

MTD Sales
154.70 L

Brand Share %
5.89 %

Information:

MTD : 01-11-2025 To 08-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.89 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	76.55	9.61 %
Wash-Mac	56.14	5.81 %
Air-Cond	21.10	2.47 %
D-Freez	0.91	7.54 %
Total	154.70	5.89 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	28.39	7.42 %
SOUTH-03	22.03	7.12 %
SOUTH-01	21.57	5.70 %
TRICHY-01	18.94	5.24 %
CHENNAI-02	18.59	5.97 %
WEST-02	13.91	5.66 %
WEST-01	13.12	5.88 %
NORTH ARCOT	9.01	5.56 %
SOUTH ARCOT	7.00	3.12 %
KL-SOUTH	2.15	7.55 %
Total	154.70	5.89 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	12.88	13.16 %
Wash-Mac	10.20	7.91 %
Air-Cond	5.31	3.44 %
Total	28.39	7.42 %

Branch *	MTD Sales L	Brand Share %
CH14	0.81	4.00 %
CH42	0.67	2.04 %
CH05	0.52	1.80 %
CH35	0.40	5.24 %
AVD1	0.13	0.89 %
KNR1	0.12	1.41 %
GUD2	0.03	0.37 %
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	28.39	7.42 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	11.93	11.87 %
Wash-Mac	7.65	6.30 %
Air-Cond	2.44	2.81 %
Total	22.03	7.12 %

Branch *	MTD Sales L	Brand Share %
MDU2	1.38	5.20 %
MDU6	0.74	3.44 %
DGL1	0.66	3.34 %
KRR1	0.26	3.92 %
TPT1	0.12	1.73 %
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	22.03	7.12 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	10.57	8.93 %
Wash-Mac	7.45	5.32 %
Air-Cond	3.31	2.79 %
D-Freez	0.24	17.64 %
Total	21.57	5.70 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.84	5.75 %
KVT1	0.86	3.57 %
PKD1	0.51	4.36 %
TUT2	0.39	2.14 %
ERL2	0.38	5.49 %
TVL1	0.16	0.43 %
SNL1	0.14	2.06 %
VNR1	0.13	2.05 %
KGL1	0.12	2.59 %
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	-3.40 %
Total	21.57	5.70 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	10.43	10.91 %
Wash-Mac	6.24	5.99 %
Air-Cond	2.27	1.41 %
Total	18.94	5.24 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.23	3.77 %
TNJ1	0.88	3.83 %
TNJ2	0.73	4.10 %
TVR2	0.59	2.70 %
TRY4	0.52	5.76 %
PBR1	0.28	4.94 %
KIK1	0.22	2.01 %
NGT1	0.22	2.19 %
TTP1	0.14	2.09 %
JKM1	0.12	1.75 %
MVM1	0.12	0.64 %
MSI1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	18.94	5.24 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	9.95	11.54 %
Wash-Mac	6.36	5.77 %
Air-Cond	2.05	1.80 %
D-Freez	0.23	32.77 %
Total	18.59	5.97 %

Branch *	MTD Sales L	Brand Share %
CH15	2.38	5.70 %
MJR1	0.37	2.77 %
CH12	0.33	1.78 %
CH20	0.21	1.30 %
CH41	0.14	1.06 %
CH36	0.12	1.91 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
GPD1		0.00 %
MC06		0.00 %
UKI1		0.00 %
PON1	-0.32	-6.77 %
Total	18.59	5.97 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	6.31	5.52 %
Fridge	5.56	6.23 %
Air-Cond	2.04	5.04 %
Total	13.91	5.66 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.94	3.66 %
ERD2	0.49	2.03 %
OML1	0.38	4.70 %
SLM3	0.29	2.51 %
TRM1	0.25	4.73 %
PLC1	0.19	4.94 %
DPR1	0.12	2.75 %
ATU1	0.12	1.22 %
TCG1	0.12	1.87 %
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	13.91	5.66 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	6.62	8.13 %
Wash-Mac	5.47	5.46 %
Air-Cond	1.02	2.58 %
Total	13.12	5.88 %

Branch *	MTD Sales L	Brand Share %
CBE6	0.56	4.93 %
UMP1	0.50	5.60 %
PLI1	0.46	4.00 %
TPR2	0.31	3.38 %
UAM1	0.26	4.99 %
GBM1	0.25	3.73 %
KMD1	0.24	5.28 %
TPR3	0.16	3.02 %
CBE1	0.15	1.88 %
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 %
WZSD		0.00 %
Total	13.12	5.88 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	4.87	9.07 %
Wash-Mac	3.69	5.74 %
D-Freez	0.45	19.01 %
Total	9.01	5.56 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.72	4.98 %
KPM1	0.24	2.48 %
WJP1	0.24	5.81 %
CYR1	0.15	2.79 %
SBR1	0.12	1.05 %
ABR1		0.00 %
AKM1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
GDM1		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	9.01	5.56 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	3.11	5.00 %
Air-Cond	1.95	2.20 %
Wash-Mac	1.94	2.65 %
Total	7.00	3.12 %

Branch *	MTD Sales L	Brand Share %
POY2	1.08	3.63 %
CUD1	0.70	3.29 %
NVL2	0.58	4.19 %
PRT1	0.51	5.02 %
ULP1	0.50	4.67 %
KML1	0.48	3.84 %
VPM2	0.47	4.26 %
TRK1	0.12	1.66 %
SJI2	0.12	1.28 %
CDM1		0.00 %
KLM1		0.00 %
MKM1		0.00 %
POY1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VPM1	-0.21	-19.73 %
Total	7.00	3.12 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.85	8.84 %
Air-Cond	0.69	10.44 %
Fridge	0.61	5.66 %
Total	2.15	7.55 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
Total	2.15	7.55 %