

MTD Sales
125.49 L

Brand Share %
6.94 %

Information:

MTD : 01-12-2025 To 07-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **6.94 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	61.40	7.97 %
Fridge	54.32	9.56 %
Air-Cond	8.79	1.91 %
D-Freez	0.99	11.82 %
Total	125.49	6.94 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	23.24	8.96 %
SOUTH-03	21.24	9.11 %
SOUTH-01	15.60	5.09 %
WEST-02	14.43	7.31 %
WEST-01	13.16	8.55 %
CHENNAI-02	11.56	6.24 %
NORTH ARCOT	8.69	7.88 %
TRICHY-01	8.52	4.07 %
SOUTH ARCOT	7.96	5.98 %
KL-SOUTH	1.10	5.65 %
Total	125.49	6.94 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	12.31	11.89 %
Fridge	8.86	12.22 %
Air-Cond	1.67	2.02 %
D-Freez	0.40	48.64 %
Total	23.24	8.96 %

Branch *	MTD Sales L	Brand Share %
CH05	0.83	4.94 %
CH42	0.75	2.86 %
TKM1	0.19	6.18 %
AVD1	0.18	1.86 %
MRM1	0.12	1.34 %
CH19		0.00 %
CH26		0.00 %
CH37		0.00 %
CH40		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
CH38		0.00 %
Total	23.24	8.96 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	10.44	12.65 %
Wash-Mac	9.64	9.28 %
Air-Cond	0.97	2.13 %
D-Freez	0.19	19.57 %
Total	21.24	9.11 %

Branch *	MTD Sales L	Brand Share %
CMR1	0.15	5.80 %
MPA1	0.13	1.67 %
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	21.24	9.11 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	8.67	6.55 %
Fridge	5.49	6.10 %
Air-Cond	1.05	1.28 %
D-Freez	0.40	14.78 %
Total	15.60	5.09 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.47	3.43 %
KVT1	1.20	5.81 %
TUT2	0.47	2.90 %
SVK1	0.43	5.28 %
RND1	0.41	5.55 %
PKD1	0.31	5.89 %
NGR1	0.31	1.58 %
ERL2	0.29	6.81 %
MAR1	0.27	3.74 %
APK1	0.25	4.83 %
TKY1	0.23	4.83 %
TKS1	0.19	1.80 %
MMT1	0.15	1.97 %
TVL1	0.15	0.43 %
TCN1	0.15	1.68 %
VKM1	0.15	2.59 %
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	15.60	5.09 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	7.62	11.72 %
Wash-Mac	6.59	6.58 %
Air-Cond	0.23	0.71 %
Total	14.43	7.31 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.92	5.44 %
SLM1	0.70	5.24 %
SLM3	0.18	2.38 %
TCG1	0.12	2.13 %
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	14.43	7.31 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	6.44	8.17 %
Fridge	6.01	11.74 %
Air-Cond	0.71	3.13 %
Total	13.16	8.55 %

Branch *	MTD Sales L	Brand Share %
TPR2	0.38	4.17 %
KMR1	0.26	2.84 %
CBE1	0.23	2.87 %
CBE5	0.13	5.11 %
PDM1	0.13	3.67 %
GBM1	0.12	3.88 %
DPM2	0.12	2.88 %
ANR1		0.00 %
CBE3		0.00 %
CNR1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
SYM2		0.00 %
UAM1		0.00 %
WZSD		0.00 %
Total	13.16	8.55 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	5.46	7.84 %
Fridge	4.37	8.19 %
Air-Cond	1.73	2.79 %
Total	11.56	6.24 %

Branch *	MTD Sales L	Brand Share %
CH15	2.06	6.32 %
CH18	0.58	5.27 %
CH21	0.53	2.98 %
CH03	0.50	2.97 %
CH12	0.36	3.18 %
CH41	0.18	2.50 %
CH20	0.18	4.45 %
CH01		0.00 %
CH31		0.00 %
CH34		0.00 %
CH46		0.00 %
GPD1		0.00 %
PON1		0.00 %
UKI1		0.00 %
MJR1	-0.15	-2.93 %
Total	11.56	6.24 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	5.00	10.22 %
Fridge	3.43	10.87 %
Air-Cond	0.26	0.91 %
Total	8.69	7.88 %

Branch *	MTD Sales L	Brand Share %
AKM1	0.46	5.46 %
VEL1	0.29	6.15 %
KPM1	0.26	6.08 %
BGR1	0.18	5.96 %
SBR1	0.12	1.75 %
TRL1	0.12	1.37 %
VSI1	0.12	3.38 %
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	8.69	7.88 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	4.30	6.00 %
Wash-Mac	3.45	4.43 %
Air-Cond	0.76	1.29 %
Total	8.52	4.07 %

Branch *	MTD Sales L	Brand Share %
TNJ1	0.93	6.63 %
KUM1	0.77	5.94 %
TRY1	0.72	2.03 %
MDI1	0.40	5.55 %
TYR1	0.38	6.35 %
PTK1	0.38	3.56 %
NGT1	0.25	3.66 %
TRY2	0.15	2.20 %
NMM1	0.12	4.14 %
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	8.52	4.07 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	3.40	7.62 %
Wash-Mac	3.14	6.26 %
Air-Cond	1.41	3.73 %
Total	7.96	5.98 %

Branch *	MTD Sales L	Brand Share %
POY1	0.69	3.83 %
KKI2	0.39	4.24 %
POY2	0.33	2.02 %
NVL2	0.32	4.47 %
KLM1	0.25	3.10 %
PRT1	0.22	4.64 %
CDM1	0.12	1.32 %
TDM1	0.12	2.32 %
TVM1		0.00 %
TVM2		0.00 %
VPM1		0.00 %
WHUT		0.00 %
Total	7.96	5.98 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.70	13.02 %
Fridge	0.40	6.53 %
Total	1.10	5.65 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.31	2.80 %
Total	1.10	5.65 %