

MTD Sales
78.30 L

Brand Share %
6.43 %

Information:

MTD : 01-12-2025 To 04-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **6.43 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	38.72	7.75 %
Fridge	35.06	9.13 %
Air-Cond	3.73	1.14 %
D-Freez	0.79	12.05 %
Total	78.30	6.43 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	13.63	8.53 %
SOUTH-03	11.78	7.43 %
SOUTH-01	11.25	5.38 %
WEST-02	9.27	6.59 %
WEST-01	7.67	7.47 %
CHENNAI-02	6.57	6.30 %
SOUTH ARCOT	6.31	6.61 %
NORTH ARCOT	6.02	8.11 %
TRICHY-01	5.28	3.30 %
KL-SOUTH	0.51	3.82 %
Total	78.30	6.43 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	7.42	11.90 %
Fridge	5.25	11.96 %
Air-Cond	0.56	1.06 %
D-Freez	0.40	75.86 %
Total	13.63	8.53 %

Branch *	MTD Sales L	Brand Share %
CH08	0.75	5.48 %
CH42	0.44	2.96 %
CH05	0.30	2.66 %
MRM1	0.12	2.66 %
AVD1		0.00 %
CH19		0.00 %
CH26		0.00 %
CH29		0.00 %
CH37		0.00 %
CH40		0.00 %
CZWH		0.00 %
KNR1		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	13.63	8.53 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	5.88	8.68 %
Fridge	5.46	9.47 %
Air-Cond	0.25	0.77 %
D-Freez	0.19	19.57 %
Total	11.78	7.43 %

Branch *	MTD Sales L	Brand Share %
TEN2	0.26	5.91 %
TPT1	0.18	5.06 %
USL1	0.18	5.25 %
MLR1	0.12	3.96 %
BTU1	0.11	5.89 %
DKI1		0.00 %
KKD3		0.00 %
KRR1		0.00 %
KYK1		0.00 %
MPA1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNV2		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
Total	11.78	7.43 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	5.83	6.34 %
Fridge	4.45	7.53 %
Air-Cond	0.78	1.39 %
D-Freez	0.20	11.91 %
Total	11.25	5.38 %

Branch *	MTD Sales L	Brand Share %
KVT1	0.86	5.77 %
TUT1	0.78	3.15 %
TUT2	0.35	3.01 %
RND1	0.29	4.63 %
MAR1	0.27	6.32 %
NGR1	0.20	1.81 %
TKS1	0.19	2.81 %
PKD1	0.16	3.75 %
TVL1	0.15	0.58 %
VKM1	0.15	3.21 %
ARM1		0.00 %
KSM1		0.00 %
MMT1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
TCN1		0.00 %
TVL2		0.00 %
TYI1		0.00 %
VLY1		0.00 %
Total	11.25	5.38 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	4.72	6.83 %
Fridge	4.55	10.20 %
Total	9.27	6.59 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.47	3.43 %
SLM1	0.24	2.41 %
MCR1	0.12	5.37 %
TCG1	0.12	3.14 %
EPI1	0.11	4.46 %
APN1		0.00 %
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 %
SGG1		0.00 %
SGI1		0.00 %
SLM3		0.00 %
TRM1		0.00 %
WHPD		0.00 %
Total	9.27	6.59 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	4.19	11.30 %
Wash-Mac	3.22	6.85 %
Air-Cond	0.25	1.45 %
Total	7.67	7.47 %

Branch *	MTD Sales L	Brand Share %
KMR1	0.30	5.06 %
MPM1	0.24	4.83 %
UMP1	0.15	5.95 %
GBM1	0.12	4.58 %
DPM2	0.12	3.50 %
TPR4	0.12	4.98 %
AVI1	0.12	3.21 %
ANR1		0.00 %
CBE1		0.00 %
CBE3		0.00 %
CBE5		0.00 %
CNR1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
PDM1		0.00 %
SYM2		0.00 %
TPR2		0.00 %
UAM1		0.00 %
WZSD		0.00 %
Total	7.67	7.47 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	3.46	10.00 %
Fridge	3.11	10.50 %
Total	6.57	6.30 %

Branch *	MTD Sales L	Brand Share %
CH15	0.81	6.14 %
CH21	0.53	3.67 %
CH18	0.46	6.15 %
CH03	0.37	3.63 %
MJR1	0.12	5.70 %
CH12		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH34		0.00 %
CH41		0.00 %
CH46		0.00 %
GPD1		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	6.57	6.30 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	2.64	8.48 %
Wash-Mac	2.49	7.21 %
Air-Cond	1.18	4.01 %
Total	6.31	6.61 %

Branch *	MTD Sales L	Brand Share %
POY2	0.33	3.87 %
PRT1	0.22	5.47 %
NVL2	0.20	3.49 %
ULP1	0.18	3.56 %
CDM1	0.12	1.88 %
KKI2	0.12	1.74 %
KLM1	0.12	1.97 %
SJI2	0.12	2.97 %
TDM1	0.12	3.09 %
TVM1		0.00 %
TVM2		0.00 %
VPM1		0.00 %
WHUT		0.00 %
Total	6.31	6.61 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	3.50	11.09 %
Fridge	2.26	10.72 %
Air-Cond	0.26	1.27 %
Total	6.02	8.11 %

Branch *	MTD Sales L	Brand Share %
AKM1	0.29	4.42 %
SBR1	0.12	2.74 %
TRL1	0.12	1.97 %
VSI1	0.12	4.61 %
ABR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
GDM1		0.00 %
KPM2		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRR1		0.00 %
UGI1		0.00 %
Total	6.02	8.11 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	3.15	5.62 %
Wash-Mac	1.68	2.95 %
Air-Cond	0.44	0.96 %
Total	5.28	3.30 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.72	2.85 %
PBR2	0.52	4.42 %
KUM1	0.46	4.88 %
TNJ1	0.44	4.04 %
TNJ2	0.42	5.74 %
PTK1	0.38	4.29 %
JKM1	0.36	6.13 %
TRY2	0.15	2.66 %
NGT1	0.12	2.00 %
NMM1	0.12	5.52 %
TYR1	0.12	2.37 %
APM1		0.00 %
AYR1		0.00 %
KIK1		0.00 %
MSI1		0.00 %
MVM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
TRY3		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TVR2		0.00 %
WTRZ		0.00 %
Total	5.28	3.30 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.51	13.74 %
Total	0.51	3.82 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.12	1.50 %
Total	0.51	3.82 %