

MTD Sales
163.40 L

Brand Share %
5.40 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **5.40 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	76.43	7.75 %
Wash-Mac	55.83	6.45 %
Air-Cond	30.01	2.59 %
D-Freez	1.13	5.62 %
Total	163.40	5.40 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	26.73	4.65 %
CHENNAI-01	25.23	5.36 %
SOUTH-03	21.18	5.92 %
TRICHY-01	16.77	4.45 %
SOUTH ARCOT	15.49	7.12 %
WEST-01	15.14	7.10 %
WEST-02	14.85	6.10 %
CHENNAI-02	14.52	4.34 %
NORTH ARCOT	12.16	7.17 %
KL-SOUTH	1.32	1.91 %
Total	163.40	5.40 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	12.54	7.24 %
Air-Cond	7.07	2.83 %
Wash-Mac	6.90	4.77 %
D-Freez	0.22	3.43 %
Total	26.73	4.65 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.49	1.90 %
TUT2	0.96	2.96 %
MAR1	0.75	3.54 %
VNR2	0.62	3.23 %
TVL1	0.61	2.30 %
TKS2	0.50	3.14 %
NGR1	0.42	1.50 %
TKY1	0.35	4.39 %
TKS1	0.31	2.25 %
VNR1	0.30	3.84 %
TYI1	0.27	2.42 %
SNL1	0.26	2.88 %
ARM1	0.24	3.71 %
APK2	0.19	2.14 %
KYR1	0.17	2.42 %
PKD1	0.16	1.11 %
KGL1	0.13	3.56 %
APK1		0.00 %
MMT1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
TVL2		0.00 %
VLY1		0.00 %
Total	26.73	4.65 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	10.46	9.15 %
Wash-Mac	8.50	6.79 %
Air-Cond	5.58	2.45 %
D-Freez	0.68	23.28 %
Total	25.23	5.36 %

Branch *	MTD Sales L	Brand Share %
CH05	1.02	3.43 %
CH14	0.91	2.50 %
CH07	0.87	4.79 %
AVD1	0.64	3.55 %
CH30	0.41	3.28 %
CH39	0.28	3.00 %
CH35	0.23	2.62 %
SKL1	0.22	1.84 %
CH38	0.18	2.19 %
CGL1	0.14	1.62 %
CH19		0.00 %
CH26		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	25.23	5.36 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	11.77	8.43 %
Wash-Mac	6.57	6.14 %
Air-Cond	2.84	2.59 %
Total	21.18	5.92 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.31	5.01 %
MDU2	1.49	5.14 %
MNM1	0.47	4.11 %
MDU6	0.35	1.83 %
KRR1	0.22	3.30 %
MLR1	0.13	1.66 %
KYK1	0.12	1.36 %
USL1	0.11	1.51 %
DGL2	0.09	2.36 %
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	21.18	5.92 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	7.82	6.62 %
Wash-Mac	5.27	6.04 %
Air-Cond	3.69	2.16 %
Total	16.77	4.45 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.65	1.84 %
PBR2	0.99	4.90 %
TVR2	0.72	3.68 %
TNJ2	0.70	4.60 %
PTK1	0.66	3.75 %
NGT1	0.52	3.18 %
TRY2	0.24	2.56 %
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	16.77	4.45 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	6.88	8.99 %
Wash-Mac	6.03	10.47 %
Air-Cond	2.57	3.18 %
Total	15.49	7.12 %

Branch *	MTD Sales L	Brand Share %
CDM1	0.62	4.32 %
NVL2	0.27	1.94 %
VCM1	0.26	3.23 %
TRK1	0.12	1.04 %
POY2		0.00 %
Total	15.49	7.12 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	6.86	8.05 %
Wash-Mac	5.95	6.88 %
Air-Cond	2.34	5.71 %
Total	15.14	7.10 %

Branch *	MTD Sales L	Brand Share %
CBE5	0.37	3.38 %
TPR2	0.24	3.25 %
CNR1	0.13	3.67 %
AVI1	0.02	0.60 %
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 %
Total	15.14	7.10 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	8.80	8.77 %
Wash-Mac	4.50	4.54 %
Air-Cond	1.55	3.62 %
Total	14.85	6.10 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.59	3.77 %
SLM2	0.37	4.25 %
OML1	0.29	3.73 %
MCR1	0.27	3.02 %
SGI1	0.26	3.60 %
ERD1	0.19	1.44 %
BMD1	0.13	3.30 %
HRR1	0.12	3.22 %
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	14.85	6.10 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	6.56	7.56 %
Fridge	5.25	6.33 %
Air-Cond	2.49	1.53 %
D-Freez	0.22	12.06 %
Total	14.52	4.34 %

Branch *	MTD Sales L	Brand Share %
CH03	1.52	4.48 %
CH15	1.23	3.47 %
CH33	0.83	4.71 %
CH21	0.81	3.31 %
CH34	0.77	5.21 %
CH09	0.44	4.61 %
MJR1	0.35	2.71 %
CH23	0.27	4.93 %
UKI1	0.23	3.38 %
CH12	0.21	1.02 %
CH41	0.14	1.08 %
CH20	0.12	0.72 %
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	14.52	4.34 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	5.38	9.12 %
Wash-Mac	4.91	9.38 %
Air-Cond	1.87	3.23 %
Total	12.16	7.17 %

Branch *	MTD Sales L	Brand Share %
TRL1	0.28	1.77 %
CYR1	0.27	4.88 %
AKM1	0.16	2.31 %
SBR1	0.15	0.89 %
VEL1	0.14	1.37 %
PTU1	0.11	3.58 %
KPM1		0.03 %
ABR1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
Total	12.16	7.17 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	0.67	1.84 %
Wash-Mac	0.65	3.36 %
Total	1.32	1.91 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.76	1.86 %
PAS1	0.28	1.73 %
KLR1	0.28	2.36 %
Total	1.32	1.91 %