

MTD Sales
190.97 L

Brand Share %
5.59 %

Information:

MTD : 01-09-2025 To 13-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.59 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	92.13	8.29 %
Wash-Mac	62.41	6.35 %
Air-Cond	35.30	2.72 %
D-Freez	1.13	4.77 %
Total	190.97	5.59 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	30.55	4.80 %
CHENNAI-01	29.33	5.50 %
SOUTH-03	26.72	6.28 %
TRICHY-01	21.37	5.16 %
WEST-02	17.44	6.23 %
CHENNAI-02	16.85	4.45 %
WEST-01	16.59	7.11 %
SOUTH ARCOT	16.50	6.79 %
NORTH ARCOT	14.12	7.13 %
KL-SOUTH	1.50	1.99 %
Total	190.97	5.59 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	13.79	7.17 %
Air-Cond	8.48	3.08 %
Wash-Mac	8.05	4.98 %
D-Freez	0.22	3.18 %
Total	30.55	4.80 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.33	2.64 %
TUT2	1.36	3.89 %
VNR2	0.89	4.13 %
MAR1	0.75	3.38 %
TKS2	0.61	3.24 %
TVL1	0.61	2.03 %
NGR1	0.56	1.77 %
TKS1	0.43	2.88 %
APK2	0.38	3.84 %
TKY1	0.35	3.86 %
VNR1	0.30	3.19 %
TY11	0.27	2.00 %
SNL1	0.26	2.59 %
VLY1	0.25	1.40 %
ARM1	0.24	3.53 %
KYR1	0.17	2.28 %
PKD1	0.16	1.02 %
KGL1	0.13	3.16 %
APK1		0.00 %
MMT1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
TVL2		0.00 %
Total	30.55	4.80 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	13.21	10.05 %
Wash-Mac	9.33	6.47 %
Air-Cond	6.10	2.40 %
D-Freez	0.68	21.08 %
Total	29.33	5.50 %

Branch *	MTD Sales L	Brand Share %
CH05	1.02	2.97 %
CH14	0.91	2.33 %
SKL1	0.72	5.40 %
AVD1	0.64	3.34 %
CH30	0.60	3.37 %
CH38	0.36	3.73 %
CH39	0.28	2.56 %
CH35	0.23	2.56 %
CGL1	0.14	1.30 %
CH19		0.00 %
CH26		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	29.33	5.50 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	15.11	9.22 %
Wash-Mac	7.77	6.18 %
Air-Cond	3.84	2.88 %
Total	26.72	6.28 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.71	5.29 %
MDU2	1.49	4.66 %
MNM1	0.61	5.20 %
MDU6	0.53	2.44 %
KKD2	0.25	2.62 %
KRR1	0.22	3.13 %
BNR1	0.19	3.15 %
MLR1	0.13	1.58 %
KYK1	0.12	1.27 %
USL1	0.11	1.46 %
DGL2	0.09	1.61 %
BTU1		0.00 %
DKI1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
Total	26.72	6.28 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	10.54	8.05 %
Wash-Mac	6.33	6.53 %
Air-Cond	4.51	2.44 %
Total	21.37	5.16 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.89	1.97 %
PTK1	0.79	3.79 %
TVR2	0.72	3.15 %
NGT1	0.52	3.10 %
PBR1	0.38	5.28 %
AYR1	0.36	4.46 %
NMM1	0.32	5.10 %
TRY2	0.24	2.50 %
MSI1	0.19	2.91 %
TRY3	0.15	1.38 %
KIK1		0.00 %
ORU1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	21.37	5.16 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	10.21	9.03 %
Wash-Mac	5.13	4.47 %
Air-Cond	2.09	4.13 %
Total	17.44	6.23 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.59	3.52 %
MCR1	0.56	5.37 %
OML1	0.43	5.22 %
TRM1	0.41	2.16 %
SGI1	0.38	5.19 %
SLM2	0.37	3.99 %
ERD1	0.19	1.35 %
BMD1	0.13	2.93 %
HRR1	0.12	3.08 %
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	17.44	6.23 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	6.99	7.13 %
Fridge	6.65	7.09 %
Air-Cond	2.99	1.61 %
D-Freez	0.22	12.06 %
Total	16.85	4.45 %

Branch *	MTD Sales L	Brand Share %
CH03	1.66	4.36 %
CH15	1.61	3.86 %
CH21	1.09	4.22 %
CH33	0.83	4.53 %
CH34	0.77	4.34 %
MJR1	0.47	2.67 %
CH09	0.44	3.79 %
CH46	0.27	3.19 %
CH31	0.26	4.81 %
UKI1	0.23	3.13 %
CH12	0.21	0.98 %
CH41	0.14	0.92 %
CH20	0.12	0.62 %
CH01		0.00 %
CH06		0.00 %
CH27		0.00 %
CH32		0.00 %
GPD1		0.00 %
MC06		0.00 %
Total	16.85	4.45 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	7.25	7.84 %
Wash-Mac	6.46	6.86 %
Air-Cond	2.88	6.38 %
Total	16.59	7.11 %

Branch *	MTD Sales L	Brand Share %
CBE5	0.37	3.33 %
CBE1	0.35	4.93 %
UAM1	0.24	4.38 %
TPR2	0.24	3.04 %
CNR1	0.13	3.48 %
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	16.59	7.11 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	7.81	9.31 %
Wash-Mac	6.37	9.70 %
Air-Cond	2.32	2.59 %
Total	16.50	6.79 %

Branch *	MTD Sales L	Brand Share %
KLM1	0.92	5.26 %
CDM1	0.75	4.68 %
TDM1	0.49	5.52 %
VCM1	0.41	4.88 %
TRK1	0.35	2.90 %
NVL2	0.27	1.69 %
TVM2	0.12	5.51 %
POY2		0.00 %
Total	16.50	6.79 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	6.90	9.77 %
Wash-Mac	5.13	8.54 %
Air-Cond	2.09	3.14 %
Total	14.12	7.13 %

Branch *	MTD Sales L	Brand Share %
AKM1	0.39	4.94 %
TRL1	0.28	1.49 %
GDM1	0.27	4.32 %
CYR1	0.27	4.29 %
SBR1	0.15	0.70 %
VEL1	0.14	1.28 %
PTU1	0.11	3.10 %
KPM1		0.03 %
ABR1		0.00 %
CPT1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
Total	14.12	7.13 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.83	3.84 %
Fridge	0.67	1.70 %
Total	1.50	1.99 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.76	1.67 %
PAS1	0.47	2.64 %
KLR1	0.28	2.22 %
Total	1.50	1.99 %