

MTD Sales
243.28 L

Brand Share %
5.83 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **5.83 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	129.66	9.73 %
Wash-Mac	82.17	6.31 %
Air-Cond	30.33	2.00 %
D-Freez	1.13	5.59 %
Total	243.28	5.83 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	34.61	4.67 %
CHENNAI-01	33.70	5.89 %
SOUTH-03	32.00	5.43 %
WEST-02	28.70	6.65 %
WEST-01	28.52	8.52 %
TRICHY-01	25.65	5.08 %
CHENNAI-02	23.66	5.71 %
SOUTH ARCOT	18.74	6.10 %
NORTH ARCOT	13.73	5.73 %
KL-SOUTH	3.97	11.68 %
Total	243.28	5.83 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	19.14	8.93 %
Wash-Mac	9.12	4.32 %
Air-Cond	5.67	1.82 %
D-Freez	0.68	13.57 %
Total	34.61	4.67 %

Branch *	MTD Sales L	Brand Share %
TUT1	4.56	4.49 %
KVT1	2.01	5.65 %
VNR2	1.08	3.61 %
TUT2	1.04	3.28 %
TVL1	0.97	1.34 %
TKS1	0.77	2.66 %
SNL1	0.60	4.75 %
APK1	0.59	4.96 %
NGR1	0.48	1.17 %
APK2	0.44	3.68 %
MAR1	0.39	3.24 %
UDN1	0.38	3.06 %
ARM1	0.37	5.11 %
TCN1	0.28	1.75 %
SDI1	0.27	2.75 %
PKD1	0.27	0.81 %
KGL1	0.24	4.84 %
ERL2	0.23	1.70 %
VLY1	0.15	1.03 %
VNR1	0.12	1.15 %
MMT1		0.00 %
S2SD		0.00 %
TVL2		0.00 %
Total	34.61	4.67 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	15.85	10.35 %
Wash-Mac	10.95	7.02 %
Air-Cond	6.89	2.65 %
Total	33.70	5.89 %

Branch *	MTD Sales L	Brand Share %
CH08	2.21	4.78 %
CH14	1.79	5.00 %
CH07	1.40	5.29 %
CH42	1.07	2.87 %
CH48	0.66	3.40 %
CH38	0.60	5.65 %
CH30	0.40	1.66 %
KNR1	0.37	4.59 %
CH39	0.28	2.44 %
MRM1	0.26	1.67 %
CH19	0.20	0.44 %
CH29	0.13	2.56 %
AVD1	0.12	1.04 %
CH26		0.00 %
CH35		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	33.70	5.89 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	18.79	8.97 %
Wash-Mac	10.90	5.74 %
Air-Cond	2.31	1.24 %
Total	32.00	5.43 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.09	5.50 %
MDU2	2.33	5.03 %
MDU6	2.24	4.48 %
ATG1	1.22	5.38 %
KRR1	0.95	5.82 %
KKD3	0.38	1.11 %
MPA1	0.37	3.00 %
TEN2	0.30	1.93 %
TPT1	0.24	1.87 %
DKI1	0.14	0.85 %
MLR1	0.11	0.98 %
BTU1	0.11	2.09 %
DGL2		0.00 %
KKD2		0.00 %
KYK1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PNV1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
Total	32.00	5.43 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	16.45	9.82 %
Wash-Mac	11.28	6.21 %
Air-Cond	0.97	1.20 %
Total	28.70	6.65 %

Branch *	MTD Sales L	Brand Share %
HSR2	1.44	5.68 %
TRM1	0.55	4.96 %
ERD2	0.55	1.76 %
PLC1	0.52	4.92 %
KRI1	0.24	4.25 %
PMP1	0.23	3.00 %
BMD1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
ERD1		0.00 %
HRR1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
PDR1		0.00 %
SGG1		0.00 %
WZWH		0.00 %
Total	28.70	6.65 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	15.02	12.01 %
Wash-Mac	11.82	8.66 %
Air-Cond	1.68	2.34 %
Total	28.52	8.52 %

Branch *	MTD Sales L	Brand Share %
GBM1	0.53	4.63 %
KMD1	0.47	5.41 %
PDM1	0.29	4.75 %
CBE3	0.24	4.55 %
CNR1	0.12	3.36 %
ANR1		0.00 %
CBE5		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
PPI1		0.00 %
SYM2		0.00 %
WZSD		0.00 %
Total	28.52	8.52 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	14.72	9.59 %
Wash-Mac	6.30	4.75 %
Air-Cond	4.63	2.13 %
Total	25.65	5.08 %

Branch *	MTD Sales L	Brand Share %
TRY1	3.18	3.66 %
PBR2	1.64	5.41 %
TNJ1	1.60	4.05 %
TVR2	1.24	5.11 %
PTK1	0.91	4.54 %
MVM1	0.77	2.81 %
NGT1	0.67	4.05 %
TRY3	0.61	2.19 %
TNJ2	0.53	2.24 %
AYR1	0.45	3.89 %
MSI1	0.41	4.11 %
PBR1	0.25	2.20 %
KIK1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	25.65	5.08 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	11.09	9.30 %
Fridge	10.51	8.99 %
Air-Cond	2.05	1.16 %
Total	23.66	5.71 %

Branch *	MTD Sales L	Brand Share %
CH15	3.36	5.52 %
CH03	2.76	5.82 %
CH33	1.06	5.59 %
CH44	0.87	5.76 %
MJR1	0.70	5.16 %
CH09	0.48	3.16 %
PON1	0.29	3.60 %
CH32	0.14	3.77 %
CH01		0.00 %
CH12		0.00 %
CH20		0.00 %
CH27		0.00 %
CH31		0.00 %
CH41		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC05		0.00 %
MC06		0.00 %
UKI1		0.00 %
Total	23.66	5.71 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	11.07	10.72 %
Wash-Mac	5.13	5.86 %
Air-Cond	2.55	2.20 %
Total	18.74	6.10 %

Branch *	MTD Sales L	Brand Share %
SJI2	1.55	5.76 %
ULP1	0.79	5.52 %
VCM1	0.15	2.94 %
PRT1	0.12	1.30 %
TVM1	0.12	1.90 %
KLM1		0.00 %
NVL2		0.00 %
POY2		0.00 %
SJI1		0.00 %
TVM2		0.00 %
VPM1		0.00 %
Total	18.74	6.10 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	7.16	9.20 %
Wash-Mac	4.27	5.34 %
Air-Cond	1.85	2.29 %
D-Freez	0.45	34.73 %
Total	13.73	5.73 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.79	4.75 %
AKM1	0.55	4.29 %
TRT1	0.32	1.92 %
WJP1	0.22	3.48 %
CYR1	0.17	5.21 %
SLG1	0.15	1.57 %
VEL1	0.13	0.86 %
CGM1	0.11	1.70 %
ABR1		0.00 %
CPT1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
Total	13.73	5.73 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.74	10.94 %
Wash-Mac	1.29	19.49 %
Fridge	0.94	8.64 %
Total	3.97	11.68 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
Total	3.97	11.68 %