

MTD Sales
200.95 L

Brand Share %
5.95 %

Information:

MTD : 01-11-2025 To 12-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.95 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	96.68	9.32 %
Wash-Mac	76.45	6.02 %
Air-Cond	26.90	2.55 %
D-Freez	0.91	5.81 %
Total	200.95	5.95 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	35.12	6.85 %
SOUTH-01	28.92	5.82 %
SOUTH-03	27.97	6.79 %
TRICHY-01	23.72	5.43 %
CHENNAI-02	21.86	5.64 %
WEST-01	19.10	6.48 %
WEST-02	18.46	5.69 %
NORTH ARCOT	12.79	6.29 %
SOUTH ARCOT	9.80	3.62 %
KL-SOUTH	3.21	8.53 %
Total	200.95	5.95 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	15.54	11.73 %
Wash-Mac	12.70	7.11 %
Air-Cond	6.88	3.46 %
Total	35.12	6.85 %

Branch *	MTD Sales L	Brand Share %
CH14	1.20	4.55 %
CH42	0.67	1.73 %
CH05	0.64	1.62 %
AVD1	0.27	1.27 %
KNR1	0.12	1.24 %
GUD2	0.03	0.29 %
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	1.86 %
Total	35.12	6.85 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	14.55	9.16 %
Wash-Mac	9.15	4.97 %
Air-Cond	4.99	3.26 %
D-Freez	0.24	15.62 %
Total	28.92	5.82 %

Branch *	MTD Sales L	Brand Share %
KVT1	1.40	4.59 %
MAR1	0.73	4.74 %
UDN1	0.59	5.71 %
TUT2	0.39	1.53 %
ERL2	0.38	5.27 %
TVL1	0.16	0.33 %
SNL1	0.14	1.64 %
TKS1	0.13	0.94 %
VNR1	0.13	1.48 %
KGL1	0.12	2.16 %
APK1	0.12	1.04 %
MMT1	0.11	1.29 %
ARM1		0.00 %
COL1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
TVL2		0.00 %
TYI1		0.00 %
VLY1		0.00 %
WHTV		0.00 %
SKD1	-0.10	-2.38 %
Total	28.92	5.82 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	13.64	10.18 %
Wash-Mac	11.42	6.96 %
Air-Cond	2.92	2.57 %
Total	27.97	6.79 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.84	5.67 %
DGL1	1.21	4.41 %
MDU6	0.98	3.87 %
PVI1	0.22	2.74 %
BNR1	0.14	2.80 %
TPT1	0.12	1.17 %
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 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
WHMD		0.00 %
Total	27.97	6.79 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	13.18	10.73 %
Wash-Mac	7.98	6.19 %
Air-Cond	2.56	1.39 %
Total	23.72	5.43 %

Branch *	MTD Sales L	Brand Share %
TRY1	3.15	4.27 %
TNJ1	1.22	4.08 %
TNJ2	0.98	4.66 %
TVR2	0.84	3.22 %
JKM1	0.41	4.83 %
NGT1	0.39	3.02 %
PBR1	0.28	3.45 %
KIK1	0.22	1.83 %
TTP1	0.14	1.68 %
MVM1	0.12	0.50 %
MSI1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	23.72	5.43 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	11.42	10.95 %
Wash-Mac	8.17	5.77 %
Air-Cond	2.05	1.45 %
D-Freez	0.23	23.97 %
Total	21.86	5.64 %

Branch *	MTD Sales L	Brand Share %
CH15	2.68	5.05 %
CH17	1.05	5.60 %
CH34	0.86	4.79 %
CH12	0.76	3.18 %
MJR1	0.50	2.89 %
CH46	0.42	5.72 %
CH20	0.21	1.09 %
CH27	0.15	2.85 %
CH41	0.14	0.84 %
CH36	0.12	1.67 %
CH31		0.00 %
CH32		0.00 %
GPD1		0.00 %
MC06		0.00 %
UKI1		0.00 %
PON1	-0.32	-5.56 %
Total	21.86	5.64 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	9.37	6.85 %
Fridge	8.26	7.75 %
Air-Cond	1.47	2.98 %
Total	19.10	6.48 %

Branch *	MTD Sales L	Brand Share %
CBE6	0.69	4.73 %
TPR2	0.61	4.92 %
UMP1	0.50	4.59 %
PLI1	0.46	3.14 %
CBE1	0.27	2.77 %
GBM1	0.25	3.39 %
KMD1	0.24	2.98 %
TPR4	0.11	2.32 %
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	19.10	6.48 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	8.32	5.46 %
Fridge	8.10	6.83 %
Air-Cond	2.04	3.96 %
Total	18.46	5.69 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.45	4.47 %
SLM3	0.94	5.78 %
OML1	0.64	5.87 %
ERD2	0.62	2.03 %
KRI1	0.29	3.67 %
ATU1	0.27	1.85 %
TRM1	0.25	3.59 %
TCG1	0.24	3.09 %
PLC1	0.19	3.05 %
EDP1	0.12	2.79 %
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	18.46	5.69 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	6.64	9.74 %
Wash-Mac	5.18	6.32 %
Air-Cond	0.51	1.02 %
D-Freez	0.45	16.35 %
Total	12.79	6.29 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.13	5.72 %
SBR1	0.48	3.08 %
TRT1	0.26	3.42 %
KPM1	0.24	2.15 %
WJP1	0.24	5.10 %
CYR1	0.15	2.21 %
AKM1	0.14	1.27 %
GDM1	0.11	2.05 %
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	12.79	6.29 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	4.51	5.77 %
Wash-Mac	3.06	3.39 %
Air-Cond	2.22	2.19 %
Total	9.80	3.62 %

Branch *	MTD Sales L	Brand Share %
POY2	1.20	3.41 %
KKI2	0.90	5.56 %
CUD1	0.85	3.34 %
NVL2	0.58	3.42 %
PRT1	0.51	4.09 %
ULP1	0.50	4.32 %
KML1	0.48	3.40 %
MKM1	0.16	4.42 %
CDM1	0.14	0.77 %
KLM1		0.00 %
POY1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VPM1	-0.21	-10.15 %
Total	9.80	3.62 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.26	11.30 %
Wash-Mac	1.10	9.68 %
Fridge	0.85	6.22 %
Total	3.21	8.53 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.24	4.80 %
Total	3.21	8.53 %