

MTD Sales
142.20 L

Brand Share %
5.87 %

Information:

MTD : 01-11-2025 To 07-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.87 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	70.00	9.59 %
Wash-Mac	51.49	5.83 %
Air-Cond	19.79	2.48 %
D-Freez	0.91	7.85 %
Total	142.20	5.87 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	25.50	7.53 %
SOUTH-01	20.14	5.74 %
SOUTH-03	19.43	6.93 %
TRICHY-01	17.73	5.27 %
CHENNAI-02	17.01	5.89 %
WEST-02	13.49	5.84 %
WEST-01	12.59	6.13 %
NORTH ARCOT	8.42	5.58 %
SOUTH ARCOT	6.07	2.85 %
KL-SOUTH	1.82	6.66 %
Total	142.20	5.87 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	11.38	13.15 %
Wash-Mac	9.06	7.93 %
Air-Cond	5.07	3.71 %
Total	25.50	7.53 %

Branch *	MTD Sales L	Brand Share %
CH42	0.67	2.42 %
CH48	0.60	4.20 %
CH14	0.50	2.86 %
CH05	0.44	1.64 %
CH35	0.40	5.42 %
AVD1	0.13	0.97 %
KNR1	0.12	1.46 %
GUD2	0.03	0.41 %
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	25.50	7.53 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	9.67	8.84 %
Wash-Mac	6.92	5.34 %
Air-Cond	3.31	3.00 %
D-Freez	0.24	17.64 %
Total	20.14	5.74 %

Branch *	MTD Sales L	Brand Share %
KVT1	0.86	3.91 %
MAR1	0.58	4.91 %
TUT2	0.39	2.31 %
PKD1	0.30	3.20 %
TVL1	0.16	0.45 %
SNL1	0.14	2.16 %
VNR1	0.13	2.42 %
KGL1	0.12	3.25 %
MMT1	0.11	1.95 %
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	-4.11 %
Total	20.14	5.74 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	10.87	12.09 %
Wash-Mac	6.69	6.22 %
Air-Cond	1.87	2.26 %
Total	19.43	6.93 %

Branch *	MTD Sales L	Brand Share %
MDU2	1.26	5.48 %
MDU6	0.74	3.75 %
DGL1	0.66	3.72 %
DGL2	0.37	5.43 %
KRR1	0.26	4.13 %
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	19.43	6.93 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	9.79	10.89 %
Wash-Mac	5.92	6.08 %
Air-Cond	2.02	1.36 %
Total	17.73	5.27 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.08	3.72 %
TNJ2	0.73	5.30 %
TNJ1	0.62	2.99 %
TVR2	0.44	2.09 %
TRY4	0.38	4.67 %
KIK1	0.22	2.17 %
NGT1	0.22	2.30 %
PBR1	0.15	3.11 %
TTP1	0.14	2.26 %
JKM1	0.12	1.94 %
MVM1	0.12	0.73 %
MSI1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	17.73	5.27 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	9.21	11.38 %
Wash-Mac	5.52	5.53 %
Air-Cond	2.05	1.91 %
D-Freez	0.23	32.77 %
Total	17.01	5.89 %

Branch *	MTD Sales L	Brand Share %
CH12	0.33	1.91 %
CH20	0.21	1.37 %
CH41	0.14	1.21 %
MJR1	0.12	0.94 %
CH36	0.12	1.95 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
GPD1		0.00 %
MC06		0.00 %
UKI1		0.00 %
PON1	-0.32	-6.77 %
Total	17.01	5.89 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	6.03	5.66 %
Fridge	5.42	6.52 %
Air-Cond	2.04	5.13 %
Total	13.49	5.84 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.94	3.82 %
ERD2	0.49	2.16 %
OML1	0.38	4.81 %
SLM3	0.29	2.60 %
TRM1	0.25	5.17 %
PLC1	0.19	5.81 %
DPR1	0.12	3.22 %
ATU1	0.12	1.33 %
TCG1	0.12	1.92 %
BMD1		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	13.49	5.84 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	6.33	8.41 %
Wash-Mac	5.23	5.75 %
Air-Cond	1.02	2.73 %
Total	12.59	6.13 %

Branch *	MTD Sales L	Brand Share %
CBE6	0.56	5.26 %
PLI1	0.46	4.16 %
TPR2	0.31	3.53 %
UAM1	0.26	5.35 %
GBM1	0.25	3.97 %
KMD1	0.24	5.74 %
TPR3	0.16	3.13 %
CBE1	0.15	1.95 %
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 %
TPR4		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	12.59	6.13 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	4.29	9.01 %
Wash-Mac	3.69	6.20 %
D-Freez	0.45	19.01 %
Total	8.42	5.58 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.72	5.30 %
CYR1	0.15	2.97 %
SBR1	0.12	1.15 %
ABR1		0.00 %
AKM1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VSI1		0.00 %
WHVL		0.00 %
Total	8.42	5.58 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	2.63	4.62 %
Wash-Mac	1.73	2.54 %
Air-Cond	1.71	1.97 %
Total	6.07	2.85 %

Branch *	MTD Sales L	Brand Share %
POY2	1.08	3.74 %
PRT1	0.51	5.44 %
VPM2	0.47	4.26 %
CUD1	0.46	2.19 %
KML1	0.39	3.45 %
ULP1	0.35	3.68 %
NVL2	0.25	1.96 %
TRK1	0.12	1.86 %
SJI2	0.12	1.33 %
CDM1		0.00 %
KLM1		0.00 %
MKM1		0.00 %
POY1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VPM1	-0.21	-19.73 %
Total	6.07	2.85 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.71	7.82 %
Air-Cond	0.69	10.44 %
Fridge	0.41	4.08 %
Total	1.82	6.66 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
Total	1.82	6.66 %