

MTD Sales
71.32 L

Brand Share %
5.84 %

Information:

MTD : 01-09-2025 To 06-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.84 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	35.57	8.45 %
Wash-Mac	19.59	5.95 %
Air-Cond	15.70	3.42 %
D-Freez	0.46	4.12 %
Total	71.32	5.84 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	12.43	5.32 %
CHENNAI-01	11.25	6.75 %
SOUTH-03	9.77	5.34 %
WEST-01	7.16	7.68 %
TRICHY-01	6.82	3.85 %
SOUTH ARCOT	6.49	8.41 %
WEST-02	5.85	7.03 %
CHENNAI-02	5.70	5.39 %
NORTH ARCOT	5.03	8.87 %
KL-SOUTH	0.83	1.89 %
Total	71.32	5.84 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	5.69	7.29 %
Air-Cond	4.53	4.78 %
Wash-Mac	2.22	3.83 %
Total	12.43	5.32 %

Branch *	MTD Sales L	Brand Share %
TUT1	0.68	2.36 %
TUT2	0.50	5.13 %
VNR2	0.39	4.74 %
RND1	0.35	4.36 %
MAR1	0.32	3.51 %
TKS1	0.31	4.87 %
NGR1	0.29	2.01 %
RPM1	0.27	3.65 %
PKD1	0.16	2.25 %
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	12.43	5.32 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	5.43	13.19 %
Wash-Mac	3.57	8.02 %
Air-Cond	2.02	2.54 %
D-Freez	0.23	16.48 %
Total	11.25	6.75 %

Branch *	MTD Sales L	Brand Share %
CH42	0.40	5.32 %
CH05	0.35	3.54 %
CH11	0.31	5.81 %
CH14	0.19	1.96 %
CH30	0.19	3.62 %
CGL1	0.14	3.96 %
GUD2	0.14	2.02 %
CH19		0.00 %
CH26		0.00 %
CH38		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
WHC3		0.00 %
SKL1	-0.02	-1.14 %
Total	11.25	6.75 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	5.22	7.67 %
Wash-Mac	2.75	5.61 %
Air-Cond	1.80	2.79 %
Total	9.77	5.34 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.49	2.08 %
TPT1	0.24	4.69 %
MNM1	0.22	2.17 %
MPA1	0.15	3.25 %
MLR1	0.13	2.81 %
KYK1	0.12	2.60 %
MDU6	0.12	1.10 %
DGL2	0.09	5.73 %
USL1		0.02 %
BNR1		0.00 %
BTU1		0.00 %
DKI1		0.00 %
KKD2		0.00 %
KPT1		0.00 %
KRR1		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 %
Total	9.77	5.34 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	3.10	8.42 %
Wash-Mac	2.52	6.77 %
Air-Cond	1.54	8.29 %
Total	7.16	7.68 %

Branch *	MTD Sales L	Brand Share %
KMR1	0.47	5.25 %
CBE6	0.11	2.53 %
AVI1	0.10	4.80 %
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	7.16	7.68 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	4.03	7.51 %
Air-Cond	1.81	1.98 %
Wash-Mac	0.98	3.11 %
Total	6.82	3.85 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.39	0.75 %
NGT1	0.26	4.73 %
MVM1	0.25	2.48 %
TRY2	0.24	3.55 %
PDK1	0.19	4.79 %
MDI1	0.13	2.54 %
TNJ1	0.13	1.57 %
AYR1		0.00 %
KIK1		0.00 %
MSI1		0.00 %
ORU1		0.00 %
PTK1		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TVR2		0.00 %
TZSD		0.00 %
Total	6.82	3.85 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	2.55	8.45 %
Wash-Mac	2.34	10.98 %
Air-Cond	1.60	6.52 %
Total	6.49	8.41 %

Branch *	MTD Sales L	Brand Share %
NVL2	0.15	2.32 %
ULP1	0.12	1.69 %
TRK1	0.12	5.32 %
POY2		0.00 %
PRT1		0.00 %
STP1		0.00 %
TDM1		0.00 %
Total	6.49	8.41 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	3.87	10.60 %
Wash-Mac	1.19	3.76 %
Air-Cond	0.79	5.61 %
Total	5.85	7.03 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.30	5.20 %
HSR2	0.23	5.16 %
ERD1	0.19	3.46 %
SGI1	0.14	4.93 %
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 %
SLM3		0.00 %
WZWH		0.00 %
Total	5.85	7.03 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	2.59	8.72 %
Fridge	2.33	7.76 %
Air-Cond	0.55	1.24 %
D-Freez	0.22	15.63 %
Total	5.70	5.39 %

Branch *	MTD Sales L	Brand Share %
CH15	0.31	3.03 %
CH12	0.21	4.57 %
MJR1	0.19	5.31 %
CH41	0.14	2.90 %
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	-0.21 %
Total	5.70	5.39 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	2.69	11.63 %
Wash-Mac	1.28	8.77 %
Air-Cond	1.06	5.57 %
Total	5.03	8.87 %

Branch *	MTD Sales L	Brand Share %
ABR1		0.00 %
AKM1		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	5.03	8.87 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	0.67	2.84 %
Wash-Mac	0.16	1.35 %
Total	0.83	1.89 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.55	1.92 %
PAS1	0.28	3.65 %
KLR1		0.00 %
Total	0.83	1.89 %