

MTD Sales
111.41 L

Brand Share %
5.38 %

Information:

MTD : 01-11-2025 To 05-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.38 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	55.06	8.96 %
Wash-Mac	38.65	5.10 %
Air-Cond	17.01	2.47 %
D-Freez	0.69	7.86 %
Total	111.41	5.38 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	17.95	6.38 %
SOUTH-01	16.63	5.73 %
SOUTH-03	16.24	6.73 %
TRICHY-01	16.19	5.61 %
WEST-02	11.66	5.84 %
CHENNAI-02	10.43	4.30 %
WEST-01	9.40	5.25 %
NORTH ARCOT	7.01	5.17 %
SOUTH ARCOT	4.48	2.38 %
KL-SOUTH	1.43	6.21 %
Total	111.41	5.38 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	8.01	11.27 %
Wash-Mac	5.12	5.49 %
Air-Cond	4.82	4.13 %
Total	17.95	6.38 %

Branch *	MTD Sales L	Brand Share %
CH07	0.68	4.81 %
CH42	0.67	2.64 %
CH48	0.26	2.17 %
CH05	0.25	1.02 %
CH14	0.19	1.30 %
KNR1	0.12	1.87 %
CH35	0.11	1.91 %
GUD2	0.03	0.48 %
AVD1		0.00 %
CH19		0.00 %
CH26		0.00 %
CH29		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC09		0.00 %
MRM1		0.00 %
Total	17.95	6.38 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	7.35	8.09 %
Wash-Mac	6.26	5.77 %
Air-Cond	2.79	3.10 %
D-Freez	0.24	20.39 %
Total	16.63	5.73 %

Branch *	MTD Sales L	Brand Share %
MAR1	0.41	3.97 %
KVT1	0.36	2.25 %
APK2	0.31	5.22 %
TUT2	0.26	2.09 %
UDN1	0.23	3.46 %
TVL1	0.16	0.56 %
SNL1	0.14	2.24 %
KGL1	0.12	4.16 %
MMT1	0.11	2.41 %
APK1		0.00 %
ARM1		0.00 %
COL1		0.00 %
KSM1		0.00 %
PKD1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
TKS1		0.00 %
TVL2		0.00 %
TYI1		0.00 %
VL1		0.00 %
VNR1		0.00 %
WHTV		0.00 %
SKD1	-0.10	-4.97 %
Total	16.63	5.73 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	8.84	11.73 %
Wash-Mac	5.74	6.37 %
Air-Cond	1.65	2.19 %
Total	16.24	6.73 %

Branch *	MTD Sales L	Brand Share %
MDU6	0.61	3.85 %
DGL1	0.53	3.69 %
KRR1	0.26	4.79 %
CBM1	0.25	4.51 %
TPT1	0.12	1.89 %
BNR1		0.00 %
BTU1		0.00 %
DGL2		0.00 %
DKI1		0.00 %
KKD3		0.00 %
KYK1		0.00 %
MLR1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PNI1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
WHMD		0.00 %
Total	16.24	6.73 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	9.17	12.33 %
Wash-Mac	5.52	6.47 %
Air-Cond	1.50	1.17 %
Total	16.19	5.61 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.08	4.16 %
TVR2	0.67	4.05 %
TNJ1	0.48	2.68 %
KIK1	0.22	2.28 %
NGT1	0.22	3.26 %
PBR1	0.15	3.65 %
TTP1	0.14	2.43 %
JKM1	0.12	2.35 %
MVM1	0.12	0.81 %
MSI1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TRY4		0.00 %
TVR1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	16.19	5.61 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	5.32	5.79 %
Fridge	4.52	6.27 %
Air-Cond	1.82	5.34 %
Total	11.66	5.84 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.94	4.39 %
SLM3	0.29	2.96 %
KRI1	0.17	4.99 %
ATU1	0.12	1.44 %
TCG1	0.12	1.99 %
ERD2	0.08	0.41 %
BMD1		0.00 %
DPR1		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 %
WHKP		0.00 %
WZWH		0.00 %
Total	11.66	5.84 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	6.58	9.73 %
Air-Cond	2.05	2.27 %
Wash-Mac	1.58	1.88 %
D-Freez	0.23	57.28 %
Total	10.43	4.30 %

Branch *	MTD Sales L	Brand Share %
CH15	1.41	5.10 %
CH03	1.11	4.56 %
CH21	0.39	3.39 %
CH23	0.27	4.11 %
CH20	0.21	1.48 %
CH33	0.17	1.91 %
CH41	0.14	1.28 %
CH17	0.12	0.95 %
MJR1	0.12	1.05 %
CH36	0.12	2.16 %
CH12		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
GPD1		0.00 %
MC06		0.00 %
UKI1		0.00 %
PON1	-0.32	-7.32 %
Total	10.43	4.30 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	4.76	7.40 %
Wash-Mac	3.90	4.71 %
Air-Cond	0.74	2.38 %
Total	9.40	5.25 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.24	3.47 %
TPR2	0.31	3.69 %
PLI1	0.25	2.50 %
GBM1	0.25	4.61 %
CBE1	0.15	2.53 %
ANR1		0.00 %
CBE3		0.00 %
CBE5		0.00 %
CNR1		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 %
WHCB		0.00 %
WZSD		0.00 %
Total	9.40	5.25 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	3.68	8.79 %
Wash-Mac	3.10	5.71 %
D-Freez	0.23	10.61 %
Total	7.01	5.17 %

Branch *	MTD Sales L	Brand Share %
CYR1	0.15	3.29 %
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 %
VSI1		0.00 %
WHVL		0.00 %
Total	7.01	5.17 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	1.75	3.62 %
Wash-Mac	1.51	2.57 %
Air-Cond	1.22	1.52 %
Total	4.48	2.38 %

Branch *	MTD Sales L	Brand Share %
POY2	0.60	2.25 %
VPM2	0.49	4.89 %
KML1	0.39	3.65 %
CUD1	0.24	1.57 %
TDM1	0.23	3.12 %
ULP1	0.21	2.65 %
NVL2	0.12	1.21 %
TRK1	0.12	2.02 %
CDM1		0.00 %
KLM1		0.00 %
MKM1		0.00 %
POY1		0.00 %
SJI2		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VPM1	-0.21	-19.73 %
Total	4.48	2.38 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.60	7.24 %
Air-Cond	0.42	9.38 %
Fridge	0.41	4.57 %
Total	1.43	6.21 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
Total	1.43	6.21 %