

MTD Sales
193.77 L

Brand Share %
6.01 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **6.01 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	93.22	9.38 %
Wash-Mac	75.18	6.22 %
Air-Cond	24.46	2.43 %
D-Freez	0.91	6.26 %
Total	193.77	6.01 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	35.97	7.41 %
SOUTH-01	26.46	5.59 %
SOUTH-03	26.16	6.76 %
TRICHY-01	23.05	5.47 %
CHENNAI-02	21.88	5.79 %
WEST-01	18.14	6.42 %
WEST-02	17.91	5.95 %
NORTH ARCOT	12.03	6.20 %
SOUTH ARCOT	9.21	3.50 %
KL-SOUTH	2.95	8.31 %
Total	193.77	6.01 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	15.93	12.68 %
Wash-Mac	13.15	7.79 %
Air-Cond	6.88	3.65 %
Total	35.97	7.41 %

Branch *	MTD Sales L	Brand Share %
CH14	1.32	5.14 %
CH42	0.67	1.77 %
CH05	0.64	1.78 %
AVD1	0.27	1.35 %
KNR1	0.12	1.24 %
GUD2	0.03	0.32 %
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	35.97	7.41 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	13.89	9.14 %
Wash-Mac	9.02	5.14 %
Air-Cond	3.31	2.29 %
D-Freez	0.24	15.62 %
Total	26.46	5.59 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.97	4.32 %
KVT1	1.15	4.00 %
MAR1	0.73	4.84 %
UDN1	0.59	5.79 %
TUT2	0.39	1.63 %
ERL2	0.38	5.27 %
TVL1	0.16	0.35 %
SNL1	0.14	1.71 %
VNR1	0.13	1.52 %
KGL1	0.12	2.16 %
APK1	0.12	1.04 %
MMT1	0.11	1.31 %
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	-2.41 %
Total	26.46	5.59 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	12.63	10.19 %
Wash-Mac	10.85	7.00 %
Air-Cond	2.68	2.49 %
Total	26.16	6.76 %

Branch *	MTD Sales L	Brand Share %
MDU2	1.64	5.18 %
DGL1	1.21	4.57 %
MDU6	0.98	3.93 %
TPT1	0.12	1.30 %
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 %
WHMD		0.00 %
Total	26.16	6.76 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	12.66	10.75 %
Wash-Mac	7.83	6.31 %
Air-Cond	2.56	1.43 %
Total	23.05	5.47 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.81	3.94 %
TNJ1	1.22	4.19 %
TNJ2	0.98	4.85 %
TVR2	0.84	3.22 %
JKM1	0.41	4.83 %
NGT1	0.39	3.22 %
PBR1	0.28	3.60 %
KIK1	0.22	1.90 %
TTP1	0.14	1.84 %
MVM1	0.12	0.55 %
MSI1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	23.05	5.47 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	11.43	10.96 %
Wash-Mac	8.17	5.95 %
Air-Cond	2.05	1.52 %
D-Freez	0.23	23.97 %
Total	21.88	5.79 %

Branch *	MTD Sales L	Brand Share %
CH15	2.68	5.34 %
CH17	1.05	5.85 %
CH34	0.86	4.86 %
CH12	0.76	3.24 %
MJR1	0.50	2.91 %
CH46	0.42	5.95 %
CH20	0.21	1.10 %
CH27	0.15	2.70 %
CH41	0.14	0.89 %
CH36	0.12	1.67 %
CH31		0.00 %
CH32		0.00 %
GPD1		0.00 %
MC06		0.00 %
UKI1		0.00 %
PON1	-0.32	-5.68 %
Total	21.88	5.79 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	9.04	6.94 %
Fridge	7.63	7.42 %
Air-Cond	1.47	3.07 %
Total	18.14	6.42 %

Branch *	MTD Sales L	Brand Share %
CBE6	0.69	4.85 %
UMP1	0.50	4.86 %
TPR2	0.49	4.18 %
PLI1	0.46	3.41 %
UAM1	0.26	3.78 %
GBM1	0.25	3.46 %
KMD1	0.24	3.08 %
CBE1	0.15	1.67 %
TPR4	0.11	2.59 %
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 %
WZSD		0.00 %
Total	18.14	6.42 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	8.17	5.80 %
Fridge	7.70	6.82 %
Air-Cond	2.04	4.48 %
Total	17.91	5.95 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.21	3.92 %
ERD2	0.62	2.15 %
KRI1	0.29	4.77 %
TRM1	0.25	3.94 %
TCG1	0.24	3.17 %
PLC1	0.19	3.68 %
EDP1	0.12	2.87 %
ATU1	0.12	0.93 %
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	17.91	5.95 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	6.29	9.73 %
Wash-Mac	5.06	6.41 %
D-Freez	0.45	16.35 %
Air-Cond	0.24	0.50 %
Total	12.03	6.20 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.85	4.67 %
SBR1	0.48	3.12 %
KPM1	0.24	2.23 %
WJP1	0.24	5.30 %
CYR1	0.15	2.33 %
TRT1	0.14	1.86 %
AKM1	0.14	1.35 %
GDM1	0.11	2.14 %
ABR1		0.00 %
CGM1		0.00 %
CPT1		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	12.03	6.20 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	4.20	5.47 %
Wash-Mac	2.79	3.21 %
Air-Cond	2.22	2.24 %
Total	9.21	3.50 %

Branch *	MTD Sales L	Brand Share %
POY2	1.20	3.56 %
KKI2	0.90	5.43 %
CUD1	0.70	2.82 %
NVL2	0.58	3.42 %
PRT1	0.51	4.38 %
ULP1	0.50	4.37 %
KML1	0.48	3.61 %
TRK1	0.44	4.90 %
CDM1	0.14	0.77 %
KLM1		0.00 %
MKM1		0.00 %
POY1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VPM1	-0.21	-10.87 %
Total	9.21	3.50 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	1.10	9.83 %
Air-Cond	1.00	10.55 %
Fridge	0.85	6.34 %
Total	2.95	8.31 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.24	4.95 %
Total	2.95	8.31 %