.00 %
VNR1		0.00 %
VNR2		0.00 %
Total	9.36	5.01 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	3.39	7.77 %
Wash-Mac	1.63	5.27 %
Air-Cond	1.25	2.60 %
Total	6.27	5.09 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.49	2.72 %
MNM1	0.22	2.64 %
MDU3	0.19	3.95 %
MLR1	0.13	3.75 %
TPT1	0.13	3.52 %
KYK1	0.12	4.90 %
BNR1		0.00 %
BTU1		0.00 %
DKI1		0.00 %
KKD2		0.00 %
KPT1		0.00 %
KRR1		0.00 %
MDU6		0.00 %
MPA1		0.00 %
NKI1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
TDI1		0.00 %
USL1	-0.14	-4.84 %
Total	6.27	5.09 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	2.07	11.79 %
Fridge	2.01	8.74 %
Air-Cond	1.60	7.27 %
Total	5.68	8.98 %

Branch *	MTD Sales L	Brand Share %
NVL2	0.15	3.20 %
ULP1	0.12	1.82 %
POY2		0.00 %
PRT1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TVM2		0.00 %
Total	5.68	8.98 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	2.52	8.65 %
Air-Cond	1.54	11.84 %
Wash-Mac	1.43	5.81 %
Total	5.49	8.20 %

Branch *	MTD Sales L	Brand Share %
CBE1		0.00 %
CBE4		0.00 %
CBE5		0.00 %
CBE6		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	5.49	8.20 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	2.71	11.71 %
Fridge	2.01	9.77 %
Air-Cond	0.31	0.91 %
D-Freez	0.22	25.34 %
Total	5.26	6.68 %

Branch *	MTD Sales L	Brand Share %
CH15	0.31	4.07 %
CH12	0.21	5.72 %
CH21	0.14	1.89 %
CH41	0.14	3.92 %
CH24	0.08	3.67 %
CH06		0.00 %
CH20		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC06		0.00 %
UKI1		0.00 %
Total	5.26	6.68 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	2.94	7.15 %
Air-Cond	1.28	1.55 %
Wash-Mac	0.68	2.78 %
Total	4.90	3.29 %

Branch *	MTD Sales L	Brand Share %
PBR2	0.27	3.62 %
KUM1	0.27	5.19 %
NGT1	0.26	5.17 %
TRY1	0.26	0.53 %
MVM1	0.25	2.91 %
TRY2	0.24	4.24 %
MDI1	0.13	3.25 %
AYR1		0.00 %
KIK1		0.00 %
MSI1		0.00 %
ORU1		0.00 %
PDK1		0.00 %
PTK1		0.00 %
TNJ1		0.00 %
TRY3		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TVR2		0.00 %
TZSD		0.00 %
Total	4.90	3.29 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	3.45	11.85 %
Air-Cond	0.79	6.75 %
Wash-Mac	0.65	2.48 %
Total	4.88	7.25 %

Branch *	MTD Sales L	Brand Share %
ERD1	0.19	5.96 %
SLM1	0.13	2.42 %
CMI1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
ERD2		0.00 %
KMM1		0.00 %
KRI1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
MTR1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
SLM2		0.00 %
SLM3		0.00 %
WZWH		0.00 %
Total	4.88	7.25 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	2.42	14.01 %
Wash-Mac	0.91	8.92 %
Air-Cond	0.79	5.17 %
Total	4.12	9.63 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.14	5.16 %
ABR1		0.00 %
AKM1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CPT1		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 %
VNB1		0.00 %
WJP1		0.00 %
Total	4.12	9.63 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	0.67	3.26 %
Wash-Mac	0.16	1.65 %
Total	0.83	2.17 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.55	2.33 %
PAS1	0.28	3.80 %
KLR1		0.00 %
Total	0.83	2.17 %