

MTD Sales
64.04 L

Brand Share %
5.82 %

Information:

MTD : 01-09-2025 To 05-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.82 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	32.14	8.53 %
Wash-Mac	17.23	5.87 %
Air-Cond	14.21	3.38 %
D-Freez	0.46	5.08 %
Total	64.04	5.82 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	10.71	5.02 %
CHENNAI-01	10.36	7.07 %
SOUTH-03	7.58	5.04 %
WEST-01	6.63	7.86 %
SOUTH ARCOT	5.95	8.24 %
TRICHY-01	5.95	3.51 %
CHENNAI-02	5.85	6.02 %
WEST-02	5.32	6.92 %
NORTH ARCOT	4.87	9.69 %
KL-SOUTH	0.83	2.09 %
Total	64.04	5.82 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	4.91	6.89 %
Air-Cond	4.06	4.66 %
Wash-Mac	1.74	3.32 %
Total	10.71	5.02 %

Branch *	MTD Sales L	Brand Share %
TUT1	0.68	2.56 %
TUT2	0.36	4.13 %
MAR1	0.32	4.01 %
TKS1	0.31	5.00 %
RPM1	0.27	3.71 %
RND1	0.23	3.15 %
PKD1	0.16	2.56 %
TKY1	0.15	3.65 %
NGR1	0.14	1.20 %
VNR2	0.12	1.69 %
SNL1	0.11	2.15 %
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 %
Total	10.71	5.02 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	5.23	14.35 %
Wash-Mac	3.11	7.85 %
Air-Cond	1.79	2.58 %
D-Freez	0.23	23.37 %
Total	10.36	7.07 %

Branch *	MTD Sales L	Brand Share %
CH05	0.35	3.88 %
CH14	0.19	2.12 %
CH30	0.19	4.15 %
CGL1	0.14	4.11 %
GUD2	0.14	2.13 %
CH19		0.00 %
CH26		0.00 %
CH29		0.00 %
CH38		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
WHC3		0.00 %
SKL1	-0.02	-1.54 %
Total	10.36	7.07 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	4.08	7.36 %
Wash-Mac	2.24	5.64 %
Air-Cond	1.25	2.31 %
Total	7.58	5.04 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.49	2.28 %
MNM1	0.22	2.48 %
MLR1	0.13	3.37 %
TPT1	0.13	3.10 %
KYK1	0.12	2.87 %
MDU6	0.12	1.48 %
BNR1		0.00 %
BTU1		0.00 %
DKI1		0.00 %
KKD2		0.00 %
KPT1		0.00 %
KRR1		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 %
SZSD		0.00 %
TDI1		0.00 %
USL1	-0.14	-4.00 %
Total	7.58	5.04 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	2.75	7.89 %
Wash-Mac	2.33	7.18 %
Air-Cond	1.54	9.37 %
Total	6.63	7.86 %

Branch *	MTD Sales L	Brand Share %
CBE6	0.11	2.60 %
AVI1	0.10	5.17 %
CBE1		0.00 %
CBE5		0.00 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		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	6.63	7.86 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	2.28	8.42 %
Wash-Mac	2.07	10.49 %
Air-Cond	1.60	6.60 %
Total	5.95	8.24 %

Branch *	MTD Sales L	Brand Share %
NVL2	0.15	2.32 %
ULP1	0.12	1.82 %
POY2		0.00 %
PRT1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TVM2		0.00 %
Total	5.95	8.24 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	3.60	7.18 %
Air-Cond	1.56	1.75 %
Wash-Mac	0.79	2.70 %
Total	5.95	3.51 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.39	0.75 %
NGT1	0.26	4.73 %
MVM1	0.25	2.68 %
TRY2	0.24	3.85 %
MDI1	0.13	2.54 %
TNJ1	0.13	1.63 %
AYR1		0.00 %
KIK1		0.00 %
MSI1		0.00 %
ORU1		0.00 %
PDK1		0.00 %
PTK1		0.00 %
TRY3		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TVR2		0.00 %
TZSD		0.00 %
Total	5.95	3.51 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	2.74	9.80 %
Fridge	2.33	8.73 %
Air-Cond	0.55	1.33 %
D-Freez	0.22	25.34 %
Total	5.85	6.02 %

Branch *	MTD Sales L	Brand Share %
CH15	0.31	3.59 %
CH12	0.21	4.84 %
MJR1	0.19	5.31 %
CH41	0.14	3.30 %
CH01		0.00 %
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 %
CH21	-0.02	-0.23 %
Total	5.85	6.02 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	3.58	10.60 %
Wash-Mac	0.95	3.28 %
Air-Cond	0.79	5.91 %
Total	5.32	6.92 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.30	5.42 %
HSR2	0.23	5.44 %
ERD1	0.19	4.41 %
SLM1	0.13	2.01 %
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	5.32	6.92 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	2.72	13.69 %
Wash-Mac	1.09	8.25 %
Air-Cond	1.06	6.18 %
Total	4.87	9.69 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.14	4.36 %
ABR1		0.00 %
AKM1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
VEL1		0.00 %
VNB1		0.00 %
Total	4.87	9.69 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	0.67	3.15 %
Wash-Mac	0.16	1.57 %
Total	0.83	2.09 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.55	2.20 %
PAS1	0.28	3.80 %
KLR1		0.00 %
Total	0.83	2.09 %