

MTD Sales
172.97 L

Brand Share %
6.07 %

Information:

MTD : 01-11-2025 To 09-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **6.07 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	84.92	9.71 %
Wash-Mac	64.98	6.08 %
Air-Cond	22.15	2.48 %
D-Freez	0.91	6.84 %
Total	172.97	6.07 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	32.88	7.76 %
SOUTH-03	23.91	7.15 %
SOUTH-01	23.83	5.82 %
TRICHY-01	20.89	5.43 %
CHENNAI-02	20.42	5.98 %
WEST-02	15.99	5.83 %
WEST-01	14.13	5.92 %
NORTH ARCOT	10.63	6.12 %
SOUTH ARCOT	8.14	3.38 %
KL-SOUTH	2.15	7.13 %
Total	172.97	6.07 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	14.84	13.20 %
Wash-Mac	12.17	8.33 %
Air-Cond	5.86	3.60 %
Total	32.88	7.76 %

Branch *	MTD Sales L	Brand Share %
CH14	1.32	5.76 %
CH42	0.67	1.86 %
CH05	0.64	2.10 %
AVD1	0.13	0.75 %
KNR1	0.12	1.34 %
GUD2	0.03	0.36 %
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	2.27 %
Total	32.88	7.76 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	12.19	11.33 %
Wash-Mac	9.27	6.86 %
Air-Cond	2.44	2.67 %
Total	23.91	7.15 %

Branch *	MTD Sales L	Brand Share %
MDU2	1.52	5.41 %
DGL1	0.99	4.27 %
MDU6	0.87	3.81 %
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	23.91	7.15 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	12.17	9.29 %
Wash-Mac	8.11	5.29 %
Air-Cond	3.31	2.68 %
D-Freez	0.24	17.64 %
Total	23.83	5.82 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.84	5.44 %
KVT1	1.01	3.92 %
MAR1	0.73	5.69 %
PKD1	0.66	5.23 %
TUT2	0.39	1.85 %
ERL2	0.38	5.30 %
TVL1	0.16	0.37 %
SNL1	0.14	2.01 %
VNR1	0.13	1.92 %
KGL1	0.12	2.59 %
MMT1	0.11	1.56 %
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	23.83	5.82 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	11.35	11.00 %
Wash-Mac	6.98	6.17 %
Air-Cond	2.56	1.52 %
Total	20.89	5.43 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.67	4.14 %
TNJ1	1.08	4.30 %
TNJ2	0.73	3.76 %
TVR2	0.59	2.56 %
TRY4	0.52	5.47 %
JKM1	0.41	5.46 %
NGT1	0.39	3.80 %
PBR1	0.28	4.58 %
KIK1	0.22	1.99 %
TTP1	0.14	1.97 %
MVM1	0.12	0.61 %
MSI1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	20.89	5.43 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	10.83	11.43 %
Wash-Mac	7.31	5.89 %
Air-Cond	2.05	1.68 %
D-Freez	0.23	32.77 %
Total	20.42	5.98 %

Branch *	MTD Sales L	Brand Share %
CH15	2.68	5.84 %
CH17	1.05	6.01 %
CH34	0.86	5.24 %
CH12	0.50	2.37 %
MJR1	0.37	2.46 %
CH20	0.21	1.20 %
CH41	0.14	0.92 %
CH36	0.12	1.83 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
GPD1		0.00 %
MC06		0.00 %
UKI1		0.00 %
PON1	-0.32	-6.03 %
Total	20.42	5.98 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	7.46	5.82 %
Fridge	6.48	6.37 %
Air-Cond	2.04	4.84 %
Total	15.99	5.83 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.08	3.89 %
OML1	0.50	5.95 %
ERD2	0.49	1.83 %
KRI1	0.29	5.28 %
TRM1	0.25	4.36 %
PLC1	0.19	4.00 %
SGI1	0.13	5.72 %
EDP1	0.12	2.94 %
DPR1	0.12	2.75 %
ATU1	0.12	1.06 %
TCG1	0.12	1.58 %
BMD1		0.00 %
DPR2		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 %
WHKP		0.00 %
WZWH		0.00 %
Total	15.99	5.83 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	6.62	7.55 %
Wash-Mac	6.26	5.79 %
Air-Cond	1.24	3.00 %
Total	14.13	5.92 %

Branch *	MTD Sales L	Brand Share %
CBE6	0.56	4.75 %
UMP1	0.50	5.23 %
PLI1	0.46	3.93 %
TPR2	0.31	3.27 %
UAM1	0.26	4.59 %
GBM1	0.25	3.73 %
KMD1	0.24	3.94 %
TPR3	0.16	3.02 %
CBE1	0.15	1.81 %
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	14.13	5.92 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	6.02	10.49 %
Wash-Mac	4.17	5.88 %
D-Freez	0.45	17.64 %
Total	10.63	6.12 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.85	5.24 %
KPM1	0.24	2.40 %
WJP1	0.24	5.30 %
CYR1	0.15	2.59 %
TRT1	0.14	2.04 %
AKM1	0.14	1.64 %
SBR1	0.12	0.96 %
ABR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VSI1		0.00 %
WHVL		0.00 %
Total	10.63	6.12 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	3.80	5.60 %
Wash-Mac	2.39	3.00 %
Air-Cond	1.95	2.11 %
Total	8.14	3.38 %

Branch *	MTD Sales L	Brand Share %
POY2	1.08	3.39 %
KKI2	0.90	6.04 %
CUD1	0.70	3.00 %
NVL2	0.58	3.92 %
PRT1	0.51	4.86 %
ULP1	0.50	4.57 %
KML1	0.48	3.84 %
TRK1	0.44	5.33 %
SJI2	0.38	4.04 %
CDM1		0.00 %
KLM1		0.00 %
MKM1		0.00 %
POY1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VPM1	-0.21	-12.63 %
Total	8.14	3.38 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.85	8.63 %
Air-Cond	0.69	8.88 %
Fridge	0.61	5.50 %
Total	2.15	7.13 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
Total	2.15	7.13 %