

MTD Sales
183.84 L

Brand Share %
6.00 %

Information:

MTD : 01-11-2025 To 10-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **6.00 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	88.49	9.39 %
Wash-Mac	70.99	6.17 %
Air-Cond	23.45	2.44 %
D-Freez	0.91	6.48 %
Total	183.84	6.00 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	34.38	7.46 %
SOUTH-01	25.40	5.82 %
SOUTH-03	24.81	6.74 %
TRICHY-01	21.63	5.37 %
CHENNAI-02	21.00	5.78 %
WEST-02	16.97	5.86 %
WEST-01	16.56	6.10 %
NORTH ARCOT	11.29	6.09 %
SOUTH ARCOT	9.08	3.56 %
KL-SOUTH	2.72	8.55 %
Total	183.84	6.00 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	15.52	12.93 %
Wash-Mac	12.75	8.07 %
Air-Cond	6.11	3.38 %
Total	34.38	7.46 %

Branch *	MTD Sales L	Brand Share %
CH14	1.32	5.52 %
CH42	0.67	1.81 %
CH05	0.64	1.93 %
AVD1	0.27	1.45 %
KNR1	0.12	1.31 %
GUD2	0.03	0.33 %
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	2.07 %
Total	34.38	7.46 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	12.93	9.19 %
Wash-Mac	8.92	5.39 %
Air-Cond	3.31	2.57 %
D-Freez	0.24	15.62 %
Total	25.40	5.82 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.84	5.41 %
KVT1	1.15	4.11 %
MAR1	0.73	5.05 %
PKD1	0.66	5.18 %
TUT2	0.39	1.72 %
ERL2	0.38	5.04 %
TVL1	0.16	0.37 %
SNL1	0.14	1.78 %
VNR1	0.13	1.60 %
KGL1	0.12	2.44 %
APK1	0.12	1.04 %
MMT1	0.11	1.36 %
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	-2.54 %
Total	25.40	5.82 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	12.42	10.68 %
Wash-Mac	9.95	6.77 %
Air-Cond	2.44	2.34 %
Total	24.81	6.74 %

Branch *	MTD Sales L	Brand Share %
MDU2	1.64	5.33 %
DGL1	0.99	4.04 %
MDU6	0.87	3.72 %
TPT1	0.12	1.63 %
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 %
PNV2		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
WHMD		0.00 %
Total	24.81	6.74 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	11.96	10.81 %
Wash-Mac	7.10	6.00 %
Air-Cond	2.56	1.48 %
Total	21.63	5.37 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.81	4.14 %
TNJ1	1.08	3.94 %
TNJ2	0.86	4.26 %
TVR2	0.71	2.91 %
TRY4	0.52	5.18 %
JKM1	0.41	5.15 %
NGT1	0.39	3.46 %
PBR1	0.28	4.14 %
KIK1	0.22	1.99 %
TTP1	0.14	1.84 %
MVM1	0.12	0.58 %
MSI1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	21.63	5.37 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	11.28	11.33 %
Wash-Mac	7.44	5.63 %
Air-Cond	2.05	1.56 %
D-Freez	0.23	32.77 %
Total	21.00	5.78 %

Branch *	MTD Sales L	Brand Share %
CH15	2.68	5.52 %
CH18	1.31	5.69 %
CH17	1.05	5.85 %
CH34	0.86	4.97 %
CH12	0.63	2.87 %
CH46	0.42	5.95 %
MJR1	0.37	2.28 %
CH20	0.21	1.13 %
CH41	0.14	0.91 %
CH36	0.12	1.76 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
GPD1		0.00 %
MC06		0.00 %
UKI1		0.00 %
PON1	-0.32	-6.03 %
Total	21.00	5.78 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	8.04	5.95 %
Fridge	6.90	6.38 %
Air-Cond	2.04	4.57 %
Total	16.97	5.86 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.08	3.71 %
OML1	0.50	5.45 %
ERD2	0.49	1.74 %
KRI1	0.29	4.79 %
TRM1	0.25	4.05 %
TCG1	0.24	3.29 %
PLC1	0.19	3.87 %
EDP1	0.12	2.97 %
ATU1	0.12	1.01 %
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	16.97	5.86 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	8.55	6.86 %
Fridge	6.54	6.64 %
Air-Cond	1.47	3.14 %
Total	16.56	6.10 %

Branch *	MTD Sales L	Brand Share %
CBE6	0.56	4.22 %
UMP1	0.50	4.86 %
PLI1	0.46	3.57 %
TPR2	0.31	2.76 %
TPR3	0.31	4.59 %
UAM1	0.26	3.90 %
GBM1	0.25	3.46 %
KMD1	0.24	3.31 %
CBE1	0.15	1.69 %
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	16.56	6.10 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	6.14	9.87 %
Wash-Mac	4.46	5.96 %
D-Freez	0.45	16.35 %
Air-Cond	0.24	0.52 %
Total	11.29	6.09 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.85	5.11 %
SBR1	0.36	2.60 %
KPM1	0.24	2.23 %
WJP1	0.24	5.30 %
CYR1	0.15	2.32 %
TRT1	0.14	1.86 %
AKM1	0.14	1.40 %
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	11.29	6.09 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	4.06	5.52 %
Wash-Mac	2.79	3.32 %
Air-Cond	2.22	2.30 %
Total	9.08	3.56 %

Branch *	MTD Sales L	Brand Share %
POY2	1.20	3.61 %
KKI2	0.90	5.64 %
CUD1	0.70	2.92 %
NVL2	0.58	3.45 %
PRT1	0.51	4.69 %
ULP1	0.50	4.41 %
KML1	0.48	3.65 %
TRK1	0.44	5.02 %
CDM1		0.00 %
KLM1		0.00 %
MKM1		0.00 %
POY1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VPM1	-0.21	-10.87 %
Total	9.08	3.56 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.00	12.79 %
Wash-Mac	0.98	9.51 %
Fridge	0.73	6.00 %
Total	2.72	8.55 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
Total	2.72	8.55 %