

MTD Sales
90.00 L

Brand Share %
6.11 %

Information:

MTD : 01-10-2025 To 04-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **6.11 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	49.00	10.80 %
Wash-Mac	29.69	6.85 %
Air-Cond	10.87	1.87 %
D-Freez	0.44	8.96 %
Total	90.00	6.11 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	14.63	6.33 %
CHENNAI-02	11.85	7.25 %
SOUTH-01	11.11	4.28 %
SOUTH-03	10.80	5.28 %
WEST-01	9.74	9.22 %
TRICHY-01	8.71	4.79 %
WEST-02	8.02	5.88 %
SOUTH ARCOT	6.98	7.33 %
NORTH ARCOT	6.75	7.76 %
KL-SOUTH	1.40	18.13 %
Total	90.00	6.11 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	6.44	10.17 %
Wash-Mac	5.37	9.39 %
Air-Cond	2.82	2.57 %
Total	14.63	6.33 %

Branch *	MTD Sales L	Brand Share %
CH08	0.63	3.30 %
CH14	0.62	4.08 %
CH42	0.61	4.24 %
MRM1	0.32	5.22 %
CH30	0.30	3.35 %
CH11	0.30	5.61 %
CH38	0.14	5.39 %
CH29	0.13	5.62 %
CH48	0.12	1.68 %
AVD1		0.00 %
CH19		0.00 %
CH26		0.00 %
CH35		0.00 %
CH40		0.00 %
CZWH		0.00 %
Total	14.63	6.33 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	5.95	13.08 %
Wash-Mac	5.17	11.24 %
Air-Cond	0.73	1.02 %
Total	11.85	7.25 %

Branch *	MTD Sales L	Brand Share %
CH15	1.27	4.97 %
CH24	0.30	3.78 %
CH09	0.27	6.00 %
CH12		0.00 %
CH20		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH41		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC06		0.00 %
UK11		0.00 %
Total	11.85	7.25 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	8.09	11.45 %
Wash-Mac	2.11	3.14 %
Air-Cond	0.70	0.58 %
D-Freez	0.22	10.05 %
Total	11.11	4.28 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.43	4.75 %
KVT1	0.41	3.16 %
TKY1	0.27	4.88 %
TKS1	0.27	2.61 %
VNR2	0.27	2.27 %
TUT2	0.23	2.31 %
TCN1	0.15	3.68 %
UDN1	0.14	3.74 %
TVL1	0.13	0.46 %
APK2	0.12	2.70 %
SDI1	0.12	2.18 %
TYI1	0.12	3.20 %
APK1		0.00 %
ERL2		0.00 %
KGL1		0.00 %
KSM1		0.00 %
MMT1		0.00 %
PKD1		0.00 %
S2SD		0.00 %
SNL1		0.00 %
STU2		0.00 %
TVL2		0.00 %
VLY1		0.00 %
VNR1		0.00 %
NGR1	-0.02	-0.26 %
Total	11.11	4.28 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	7.03	10.13 %
Wash-Mac	2.30	4.09 %
Air-Cond	1.48	1.88 %
Total	10.80	5.28 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.23	5.43 %
MDU2	0.99	5.01 %
KKD3	0.26	2.49 %
MDU4	0.24	4.22 %
ATG1	0.18	2.73 %
TPT1	0.13	3.33 %
CBM1	0.12	2.41 %
MDU5	0.12	4.45 %
MNM1	0.12	3.72 %
USL1	0.12	3.49 %
MPA1	0.12	2.92 %
BTU1		0.00 %
DGL2		0.00 %
DKI1		0.00 %
KKD2		0.00 %
KYK1		0.00 %
MLR1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PNV1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
TEN2		0.00 %
Total	10.80	5.28 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	4.41	11.25 %
Wash-Mac	4.33	9.82 %
Air-Cond	1.00	4.53 %
Total	9.74	9.22 %

Branch *	MTD Sales L	Brand Share %
CBE4	0.24	4.03 %
GBM1	0.18	3.71 %
ANR1		0.00 %
CBE3		0.00 %
CBE5		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SYM2		0.00 %
UMP1		0.00 %
Total	9.74	9.22 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	5.27	10.70 %
Wash-Mac	2.00	4.19 %
Air-Cond	1.43	1.69 %
Total	8.71	4.79 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.08	3.57 %
TNJ1	0.57	2.79 %
PBR2	0.42	3.95 %
TNJ2	0.33	3.48 %
TVR2	0.25	2.58 %
PTK1	0.24	3.93 %
MVM1	0.24	2.29 %
NMM1	0.16	6.09 %
APM1		0.00 %
KIK1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	8.71	4.79 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	4.01	7.45 %
Wash-Mac	3.76	6.41 %
Air-Cond	0.24	1.05 %
Total	8.02	5.88 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.54	5.25 %
NKL2	0.41	4.39 %
MCR1	0.18	5.08 %
HSR2	0.15	1.36 %
TCG1	0.14	5.56 %
EPI1	0.13	5.23 %
BMD1		0.00 %
CMI1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
ERD1		0.00 %
ERD2		0.00 %
HRR1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
SGG1		0.00 %
Total	8.02	5.88 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	4.24	13.94 %
Wash-Mac	2.05	7.55 %
Air-Cond	0.69	1.85 %
Total	6.98	7.33 %

Branch *	MTD Sales L	Brand Share %
CDM1	0.30	6.07 %
PRT1	0.12	5.14 %
KLM1		0.00 %
NVL2		0.00 %
POY2		0.00 %
SJI1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
VPM1		0.00 %
Total	6.98	7.33 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	3.22	11.23 %
Wash-Mac	2.01	7.40 %
Air-Cond	1.31	4.24 %
D-Freez	0.22	57.18 %
Total	6.75	7.76 %

Branch *	MTD Sales L	Brand Share %
VSI1	0.12	4.82 %
ABR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		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 %
Total	6.75	7.76 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.60	28.48 %
Air-Cond	0.47	20.94 %
Fridge	0.33	10.43 %
Total	1.40	18.13 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
PAS1		0.00 %
Total	1.40	18.13 %