

MTD Sales
133.71 L

Brand Share %
5.30 %

Information:

MTD : 01-09-2025 To 08-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.30 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	61.01	7.31 %
Wash-Mac	47.14	6.43 %
Air-Cond	24.44	2.60 %
D-Freez	1.13	7.23 %
Total	133.71	5.30 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	21.73	4.68 %
CHENNAI-01	19.37	5.13 %
SOUTH-03	17.37	5.70 %
SOUTH ARCOT	13.28	6.99 %
TRICHY-01	13.21	4.09 %
WEST-01	13.00	7.14 %
WEST-02	12.35	5.99 %
CHENNAI-02	11.38	4.22 %
NORTH ARCOT	10.82	7.44 %
KL-SOUTH	1.20	1.98 %
Total	133.71	5.30 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	10.15	6.94 %
Air-Cond	5.83	3.00 %
Wash-Mac	5.54	4.65 %
D-Freez	0.22	4.66 %
Total	21.73	4.68 %

Branch *	MTD Sales L	Brand Share %
RPM1	2.23	4.81 %
TUT1	0.98	1.73 %
TUT2	0.84	3.42 %
MAR1	0.75	4.49 %
VNR2	0.51	3.21 %
TKS2	0.50	3.43 %
ERL2	0.49	4.52 %
TKS1	0.31	2.61 %
VNR1	0.30	4.29 %
NGR1	0.29	1.32 %
SNL1	0.26	3.08 %
ARM1	0.24	5.20 %
KYR1	0.17	2.71 %
PKD1	0.16	1.33 %
TVL1	0.14	0.67 %
KGL1	0.13	4.94 %
APK1		0.00 %
APK2		0.00 %
KSM1		0.00 %
MMT1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
TVL2		0.00 %
TYI1		0.00 %
VLY1		0.00 %
Total	21.73	4.68 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	7.84	8.45 %
Wash-Mac	6.74	6.56 %
Air-Cond	4.11	2.29 %
D-Freez	0.68	26.75 %
Total	19.37	5.13 %

Branch *	MTD Sales L	Brand Share %
CH05	0.83	3.86 %
CH45	0.80	5.26 %
CH07	0.68	4.98 %
AVD1	0.64	4.42 %
CH30	0.41	3.88 %
CH14	0.35	1.10 %
CH39	0.28	4.24 %
CH35	0.23	3.18 %
SKL1	0.22	2.47 %
CGL1	0.14	1.67 %
CH19		0.00 %
CH26		0.00 %
CH38		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	19.37	5.13 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	9.28	7.83 %
Wash-Mac	5.48	6.02 %
Air-Cond	2.62	2.79 %
Total	17.37	5.70 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.54	3.86 %
TMM1	0.42	5.11 %
MNM1	0.34	3.03 %
KRR1	0.22	4.39 %
MLR1	0.13	1.78 %
KYK1	0.12	1.60 %
MDU6	0.12	0.73 %
USL1	0.11	1.75 %
DGL2	0.09	3.13 %
BNR1		0.00 %
BTU1		0.00 %
DKI1		0.00 %
KKD2		0.00 %
NKI1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
Total	17.37	5.70 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	5.65	10.94 %
Fridge	5.30	7.83 %
Air-Cond	2.32	3.37 %
Total	13.28	6.99 %

Branch *	MTD Sales L	Brand Share %
PRT1	0.44	4.50 %
CDM1	0.39	3.77 %
TDM1	0.36	4.58 %
NVL2	0.27	2.10 %
VCM1	0.26	3.99 %
TRK1	0.12	1.25 %
POY2		0.00 %
Total	13.28	6.99 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	6.42	6.36 %
Wash-Mac	3.90	5.37 %
Air-Cond	2.89	1.94 %
Total	13.21	4.09 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.29	1.63 %
TVR2	0.72	4.56 %
PBR2	0.68	3.84 %
MVM1	0.40	2.61 %
PTK1	0.40	2.89 %
NGT1	0.26	1.85 %
TRY2	0.24	2.99 %
NMM1	0.13	2.69 %
AYR1		0.00 %
KIK1		0.00 %
MSI1		0.00 %
ORU1		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	13.21	4.09 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	5.76	8.10 %
Wash-Mac	5.14	6.93 %
Air-Cond	2.10	5.80 %
Total	13.00	7.14 %

Branch *	MTD Sales L	Brand Share %
CBE4	0.37	4.23 %
CBE5	0.37	3.56 %
TPR2	0.24	3.86 %
CNR1	0.13	4.14 %
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 %
UMP1		0.00 %
WZSD		0.00 %
AVI1	-0.09	-3.61 %
Total	13.00	7.14 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	7.28	8.88 %
Wash-Mac	3.76	4.32 %
Air-Cond	1.30	3.60 %
Total	12.35	5.99 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.41	2.86 %
OML1	0.29	4.25 %
SGI1	0.26	4.45 %
SLM2	0.25	4.14 %
ERD1	0.19	1.56 %
BMD1	0.13	4.13 %
MCR1	0.13	1.54 %
HRR1	0.12	3.47 %
CMI1		0.00 %
EDP1		0.00 %
ERD2		0.00 %
KMM1		0.00 %
KRI1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
SGG1		0.00 %
WZWH		0.00 %
Total	12.35	5.99 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	5.51	7.64 %
Fridge	3.95	5.72 %
Air-Cond	1.69	1.33 %
D-Freez	0.22	15.63 %
Total	11.38	4.22 %

Branch *	MTD Sales L	Brand Share %
CH03	1.21	4.29 %
CH15	1.00	3.39 %
CH33	0.65	4.43 %
CH21	0.37	2.04 %
MJR1	0.35	3.18 %
UKI1	0.23	4.20 %
CH12	0.21	1.33 %
CH41	0.14	1.22 %
CH23	0.13	2.62 %
CH20	0.12	0.88 %
CH01		0.00 %
CH06		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC06		0.00 %
Total	11.38	4.22 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	4.88	10.72 %
Fridge	4.35	8.28 %
Air-Cond	1.59	3.38 %
Total	10.82	7.44 %

Branch *	MTD Sales L	Brand Share %
AKM1	0.16	2.80 %
SBR1	0.15	1.07 %
PTU1	0.11	3.58 %
ABR1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
Total	10.82	7.44 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	0.67	2.00 %
Wash-Mac	0.53	3.22 %
Total	1.20	1.98 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.76	2.05 %
PAS1	0.28	2.11 %
KLR1	0.16	1.55 %
Total	1.20	1.98 %