

MTD Sales
144.18 L

Brand Share %
5.36 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **5.36 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	65.88	7.53 %
Wash-Mac	50.33	6.50 %
Air-Cond	26.84	2.62 %
D-Freez	1.13	6.57 %
Total	144.18	5.36 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	23.24	4.64 %
CHENNAI-01	20.40	5.03 %
SOUTH-03	19.07	5.88 %
TRICHY-01	14.94	4.33 %
SOUTH ARCOT	14.23	7.11 %
WEST-01	13.36	6.96 %
WEST-02	13.12	6.04 %
CHENNAI-02	12.82	4.45 %
NORTH ARCOT	11.79	7.74 %
KL-SOUTH	1.20	1.87 %
Total	144.18	5.36 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	11.06	7.18 %
Air-Cond	6.12	2.84 %
Wash-Mac	5.84	4.64 %
D-Freez	0.22	4.17 %
Total	23.24	4.64 %

Branch *	MTD Sales L	Brand Share %
RPM1	2.56	5.29 %
TUT1	0.98	1.53 %
TUT2	0.84	3.16 %
MAR1	0.75	3.91 %
VNR2	0.62	3.47 %
TKS2	0.50	3.23 %
ERL2	0.49	4.42 %
NGR1	0.42	1.69 %
TKY1	0.35	4.80 %
TKS1	0.31	2.49 %
VNR1	0.30	3.91 %
SNL1	0.26	3.02 %
ARM1	0.24	4.50 %
APK2	0.19	2.40 %
KYR1	0.17	2.54 %
PKD1	0.16	1.14 %
TVL1	0.14	0.61 %
KGL1	0.13	4.94 %
APK1		0.00 %
KSM1		0.00 %
MMT1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
TVL2		0.00 %
TYI1		0.00 %
VLY1		0.00 %
Total	23.24	4.64 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	8.14	8.27 %
Wash-Mac	7.19	6.53 %
Air-Cond	4.39	2.25 %
D-Freez	0.68	26.75 %
Total	20.40	5.03 %

Branch *	MTD Sales L	Brand Share %
CH05	0.83	3.40 %
AVD1	0.64	4.01 %
CH30	0.41	3.67 %
CH14	0.35	1.07 %
CH39	0.28	3.76 %
CH35	0.23	3.04 %
SKL1	0.22	2.29 %
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	20.40	5.03 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	10.09	8.11 %
Wash-Mac	6.14	6.46 %
Air-Cond	2.84	2.75 %
Total	19.07	5.88 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.76	4.19 %
MNM1	0.47	4.11 %
MDU6	0.35	2.10 %
KRR1	0.22	3.44 %
MLR1	0.13	1.72 %
KYK1	0.12	1.50 %
USL1	0.11	1.60 %
DGL2	0.09	2.87 %
BNR1		0.00 %
BTU1		0.00 %
DKI1		0.00 %
KKD2		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
Total	19.07	5.88 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	7.14	6.67 %
Wash-Mac	4.62	5.87 %
Air-Cond	3.18	2.01 %
Total	14.94	4.33 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.53	1.82 %
TVR2	0.72	4.07 %
TNJ2	0.70	5.24 %
MVM1	0.69	4.29 %
PBR2	0.68	3.76 %
PTK1	0.66	4.38 %
NGT1	0.39	2.66 %
TRY2	0.24	2.74 %
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	14.94	4.33 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	6.03	10.90 %
Fridge	5.88	8.36 %
Air-Cond	2.32	3.20 %
Total	14.23	7.11 %

Branch *	MTD Sales L	Brand Share %
CDM1	0.62	5.33 %
NVL2	0.27	1.99 %
VCM1	0.26	3.34 %
TRK1	0.12	1.23 %
POY2		0.00 %
Total	14.23	7.11 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	5.76	7.63 %
Wash-Mac	5.26	6.75 %
Air-Cond	2.34	6.20 %
Total	13.36	6.96 %

Branch *	MTD Sales L	Brand Share %
CBE4	0.37	4.21 %
CBE5	0.37	3.47 %
TPR2	0.24	3.33 %
CNR1	0.13	3.85 %
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	-3.24 %
Total	13.36	6.96 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	7.80	9.20 %
Wash-Mac	3.76	4.14 %
Air-Cond	1.55	3.85 %
Total	13.12	6.04 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.41	2.66 %
OML1	0.29	4.25 %
SGI1	0.26	4.45 %
SLM2	0.25	3.34 %
ERD1	0.19	1.52 %
BMD1	0.13	3.93 %
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	13.12	6.04 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	5.95	7.90 %
Fridge	4.42	6.10 %
Air-Cond	2.24	1.61 %
D-Freez	0.22	13.38 %
Total	12.82	4.45 %

Branch *	MTD Sales L	Brand Share %
CH03	1.40	4.74 %
CH15	1.11	3.50 %
CH33	0.65	4.11 %
CH09	0.44	4.94 %
CH21	0.37	1.78 %
MJR1	0.35	3.11 %
UKI1	0.23	4.08 %
CH12	0.21	1.29 %
CH41	0.14	1.16 %
CH23	0.13	2.48 %
CH20	0.12	0.81 %
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	12.82	4.45 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	4.99	10.64 %
Fridge	4.93	9.22 %
Air-Cond	1.87	3.63 %
Total	11.79	7.74 %

Branch *	MTD Sales L	Brand Share %
TRL1	0.28	2.21 %
CYR1	0.27	5.35 %
AKM1	0.16	2.86 %
SBR1	0.15	1.05 %
PTU1	0.11	3.58 %
ABR1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
Total	11.79	7.74 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	0.67	1.92 %
Wash-Mac	0.53	3.05 %
Total	1.20	1.87 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.76	1.96 %
PAS1	0.28	1.92 %
KLR1	0.16	1.48 %
Total	1.20	1.87 %