

MTD Sales
102.51 L

Brand Share %
6.56 %

Information:

MTD : 01-12-2025 To 06-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **6.56 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	51.07	7.85 %
Fridge	44.91	9.16 %
Air-Cond	5.53	1.33 %
D-Freez	0.99	12.53 %
Total	102.51	6.56 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	17.26	8.33 %
CHENNAI-01	17.18	7.96 %
SOUTH-01	13.78	5.11 %
WEST-02	12.57	7.25 %
WEST-01	9.93	7.73 %
TRICHY-01	7.99	4.13 %
CHENNAI-02	7.92	5.47 %
NORTH ARCOT	7.77	8.28 %
SOUTH ARCOT	7.38	6.13 %
KL-SOUTH	0.72	4.29 %
Total	102.51	6.56 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	8.33	9.23 %
Fridge	7.76	10.70 %
Air-Cond	0.97	2.23 %
D-Freez	0.19	19.57 %
Total	17.26	8.33 %

Branch *	MTD Sales L	Brand Share %
MPA1	0.13	1.70 %
MLR1	0.12	3.41 %
BTU1	0.11	4.32 %
DKI1		0.00 %
KKD3		0.00 %
KRR1		0.00 %
KYK1		0.00 %
ODM1		0.00 %
PNV2		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
Total	17.26	8.33 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	9.17	11.10 %
Fridge	6.25	10.54 %
Air-Cond	1.36	1.85 %
D-Freez	0.40	75.86 %
Total	17.18	7.96 %

Branch *	MTD Sales L	Brand Share %
CH08	1.17	6.02 %
CH42	0.44	1.90 %
CH05	0.30	2.12 %
AVD1	0.18	2.22 %
MRM1	0.12	2.24 %
CH19		0.00 %
CH26		0.00 %
CH37		0.00 %
CH40		0.00 %
KNR1		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
CH38		0.00 %
Total	17.18	7.96 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	7.56	6.52 %
Fridge	5.04	6.45 %
Air-Cond	0.78	1.07 %
D-Freez	0.40	14.78 %
Total	13.78	5.11 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.15	3.44 %
KVT1	0.86	4.93 %
TUT2	0.47	3.22 %
SVK1	0.43	6.29 %
RND1	0.41	5.62 %
MAR1	0.27	4.35 %
APK1	0.25	5.45 %
TKY1	0.23	5.70 %
NGR1	0.20	1.11 %
TKS1	0.19	1.86 %
PKD1	0.16	3.27 %
MMT1	0.15	2.12 %
TVL1	0.15	0.47 %
TCN1	0.15	2.06 %
VKM1	0.15	3.01 %
ARM1		0.00 %
KSM1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
TVL2		0.00 %
TYI1		0.00 %
VLY1		0.00 %
KGL1		0.00 %
Total	13.78	5.11 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	6.80	11.85 %
Wash-Mac	5.54	6.51 %
Air-Cond	0.23	0.74 %
Total	12.57	7.25 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.80	6.06 %
SLM1	0.38	3.30 %
SLM3	0.18	2.72 %
MCR1	0.12	5.37 %
TCG1	0.12	2.50 %
EPI1	0.11	3.16 %
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 %
WHPD		0.00 %
Total	12.57	7.25 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	5.10	8.04 %
Fridge	4.58	10.62 %
Air-Cond	0.25	1.20 %
Total	9.93	7.73 %

Branch *	MTD Sales L	Brand Share %
KMR1	0.41	5.39 %
AVI1	0.23	5.77 %
CBE1	0.23	3.33 %
SUL1	0.18	5.35 %
CBE5	0.13	5.84 %
PDM1	0.13	4.35 %
GBM1	0.12	3.88 %
DPM2	0.12	3.39 %
ANR1		0.00 %
CBE3		0.00 %
CNR1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
SYM2		0.00 %
TPR2		0.00 %
UAM1		0.00 %
WZSD		0.00 %
Total	9.93	7.73 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	3.92	6.07 %
Wash-Mac	3.31	4.65 %
Air-Cond	0.76	1.33 %
Total	7.99	4.13 %

Branch *	MTD Sales L	Brand Share %
TNJ1	0.79	5.98 %
KUM1	0.77	6.18 %
TRY1	0.72	2.29 %
TNJ2	0.55	6.32 %
MDI1	0.40	5.90 %
TYR1	0.38	6.50 %
PTK1	0.38	3.68 %
TRY2	0.15	2.30 %
NGT1	0.12	1.85 %
NMM1	0.12	4.84 %
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 %
TZSD		0.00 %
WTRZ		0.00 %
Total	7.99	4.13 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	4.11	7.93 %
Fridge	4.08	9.75 %
Air-Cond	-0.27	-0.53 %
Total	7.92	5.47 %

Branch *	MTD Sales L	Brand Share %
CH15	1.13	4.49 %
CH18	0.58	6.09 %
CH21	0.53	3.31 %
CH03	0.50	3.48 %
CH41	0.18	3.01 %
CH12	0.18	2.44 %
CH20	0.18	6.40 %
CH44	0.12	3.69 %
CH01		0.00 %
CH31		0.00 %
CH34		0.00 %
CH46		0.00 %
GPD1		0.00 %
PON1		0.00 %
UKI1		0.00 %
MJR1	-0.15	-4.71 %
Total	7.92	5.47 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	4.43	11.01 %
Fridge	3.08	10.94 %
Air-Cond	0.26	1.07 %
Total	7.77	8.28 %

Branch *	MTD Sales L	Brand Share %
AKM1	0.29	4.06 %
VEL1	0.29	6.55 %
TRT1	0.28	5.42 %
BGR1	0.18	5.96 %
SBR1	0.12	2.04 %
TRL1	0.12	1.66 %
VSI1	0.12	3.94 %
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	7.77	8.28 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	3.19	7.89 %
Wash-Mac	3.01	6.73 %
Air-Cond	1.18	3.40 %
Total	7.38	6.13 %

Branch *	MTD Sales L	Brand Share %
POY1	0.69	4.28 %
KKI2	0.39	4.72 %
POY2	0.33	2.16 %
NVL2	0.32	4.81 %
PRT1	0.22	4.64 %
CDM1	0.12	1.54 %
KLM1	0.12	1.68 %
SJI2	0.12	2.68 %
TDM1	0.12	2.60 %
TVM1		0.00 %
TVM2		0.00 %
VPM1		0.00 %
WHUT		0.00 %
Total	7.38	6.13 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.51	9.85 %
Fridge	0.20	4.08 %
Total	0.72	4.29 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.13	5.31 %
TVP1	0.12	1.27 %
Total	0.72	4.29 %