

MTD Sales
173.41 L

Brand Share %
5.42 %

Information:

MTD : 01-09-2025 To 12-09-2025

* 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	81.95	7.90 %
Wash-Mac	58.19	6.35 %
Air-Cond	32.13	2.63 %
D-Freez	1.13	5.41 %
Total	173.41	5.42 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	27.47	4.58 %
CHENNAI-01	27.02	5.41 %
SOUTH-03	22.02	5.88 %
TRICHY-01	18.61	4.71 %
WEST-02	16.14	6.06 %
SOUTH ARCOT	15.94	6.86 %
WEST-01	15.74	7.10 %
CHENNAI-02	15.70	4.44 %
NORTH ARCOT	13.27	7.30 %
KL-SOUTH	1.50	2.05 %
Total	173.41	5.42 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	12.67	7.04 %
Air-Cond	7.36	2.83 %
Wash-Mac	7.21	4.72 %
D-Freez	0.22	3.43 %
Total	27.47	4.58 %

Branch *	MTD Sales L	Brand Share %
RPM1	2.76	5.29 %
TUT1	1.63	1.99 %
TUT2	1.09	3.36 %
MAR1	0.75	3.47 %
VNR2	0.62	2.99 %
TVL1	0.61	2.19 %
TKS2	0.50	2.97 %
NGR1	0.42	1.39 %
APK2	0.38	4.14 %
TKY1	0.35	4.01 %
TKS1	0.31	2.18 %
VNR1	0.30	3.67 %
TYI1	0.27	2.30 %
SNL1	0.26	2.81 %
ARM1	0.24	3.71 %
KYR1	0.17	2.42 %
PKD1	0.16	1.04 %
KGL1	0.13	3.16 %
APK1		0.00 %
MMT1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
TVL2		0.00 %
VLY1		0.00 %
Total	27.47	4.58 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	11.74	9.71 %
Wash-Mac	8.50	6.41 %
Air-Cond	6.10	2.51 %
D-Freez	0.68	23.28 %
Total	27.02	5.41 %

Branch *	MTD Sales L	Brand Share %
CH07	1.08	5.18 %
CH05	1.02	3.20 %
CH14	0.91	2.40 %
AVD1	0.64	3.38 %
SKL1	0.43	3.44 %
CH30	0.41	2.58 %
CH39	0.28	2.80 %
CH35	0.23	2.56 %
CH38	0.18	2.10 %
CGL1	0.14	1.48 %
CH19		0.00 %
CH26		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	27.02	5.41 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	12.21	8.45 %
Wash-Mac	6.68	6.01 %
Air-Cond	3.13	2.69 %
Total	22.02	5.88 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.43	5.09 %
MDU2	1.49	4.89 %
MNM1	0.61	5.20 %
MDU6	0.35	1.71 %
KRR1	0.22	3.21 %
MLR1	0.13	1.63 %
KYK1	0.12	1.36 %
USL1	0.11	1.51 %
DGL2	0.09	2.23 %
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	22.02	5.88 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	8.58	6.86 %
Wash-Mac	5.77	6.22 %
Air-Cond	4.27	2.42 %
Total	18.61	4.71 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.65	1.78 %
PBR2	0.99	4.79 %
PTK1	0.79	4.09 %
TVR2	0.72	3.30 %
TNJ2	0.70	4.55 %
NGT1	0.52	3.16 %
TRY2	0.24	2.56 %
TRY3	0.15	1.43 %
AYR1	0.15	1.89 %
NMM1	0.13	2.44 %
KIK1		0.00 %
MSI1		0.00 %
ORU1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	18.61	4.71 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	9.48	8.75 %
Wash-Mac	4.88	4.50 %
Air-Cond	1.78	3.67 %
Total	16.14	6.06 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.59	3.60 %
MCR1	0.43	4.35 %
TRM1	0.41	2.44 %
SLM2	0.37	4.25 %
OML1	0.29	3.73 %
SGI1	0.26	3.60 %
ERD1	0.19	1.42 %
BMD1	0.13	3.09 %
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	16.14	6.06 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	7.15	8.83 %
Wash-Mac	6.22	10.04 %
Air-Cond	2.57	2.98 %
Total	15.94	6.86 %

Branch *	MTD Sales L	Brand Share %
KLM1	0.92	5.31 %
CDM1	0.62	4.03 %
NVL2	0.27	1.79 %
VCM1	0.26	3.18 %
TRK1	0.12	1.04 %
POY2		0.00 %
Total	15.94	6.86 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	7.12	8.07 %
Wash-Mac	6.28	6.98 %
Air-Cond	2.34	5.49 %
Total	15.74	7.10 %

Branch *	MTD Sales L	Brand Share %
CBE5	0.37	3.33 %
CBE1	0.35	5.42 %
UAM1	0.24	5.02 %
TPR2	0.24	3.04 %
CNR1	0.13	3.67 %
AVI1	0.02	0.59 %
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	15.74	7.10 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	6.80	7.49 %
Fridge	6.19	7.08 %
Air-Cond	2.49	1.44 %
D-Freez	0.22	12.06 %
Total	15.70	4.44 %

Branch *	MTD Sales L	Brand Share %
CH03	1.66	4.62 %
CH15	1.23	3.38 %
CH21	0.94	3.72 %
CH33	0.83	4.65 %
CH34	0.77	5.02 %
MJR1	0.47	2.99 %
CH09	0.44	4.19 %
CH46	0.27	3.27 %
UKI1	0.23	3.23 %
CH12	0.21	1.01 %
CH41	0.14	0.96 %
CH20	0.12	0.69 %
CH01		0.00 %
CH06		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
GPD1		0.00 %
MC06		0.00 %
Total	15.70	4.44 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	6.16	9.58 %
Wash-Mac	5.02	9.19 %
Air-Cond	2.09	3.35 %
Total	13.27	7.30 %

Branch *	MTD Sales L	Brand Share %
TRL1	0.28	1.68 %
CYR1	0.27	4.29 %
AKM1	0.16	2.18 %
SBR1	0.15	0.79 %
VEL1	0.14	1.30 %
GDM1	0.11	1.92 %
PTU1	0.11	3.19 %
KPM1		0.03 %
ABR1		0.00 %
CPT1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
Total	13.27	7.30 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.83	4.02 %
Fridge	0.67	1.75 %
Total	1.50	2.05 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.76	1.74 %
PAS1	0.47	2.70 %
KLR1	0.28	2.25 %
Total	1.50	2.05 %