

MTD Sales
106.17 L

Brand Share %
6.40 %

Information:

MTD : 01-10-2025 To 05-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **6.40 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	57.03	11.17 %
Wash-Mac	36.47	7.32 %
Air-Cond	11.99	1.86 %
D-Freez	0.67	9.58 %
Total	106.17	6.40 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	18.45	6.98 %
SOUTH-03	13.54	5.73 %
SOUTH-01	13.04	4.60 %
CHENNAI-02	12.81	6.82 %
WEST-01	12.73	10.02 %
WEST-02	9.64	6.15 %
TRICHY-01	9.43	4.73 %
NORTH ARCOT	7.73	7.95 %
SOUTH ARCOT	7.41	7.49 %
KL-SOUTH	1.40	17.22 %
Total	106.17	6.40 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	8.36	11.55 %
Wash-Mac	6.73	10.07 %
Air-Cond	3.36	2.71 %
Total	18.45	6.98 %

Branch *	MTD Sales L	Brand Share %
CH07	0.85	5.57 %
CH14	0.74	4.17 %
CH08	0.63	2.95 %
CH42	0.61	3.93 %
CH11	0.42	6.36 %
CH30	0.30	3.22 %
CH39	0.28	5.49 %
CH48	0.24	2.92 %
CH38	0.14	5.39 %
CH29	0.13	5.01 %
AVD1		0.00 %
CH19		0.00 %
CH26		0.00 %
CH35		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
Total	18.45	6.98 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	8.98	11.29 %
Wash-Mac	2.78	4.17 %
Air-Cond	1.78	1.99 %
Total	13.54	5.73 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.23	4.93 %
MDU2	0.99	4.26 %
ATG1	0.43	4.92 %
KKD3	0.38	2.88 %
MDU6	0.26	5.18 %
MPA1	0.25	5.08 %
MNM1	0.25	6.05 %
USL1	0.25	6.27 %
TEN2	0.17	2.16 %
TPT1	0.13	2.85 %
CBM1	0.12	2.07 %
MLR1	0.11	1.87 %
BTU1		0.00 %
DGL2		0.00 %
DKI1		0.00 %
KKD2		0.00 %
KYK1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PNV1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
Total	13.54	5.73 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	8.56	10.72 %
Wash-Mac	3.33	4.44 %
Air-Cond	0.70	0.55 %
D-Freez	0.45	16.94 %
Total	13.04	4.60 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.58	4.87 %
KVT1	0.64	4.34 %
TVL1	0.45	1.43 %
MAR1	0.39	6.10 %
TCN1	0.28	6.19 %
TKS1	0.27	2.44 %
VNR2	0.27	2.13 %
TYI1	0.24	5.33 %
ERL2	0.23	5.85 %
TUT2	0.23	2.17 %
UDN1	0.14	3.74 %
APK2	0.12	2.50 %
SDI1	0.12	2.00 %
APK1		0.00 %
KGL1		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	-0.16 %
Total	13.04	4.60 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	6.10	12.10 %
Wash-Mac	5.98	10.96 %
Air-Cond	0.73	0.88 %
Total	12.81	6.82 %

Branch *	MTD Sales L	Brand Share %
CH15	1.45	5.10 %
CH24	0.30	3.36 %
CH09	0.27	3.75 %
CH12		0.00 %
CH20		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH41		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC05		0.00 %
MC06		0.00 %
UKI1		0.00 %
Total	12.81	6.82 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	6.03	12.69 %
Wash-Mac	5.69	10.31 %
Air-Cond	1.00	4.21 %
Total	12.73	10.02 %

Branch *	MTD Sales L	Brand Share %
CBE4	0.24	3.42 %
GBM1	0.18	3.54 %
CBE3	0.12	4.01 %
ANR1		0.00 %
CBE5		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
PPI1		0.00 %
SYM2		0.00 %
UMP1		0.00 %
Total	12.73	10.02 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	4.75	7.71 %
Wash-Mac	4.64	6.94 %
Air-Cond	0.24	0.88 %
Total	9.64	6.15 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.72	6.10 %
NKL2	0.53	5.07 %
HSR2	0.31	2.48 %
ERD2	0.28	2.05 %
MCR1	0.18	4.76 %
TCG1	0.14	5.18 %
KRI1	0.12	5.29 %
BMD1		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 %
Total	9.64	6.15 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	5.60	10.70 %
Wash-Mac	2.40	4.61 %
Air-Cond	1.43	1.52 %
Total	9.43	4.73 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.20	3.49 %
TRY3	0.61	5.93 %
TNJ1	0.57	2.58 %
PBR2	0.53	4.90 %
NGT1	0.35	5.85 %
TNJ2	0.33	3.41 %
TVR2	0.25	2.40 %
PTK1	0.24	4.11 %
MVM1	0.24	2.17 %
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	9.43	4.73 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	4.07	12.40 %
Wash-Mac	2.13	6.92 %
Air-Cond	1.31	3.93 %
D-Freez	0.22	57.18 %
Total	7.73	7.95 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.66	6.33 %
AKM1	0.18	6.28 %
VSI1	0.12	4.82 %
ABR1		0.00 %
CGM1		0.00 %
CPT1		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	7.73	7.95 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	4.24	13.81 %
Wash-Mac	2.20	7.72 %
Air-Cond	0.97	2.47 %
Total	7.41	7.49 %

Branch *	MTD Sales L	Brand Share %
PRT1	0.12	4.45 %
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	7.41	7.49 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.60	28.48 %
Air-Cond	0.47	18.80 %
Fridge	0.33	9.95 %
Total	1.40	17.22 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
PAS1		0.00 %
Total	1.40	17.22 %