

MTD Sales
209.39 L

Brand Share %
5.97 %

Information:

MTD : 01-11-2025 To 13-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.97 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	100.68	9.26 %
Wash-Mac	77.75	5.90 %
Air-Cond	30.05	2.76 %
D-Freez	0.91	5.58 %
Total	209.39	5.97 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	35.60	6.67 %
SOUTH-01	30.97	6.00 %
SOUTH-03	29.51	6.82 %
TRICHY-01	24.59	5.42 %
CHENNAI-02	23.05	5.72 %
WEST-01	20.42	6.67 %
WEST-02	19.33	5.72 %
NORTH ARCOT	12.91	6.12 %
SOUTH ARCOT	9.80	3.54 %
KL-SOUTH	3.21	8.17 %
Total	209.39	5.97 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	15.75	11.39 %
Wash-Mac	12.70	6.76 %
Air-Cond	7.15	3.49 %
Total	35.60	6.67 %

Branch *	MTD Sales L	Brand Share %
CH14	1.20	4.34 %
CH42	0.67	1.68 %
CH05	0.64	1.56 %
KNR1	0.39	3.75 %
AVD1	0.27	1.20 %
GUD2	0.03	0.28 %
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	35.60	6.67 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	15.55	9.41 %
Wash-Mac	9.15	4.80 %
Air-Cond	6.03	3.79 %
D-Freez	0.24	14.11 %
Total	30.97	6.00 %

Branch *	MTD Sales L	Brand Share %
KVT1	1.70	5.33 %
MAR1	0.73	4.57 %
UDN1	0.59	5.62 %
PDI1	0.48	5.62 %
TUT2	0.39	1.50 %
ERL2	0.38	5.16 %
TVL1	0.16	0.32 %
SNL1	0.14	1.53 %
TKS1	0.13	0.92 %
VNR1	0.13	1.45 %
KGL1	0.12	2.16 %
APK1	0.12	1.00 %
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	-2.32 %
Total	30.97	6.00 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	14.96	10.42 %
Wash-Mac	11.42	6.66 %
Air-Cond	3.13	2.68 %
Total	29.51	6.82 %

Branch *	MTD Sales L	Brand Share %
MDU2	1.76	5.26 %
MDU6	1.59	5.93 %
DGL1	1.33	4.54 %
DGL2	0.53	5.82 %
PVI1	0.22	2.70 %
BNR1	0.14	2.54 %
TPT1	0.12	1.11 %
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	29.51	6.82 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	13.32	10.21 %
Wash-Mac	8.24	6.11 %
Air-Cond	3.03	1.62 %
Total	24.59	5.42 %

Branch *	MTD Sales L	Brand Share %
TRY1	3.15	4.12 %
TNJ1	1.22	3.91 %
TVR2	1.10	4.08 %
TNJ2	0.98	4.63 %
TRY4	0.66	5.67 %
MVM1	0.59	2.43 %
JKM1	0.41	4.83 %
NGT1	0.39	2.89 %
PBR1	0.28	3.49 %
KIK1	0.22	1.82 %
TTP1	0.14	1.68 %
MSI1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	24.59	5.42 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	11.42	10.48 %
Wash-Mac	8.49	5.77 %
Air-Cond	2.92	2.01 %
D-Freez	0.23	20.38 %
Total	23.05	5.72 %

Branch *	MTD Sales L	Brand Share %
CH15	2.68	4.92 %
CH17	1.05	5.42 %
CH34	0.86	4.71 %
CH12	0.76	3.16 %
MJR1	0.50	2.81 %
CH46	0.42	5.19 %
CH36	0.40	5.52 %
CH20	0.21	1.02 %
CH27	0.15	2.85 %
CH41	0.14	0.81 %
CH31		0.00 %
CH32		0.00 %
GPD1		0.00 %
MC06		0.00 %
UKI1		0.00 %
PON1	-0.32	-5.32 %
Total	23.05	5.72 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	9.96	7.03 %
Fridge	8.72	7.85 %
Air-Cond	1.74	3.40 %
Total	20.42	6.67 %

Branch *	MTD Sales L	Brand Share %
TPR2	0.77	5.93 %
CBE6	0.69	4.68 %
PLI1	0.66	4.38 %
UMP1	0.50	4.30 %
GBM1	0.38	5.06 %
CBE1	0.27	2.68 %
KMD1	0.24	2.98 %
TPR4	0.11	2.18 %
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	20.42	6.67 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	8.84	7.08 %
Wash-Mac	8.45	5.37 %
Air-Cond	2.04	3.82 %
Total	19.33	5.72 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.45	4.21 %
SLM3	0.94	5.49 %
OML1	0.64	5.80 %
ERD2	0.62	2.01 %
KRI1	0.29	3.62 %
ATU1	0.27	1.80 %
TRM1	0.25	3.45 %
TCG1	0.24	3.09 %
KVP1	0.21	2.94 %
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 %
MTR1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
SGG1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	19.33	5.72 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	6.77	9.55 %
Wash-Mac	5.18	6.18 %
Air-Cond	0.51	0.96 %
D-Freez	0.45	16.35 %
Total	12.91	6.12 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.13	5.35 %
SBR1	0.48	3.01 %
TRT1	0.26	3.42 %
KPM1	0.24	2.15 %
WJP1	0.24	4.78 %
CYR1	0.15	2.15 %
AKM1	0.14	1.15 %
GDM1	0.11	2.04 %
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	12.91	6.12 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	4.51	5.63 %
Wash-Mac	3.06	3.36 %
Air-Cond	2.22	2.13 %
Total	9.80	3.54 %

Branch *	MTD Sales L	Brand Share %
POY2	1.20	3.34 %
KKI2	0.90	5.56 %
CUD1	0.85	3.31 %
NVL2	0.58	3.39 %
PRT1	0.51	3.97 %
ULP1	0.50	4.32 %
KML1	0.48	3.37 %
MKM1	0.16	4.04 %
CDM1	0.14	0.76 %
KLM1		0.00 %
POY1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VPM1	-0.21	-10.15 %
Total	9.80	3.54 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.26	10.57 %
Wash-Mac	1.10	9.28 %
Fridge	0.85	6.05 %
Total	3.21	8.17 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.24	4.30 %
Total	3.21	8.17 %