

MTD Sales
53.35 L

Brand Share %
8.13 %

Information:

MTD : 01-11-2025 To 04-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **8.13 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	24.66	11.70 %
Wash-Mac	18.23	7.46 %
Air-Cond	10.01	5.14 %
D-Freez	0.45	7.47 %
Total	53.35	8.13 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	9.72	9.27 %
CHENNAI-01	7.37	6.60 %
SOUTH-03	7.27	9.22 %
TRICHY-01	6.50	8.88 %
WEST-02	5.84	10.28 %
CHENNAI-02	4.57	6.23 %
WEST-01	4.56	7.39 %
NORTH ARCOT	4.25	9.07 %
SOUTH ARCOT	2.73	6.66 %
KL-SOUTH	0.52	7.03 %
Total	53.35	8.13 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	4.07	9.24 %
Fridge	3.66	11.21 %
Air-Cond	1.99	7.20 %
Total	9.72	9.27 %

Branch *	MTD Sales L	Brand Share %
KVT1	0.36	5.61 %
SVK1	0.30	7.49 %
TUT2	0.26	6.03 %
TVL1	0.16	3.12 %
MAR1	0.12	4.86 %
MMT1	0.11	4.91 %
PDI1	0.11	6.99 %
APK1		0.00 %
ARM1		0.00 %
COL1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
PKD1		0.00 %
S2SD		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	9.72	9.27 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	3.15	11.75 %
Air-Cond	3.09	6.64 %
Wash-Mac	1.13	2.99 %
Total	7.37	6.60 %

Branch *	MTD Sales L	Brand Share %
CH42	0.67	7.21 %
CH16	0.49	4.20 %
CH45	0.29	6.33 %
CH48	0.26	3.75 %
CH05	0.25	2.64 %
CH08	0.25	4.32 %
CH14	0.19	3.01 %
CH22	0.17	6.00 %
KNR1	0.12	3.80 %
GUD2	0.03	1.40 %
AVD1		0.00 %
CH19		0.00 %
CH26		0.00 %
CH29		0.00 %
CH30		0.00 %
CH35		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC09		0.00 %
MRM1		0.00 %
WCHN	-0.19	5.47 %
Total	7.37	6.60 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	3.82	14.09 %
Wash-Mac	2.88	8.87 %
Air-Cond	0.57	3.00 %
Total	7.27	9.22 %

Branch *	MTD Sales L	Brand Share %
MDU4	0.14	6.17 %
MDU3	0.13	3.98 %
MDU6	0.12	1.41 %
DGL1	0.05	1.12 %
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 %
MLR1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
TPT1		0.00 %
WHMD		0.00 %
Total	7.27	9.22 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	3.59	19.38 %
Wash-Mac	2.14	9.68 %
Air-Cond	0.77	2.40 %
Total	6.50	8.88 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.76	5.98 %
TVR2	0.23	6.43 %
KIK1	0.22	6.09 %
TNJ1	0.12	1.67 %
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 %
TZSD		0.00 %
WTRZ		0.00 %
Total	6.50	8.88 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	2.27	7.96 %
Wash-Mac	2.04	10.25 %
Air-Cond	1.53	20.68 %
Total	5.84	10.28 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.14	3.11 %
OML1	0.12	6.17 %
SLM2	0.12	7.44 %
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		-0.14 %
ERD2	-0.15	-1.79 %
Total	5.84	10.28 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	3.22	14.98 %
Air-Cond	1.17	4.37 %
D-Freez	0.23	100.00 %
Wash-Mac	-0.05	-0.20 %
Total	4.57	6.23 %

Branch *	MTD Sales L	Brand Share %
CH24	0.51	8.04 %
CH18	0.41	7.28 %
CH03	0.30	4.51 %
CH06	0.29	6.42 %
CH15	0.22	2.70 %
CH20	0.21	5.44 %
CH21	0.08	2.62 %
CH12		0.00 %
CH17		0.00 %
CH27		0.00 %
CH31		0.00 %
CH36		0.00 %
CH41		0.00 %
GPD1		0.00 %
MJR1		0.00 %
UKI1		0.00 %
PON1	-0.32	-28.41 %
Total	4.57	6.23 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	2.69	8.81 %
Fridge	1.87	8.68 %
Total	4.56	7.39 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.39	3.37 %
PLI1	0.25	7.53 %
CBE1	0.15	5.26 %
AVI1	0.15	7.44 %
UAM1	0.14	7.30 %
CBE6	0.12	4.07 %
TPR2	0.12	6.62 %
MPM1	0.12	5.79 %
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	4.56	7.39 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	2.06	11.51 %
Fridge	1.97	11.30 %
D-Freez	0.23	15.29 %
Total	4.25	9.07 %

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 %
WHVL		0.00 %
Total	4.25	9.07 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	1.15	9.26 %
Fridge	0.91	6.52 %
Air-Cond	0.67	4.66 %
Total	2.73	6.66 %

Branch *	MTD Sales L	Brand Share %
KKI2	0.36	7.41 %
CUD1	0.24	7.11 %
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	2.73	6.66 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	0.21	7.48 %
Air-Cond	0.21	13.67 %
Wash-Mac	0.11	5.29 %
Total	0.52	7.03 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.11	2.19 %
KLR1		0.00 %
Total	0.52	7.03 %