

MTD Sales
129.47 L

Brand Share %
5.74 %

Information:

MTD : 01-11-2025 To 06-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.74 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	63.32	9.42 %
Wash-Mac	46.68	5.66 %
Air-Cond	18.78	2.50 %
D-Freez	0.69	6.89 %
Total	129.47	5.74 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	22.39	7.18 %
SOUTH-01	18.65	5.83 %
SOUTH-03	18.10	6.90 %
TRICHY-01	17.46	5.52 %
CHENNAI-02	15.21	5.62 %
WEST-02	12.44	5.82 %
WEST-01	10.88	5.68 %
NORTH ARCOT	7.47	5.26 %
SOUTH ARCOT	5.44	2.67 %
KL-SOUTH	1.43	5.92 %
Total	129.47	5.74 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	10.18	13.14 %
Wash-Mac	7.39	7.04 %
Air-Cond	4.82	3.76 %
Total	22.39	7.18 %

Branch *	MTD Sales L	Brand Share %
CH07	0.86	5.52 %
CH42	0.67	2.61 %
CH48	0.60	4.47 %
CH14	0.50	3.16 %
CH05	0.44	1.70 %
AVD1	0.13	0.99 %
KNR1	0.12	1.82 %
CH35	0.11	1.65 %
GUD2	0.03	0.43 %
CH19		0.00 %
CH26		0.00 %
CH29		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC09		0.00 %
MRM1		0.00 %
WHC3		0.00 %
WCHN	-0.19	5.47 %
Total	22.39	7.18 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	8.60	8.59 %
Wash-Mac	6.50	5.54 %
Air-Cond	3.31	3.27 %
D-Freez	0.24	20.39 %
Total	18.65	5.83 %

Branch *	MTD Sales L	Brand Share %
MAR1	0.58	5.09 %
KVT1	0.36	2.01 %
APK2	0.31	4.76 %
PKD1	0.30	3.30 %
TUT2	0.26	1.80 %
TVL1	0.16	0.50 %
SNL1	0.14	2.20 %
VNR1	0.13	2.61 %
KGL1	0.12	3.61 %
MMT1	0.11	2.05 %
APK1		0.00 %
ARM1		0.00 %
COL1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
TKS1		0.00 %
TVL2		0.00 %
TYI1		0.00 %
VLY1		0.00 %
WHTV		0.00 %
SKD1	-0.10	-4.66 %
Total	18.65	5.83 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	9.96	11.99 %
Wash-Mac	6.26	6.26 %
Air-Cond	1.87	2.37 %
Total	18.10	6.90 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.66	4.09 %
MDU6	0.61	3.34 %
KRR1	0.26	4.49 %
DGL2	0.22	3.36 %
TPT1	0.12	1.83 %
BNR1		0.00 %
BTU1		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	18.10	6.90 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	9.52	11.50 %
Wash-Mac	5.92	6.38 %
Air-Cond	2.02	1.44 %
Total	17.46	5.52 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.08	3.86 %
TVR2	0.67	3.24 %
TNJ1	0.62	3.26 %
KIK1	0.22	2.23 %
NGT1	0.22	2.77 %
TRY4	0.21	2.91 %
PBR1	0.15	3.37 %
TTP1	0.14	2.26 %
JKM1	0.12	2.23 %
MVM1	0.12	0.77 %
MSI1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	17.46	5.52 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	8.41	11.18 %
Wash-Mac	4.52	4.87 %
Air-Cond	2.05	2.00 %
D-Freez	0.23	57.28 %
Total	15.21	5.62 %

Branch *	MTD Sales L	Brand Share %
CH21	0.78	5.62 %
CH33	0.35	3.61 %
CH20	0.21	1.45 %
CH41	0.14	1.24 %
MJR1	0.12	1.00 %
CH36	0.12	2.09 %
CH12		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
GPD1		0.00 %
MC06		0.00 %
UKI1		0.00 %
PON1	-0.32	-7.02 %
Total	15.21	5.62 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	5.91	5.93 %
Fridge	4.71	6.17 %
Air-Cond	1.82	5.00 %
Total	12.44	5.82 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.94	4.21 %
OML1	0.38	5.23 %
SLM3	0.29	2.75 %
ERD2	0.27	1.28 %
TRM1	0.25	5.17 %
ATU1	0.12	1.38 %
TCG1	0.12	1.99 %
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	12.44	5.82 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	5.23	7.60 %
Wash-Mac	4.63	5.30 %
Air-Cond	1.02	3.00 %
Total	10.88	5.68 %

Branch *	MTD Sales L	Brand Share %
CBE6	0.56	5.73 %
TPR2	0.31	3.50 %
UAM1	0.26	5.35 %
PLI1	0.25	2.50 %
GBM1	0.25	4.06 %
KMD1	0.24	5.55 %
CBE1	0.15	2.18 %
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	10.88	5.68 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	3.80	8.62 %
Wash-Mac	3.45	6.13 %
D-Freez	0.23	10.61 %
Total	7.47	5.26 %

Branch *	MTD Sales L	Brand Share %
CYR1	0.15	2.97 %
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	7.47	5.26 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	2.49	4.55 %
Wash-Mac	1.51	2.34 %
Air-Cond	1.44	1.71 %
Total	5.44	2.67 %

Branch *	MTD Sales L	Brand Share %
POY2	0.81	2.89 %
PRT1	0.51	5.51 %
CUD1	0.46	2.29 %
TDM1	0.41	5.12 %
KML1	0.39	3.65 %
NVL2	0.25	2.09 %
ULP1	0.21	2.45 %
TRK1	0.12	1.90 %
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	5.44	2.67 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.60	6.99 %
Air-Cond	0.42	8.76 %
Fridge	0.41	4.33 %
Total	1.43	5.92 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.81	5.64 %
KLR1		0.00 %
Total	1.43	5.92 %