

MTD Sales
87.94 L

Brand Share %
6.42 %

Information:

MTD : 01-12-2025 To 05-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **6.42 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	43.26	7.64 %
Fridge	39.37	9.14 %
Air-Cond	4.52	1.23 %
D-Freez	0.79	11.08 %
Total	87.94	6.42 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	14.87	7.97 %
SOUTH-03	13.29	7.57 %
SOUTH-01	12.16	5.25 %
WEST-02	10.74	6.89 %
WEST-01	8.56	7.60 %
CHENNAI-02	7.97	6.50 %
SOUTH ARCOT	6.73	5.99 %
TRICHY-01	6.57	3.77 %
NORTH ARCOT	6.33	7.59 %
KL-SOUTH	0.72	4.56 %
Total	87.94	6.42 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	8.05	11.34 %
Fridge	5.86	11.52 %
Air-Cond	0.56	0.88 %
D-Freez	0.40	75.86 %
Total	14.87	7.97 %

Branch *	MTD Sales L	Brand Share %
CH08	1.05	6.21 %
CH42	0.44	2.13 %
CH05	0.30	2.25 %
CH38	0.13	5.84 %
MRM1	0.12	2.42 %
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	14.87	7.97 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	6.34	8.51 %
Fridge	6.27	9.91 %
Air-Cond	0.49	1.32 %
D-Freez	0.19	19.57 %
Total	13.29	7.57 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.11	5.93 %
TPT1	0.18	4.48 %
MPA1	0.13	1.97 %
MLR1	0.12	3.81 %
BTU1	0.11	4.98 %
DKI1		0.00 %
KKD3		0.00 %
KRR1		0.00 %
KYK1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNV2		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
Total	13.29	7.57 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	6.45	6.18 %
Fridge	4.74	7.28 %
Air-Cond	0.78	1.30 %
D-Freez	0.20	10.21 %
Total	12.16	5.25 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.15	3.88 %
KVT1	0.86	5.25 %
TUT2	0.47	3.43 %
RND1	0.29	4.41 %
MAR1	0.27	5.74 %
PDI1	0.24	6.23 %
NGR1	0.20	1.88 %
TKS1	0.19	2.16 %
PKD1	0.16	3.45 %
MMT1	0.15	2.79 %
TVL1	0.15	0.52 %
VKM1	0.15	3.21 %
ARM1		0.00 %
KSM1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
TCN1		0.00 %
TVL2		0.00 %
TYI1		0.00 %
VLY1		0.00 %
KGL1		0.00 %
Total	12.16	5.25 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	5.52	11.08 %
Wash-Mac	4.99	6.49 %
Air-Cond	0.23	0.78 %
Total	10.74	6.89 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.82	5.59 %
SLM1	0.38	3.54 %
VKL1	0.27	6.21 %
MCR1	0.12	5.37 %
TCG1	0.12	2.68 %
EPI1	0.11	3.47 %
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 %
SLM3		0.00 %
WHPD		0.00 %
Total	10.74	6.89 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	4.32	10.88 %
Wash-Mac	3.99	7.40 %
Air-Cond	0.25	1.40 %
Total	8.56	7.60 %

Branch *	MTD Sales L	Brand Share %
KMR1	0.30	4.68 %
AVI1	0.23	5.90 %
UMP1	0.15	5.55 %
CBE1	0.12	1.78 %
GBM1	0.12	4.58 %
DPM2	0.12	3.52 %
ANR1		0.00 %
CBE3		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	8.56	7.60 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	3.99	9.13 %
Fridge	3.98	11.13 %
Air-Cond		0.00 %
Total	7.97	6.50 %

Branch *	MTD Sales L	Brand Share %
CH21	0.53	3.39 %
CH03	0.50	4.11 %
CH18	0.46	5.70 %
CH41	0.18	3.54 %
CH12	0.18	3.24 %
MJR1	0.12	4.12 %
CH01		0.00 %
CH31		0.00 %
CH34		0.00 %
CH46		0.00 %
GPD1		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	7.97	6.50 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	2.94	7.82 %
Wash-Mac	2.61	6.42 %
Air-Cond	1.18	3.50 %
Total	6.73	5.99 %

Branch *	MTD Sales L	Brand Share %
POY1	0.69	4.59 %
POY2	0.33	2.23 %
NVL2	0.32	5.27 %
ULP1	0.30	4.76 %
PRT1	0.22	5.16 %
CDM1	0.12	1.72 %
KKI2	0.12	1.65 %
KLM1	0.12	1.89 %
SJI2	0.12	2.97 %
TDM1	0.12	2.60 %
TVM1		0.00 %
TVM2		0.00 %
VPM1		0.00 %
WHUT		0.00 %
Total	6.73	5.99 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	3.15	5.29 %
Wash-Mac	2.66	4.30 %
Air-Cond	0.76	1.44 %
Total	6.57	3.77 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.72	2.48 %
KUM1	0.46	4.47 %
TNJ1	0.44	3.57 %
TNJ2	0.42	5.29 %
MDI1	0.40	6.24 %
PTK1	0.38	3.95 %
JKM1	0.36	5.65 %
TRY2	0.15	2.46 %
NGT1	0.12	1.85 %
NMM1	0.12	4.84 %
TYR1	0.12	2.28 %
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	6.57	3.77 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	3.68	10.55 %
Fridge	2.39	9.76 %
Air-Cond	0.26	1.14 %
Total	6.33	7.59 %

Branch *	MTD Sales L	Brand Share %
AKM1	0.29	4.06 %
TRT1	0.28	5.42 %
SBR1	0.12	2.30 %
TRL1	0.12	1.74 %
VSI1	0.12	4.11 %
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	6.33	7.59 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.51	11.31 %
Fridge	0.20	4.35 %
Total	0.72	4.56 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.12	1.27 %
Total	0.72	4.56 %