

MTD Sales
154.96 L

Brand Share %
5.42 %

Information:

MTD : 01-09-2025 To 10-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.42 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	72.15	7.79 %
Wash-Mac	53.18	6.51 %
Air-Cond	28.50	2.60 %
D-Freez	1.13	6.18 %
Total	154.96	5.42 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	25.77	4.72 %
CHENNAI-01	23.50	5.35 %
SOUTH-03	19.69	5.83 %
TRICHY-01	16.06	4.49 %
SOUTH ARCOT	15.10	7.22 %
WEST-01	14.38	7.07 %
CHENNAI-02	13.72	4.41 %
WEST-02	13.69	6.04 %
NORTH ARCOT	11.84	7.40 %
KL-SOUTH	1.20	1.82 %
Total	154.96	5.42 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	12.15	7.29 %
Air-Cond	7.06	3.00 %
Wash-Mac	6.33	4.61 %
D-Freez	0.22	3.88 %
Total	25.77	4.72 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.12	1.56 %
TUT2	0.84	2.87 %
MAR1	0.75	3.73 %
VNR2	0.62	3.33 %
TVL1	0.61	2.45 %
TKS2	0.50	3.19 %
NGR1	0.42	1.58 %
TKY1	0.35	4.80 %
TKS1	0.31	2.21 %
VNR1	0.30	3.84 %
SNL1	0.26	2.88 %
ARM1	0.24	4.41 %
APK2	0.19	2.29 %
KYR1	0.17	2.49 %
PKD1	0.16	1.11 %
TYI1	0.13	1.38 %
KGL1	0.13	3.90 %
APK1		0.00 %
MMT1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
TVL2		0.00 %
VLY1		0.00 %
Total	25.77	4.72 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	9.79	9.18 %
Wash-Mac	8.12	6.93 %
Air-Cond	4.90	2.31 %
D-Freez	0.68	23.28 %
Total	23.50	5.35 %

Branch *	MTD Sales L	Brand Share %
CH05	1.02	3.96 %
CH14	0.91	2.64 %
CH07	0.87	5.38 %
AVD1	0.64	3.67 %
CH30	0.41	3.35 %
CH39	0.28	3.43 %
CH35	0.23	2.75 %
SKL1	0.22	2.02 %
CGL1	0.14	1.56 %
CH19		0.00 %
CH26		0.00 %
CH38		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	23.50	5.35 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	10.41	8.06 %
Wash-Mac	6.45	6.43 %
Air-Cond	2.84	2.66 %
Total	19.69	5.83 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.76	4.02 %
MDU2	1.49	5.29 %
MNM1	0.47	4.11 %
MDU6	0.35	2.00 %
KRR1	0.22	3.37 %
MLR1	0.13	1.69 %
KYK1	0.12	1.40 %
USL1	0.11	1.55 %
DGL2	0.09	2.54 %
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	19.69	5.83 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	7.29	6.62 %
Wash-Mac	5.08	6.20 %
Air-Cond	3.69	2.24 %
Total	16.06	4.49 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.65	1.88 %
PBR2	0.81	4.31 %
TVR2	0.72	3.95 %
TNJ2	0.70	4.82 %
PTK1	0.66	4.33 %
NGT1	0.39	2.56 %
TRY2	0.24	2.74 %
AYR1	0.15	1.80 %
NMM1	0.13	2.59 %
KIK1		0.00 %
MSI1		0.00 %
ORU1		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	16.06	4.49 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	6.75	9.08 %
Wash-Mac	6.03	10.66 %
Air-Cond	2.32	3.06 %
Total	15.10	7.22 %

Branch *	MTD Sales L	Brand Share %
CDM1	0.62	4.84 %
NVL2	0.27	1.98 %
VCM1	0.26	3.34 %
TRK1	0.12	1.14 %
POY2		0.00 %
Total	15.10	7.22 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	6.32	7.90 %
Wash-Mac	5.71	6.95 %
Air-Cond	2.34	5.79 %
Total	14.38	7.07 %

Branch *	MTD Sales L	Brand Share %
CBE5	0.37	3.38 %
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	-3.10 %
Total	14.38	7.07 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	6.13	7.74 %
Fridge	5.13	6.63 %
Air-Cond	2.24	1.46 %
D-Freez	0.22	13.38 %
Total	13.72	4.41 %

Branch *	MTD Sales L	Brand Share %
CH03	1.40	4.41 %
CH15	1.11	3.32 %
CH33	0.65	3.93 %
CH21	0.56	2.48 %
CH09	0.44	4.66 %
MJR1	0.35	2.92 %
CH23	0.27	5.14 %
UKI1	0.23	3.48 %
CH12	0.21	1.14 %
CH41	0.14	1.12 %
CH20	0.12	0.75 %
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	13.72	4.41 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	8.26	9.18 %
Wash-Mac	3.88	4.11 %
Air-Cond	1.55	3.77 %
Total	13.69	6.04 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.41	2.66 %
OML1	0.29	3.84 %
MCR1	0.27	3.19 %
SGI1	0.26	3.85 %
SLM2	0.25	3.10 %
ERD1	0.19	1.42 %
BMD1	0.13	3.67 %
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	13.69	6.04 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	5.38	9.54 %
Wash-Mac	4.91	9.98 %
Air-Cond	1.56	2.88 %
Total	11.84	7.40 %

Branch *	MTD Sales L	Brand Share %
TRL1	0.28	2.00 %
CYR1	0.27	4.88 %
AKM1	0.16	2.50 %
SBR1	0.15	0.96 %
VEL1	0.14	1.37 %
PTU1	0.11	3.58 %
ABR1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
KPM1	-0.31	-4.99 %
Total	11.84	7.40 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	0.67	1.88 %
Wash-Mac	0.53	2.91 %
Total	1.20	1.82 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.76	1.91 %
PAS1	0.28	1.88 %
KLR1	0.16	1.43 %
Total	1.20	1.82 %