

MTD Sales
134.70 L

Brand Share %
6.85 %

Information:

MTD : 01-12-2025 To 08-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **6.85 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	65.50	7.81 %
Fridge	58.19	9.32 %
Air-Cond	9.83	1.99 %
D-Freez	1.18	12.38 %
Total	134.70	6.85 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	23.67	8.19 %
SOUTH-03	22.54	8.98 %
SOUTH-01	16.99	5.14 %
WEST-02	15.49	7.11 %
WEST-01	14.76	8.82 %
CHENNAI-02	13.50	6.66 %
NORTH ARCOT	9.14	7.51 %
SOUTH ARCOT	9.01	6.30 %
TRICHY-01	8.52	3.84 %
KL-SOUTH	1.10	5.08 %
Total	134.70	6.85 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	12.74	11.14 %
Fridge	8.86	10.77 %
Air-Cond	1.67	1.82 %
D-Freez	0.40	48.64 %
Total	23.67	8.19 %

Branch *	MTD Sales L	Brand Share %
CH05	0.83	4.58 %
CH42	0.75	2.70 %
MRM1	0.37	4.12 %
TKM1	0.19	5.84 %
AVD1	0.18	1.52 %
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	23.67	8.19 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	10.68	12.09 %
Wash-Mac	10.51	9.31 %
Air-Cond	0.97	2.01 %
D-Freez	0.39	32.73 %
Total	22.54	8.98 %

Branch *	MTD Sales L	Brand Share %
MPA1	0.13	1.51 %
MLR1	0.12	3.41 %
BTU1	0.11	4.16 %
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	22.54	8.98 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	8.96	6.41 %
Fridge	6.58	6.56 %
Air-Cond	1.05	1.19 %
D-Freez	0.40	13.49 %
Total	16.99	5.14 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.71	3.70 %
KVT1	1.20	5.54 %
TKS2	0.96	6.75 %
NGR1	0.61	2.95 %
RND1	0.55	6.76 %
TUT2	0.47	2.63 %
SVK1	0.43	4.94 %
TKS1	0.32	2.72 %
PKD1	0.31	5.53 %
TVL1	0.30	0.77 %
ERL2	0.29	6.34 %
MAR1	0.27	3.62 %
APK1	0.25	4.26 %
TKY1	0.23	4.83 %
VNR1	0.22	6.75 %
MMT1	0.15	1.93 %
TCN1	0.15	1.63 %
VKM1	0.15	2.53 %
ARM1	0.13	4.32 %
S2SD		0.00 %
SDI1		0.00 %
TVL2		0.00 %
TYI1		0.00 %
VLY1		0.00 %
KGL1		0.00 %
Total	16.99	5.14 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	8.27	11.62 %
Wash-Mac	6.99	6.42 %
Air-Cond	0.23	0.61 %
Total	15.49	7.11 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.92	5.04 %
SLM1	0.70	4.89 %
SLM3	0.18	2.30 %
TCG1	0.12	2.01 %
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	15.49	7.11 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	6.78	11.91 %
Wash-Mac	6.73	7.97 %
Air-Cond	1.25	5.15 %
Total	14.76	8.82 %

Branch *	MTD Sales L	Brand Share %
TPR2	0.38	3.89 %
KMR1	0.26	2.78 %
CBE1	0.23	2.69 %
PDM1	0.13	3.55 %
GBM1	0.12	3.51 %
DPM2	0.12	2.62 %
ANR1		0.00 %
CBE3		0.00 %
CNR1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
SYM2		0.00 %
UAM1		0.00 %
WZSD		0.00 %
Total	14.76	8.82 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	6.12	7.88 %
Fridge	5.37	9.02 %
Air-Cond	2.01	3.08 %
Total	13.50	6.66 %

Branch *	MTD Sales L	Brand Share %
CH15	2.06	6.09 %
CH21	0.53	2.90 %
CH12	0.36	3.00 %
CH41	0.31	4.02 %
CH44	0.30	6.54 %
CH20	0.18	3.95 %
MJR1	0.01	0.17 %
CH01		0.00 %
CH31		0.00 %
CH34		0.00 %
CH46		0.00 %
GPD1		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	13.50	6.66 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	5.32	9.62 %
Fridge	3.56	9.98 %
Air-Cond	0.26	0.88 %
Total	9.14	7.51 %

Branch *	MTD Sales L	Brand Share %
VEL1	0.48	6.80 %
AKM1	0.46	5.40 %
KPM1	0.26	5.70 %
WJP1	0.24	6.82 %
BGR1	0.18	5.96 %
TRR1	0.12	2.18 %
SBR1	0.12	1.63 %
TRL1	0.12	1.07 %
VSI1	0.12	2.89 %
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 %
UGI1		0.00 %
Total	9.14	7.51 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	3.98	7.16 %
Fridge	3.40	7.09 %
Air-Cond	1.62	4.17 %
Total	9.01	6.30 %

Branch *	MTD Sales L	Brand Share %
POY1	0.69	3.41 %
POY2	0.33	1.92 %
NVL2	0.32	4.47 %
KLM1	0.25	3.06 %
PRT1	0.22	3.59 %
CDM1	0.12	1.32 %
TDM1	0.12	2.17 %
TVM1		0.00 %
TVM2		0.00 %
VPM1		0.00 %
WHUT		0.00 %
Total	9.01	6.30 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	4.30	5.75 %
Wash-Mac	3.45	4.12 %
Air-Cond	0.76	1.22 %
Total	8.52	3.84 %

Branch *	MTD Sales L	Brand Share %
TNJ1	0.93	6.58 %
KUM1	0.77	5.65 %
TRY1	0.72	1.94 %
TNJ2	0.67	6.64 %
MDI1	0.40	5.21 %
TYR1	0.38	6.05 %
PTK1	0.38	3.33 %
NGT1	0.25	3.28 %
TRY2	0.15	2.20 %
NMM1	0.12	3.89 %
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	3.84 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.70	12.13 %
Fridge	0.40	5.42 %
Total	1.10	5.08 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.31	2.43 %
Total	1.10	5.08 %