

MTD Sales
204.84 L

Brand Share %
5.68 %

Information:

MTD : 01-09-2025 To 14-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.68 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	98.71	8.39 %
Wash-Mac	67.66	6.43 %
Air-Cond	37.10	2.74 %
D-Freez	1.37	5.47 %
Total	204.84	5.68 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	32.37	5.64 %
SOUTH-01	32.27	4.84 %
SOUTH-03	27.66	6.21 %
TRICHY-01	22.49	5.26 %
WEST-02	18.96	6.40 %
CHENNAI-02	18.87	4.63 %
WEST-01	18.50	7.43 %
SOUTH ARCOT	17.22	6.86 %
NORTH ARCOT	14.81	7.09 %
KL-SOUTH	1.70	2.14 %
Total	204.84	5.68 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	14.69	10.26 %
Wash-Mac	10.38	6.52 %
Air-Cond	6.61	2.47 %
D-Freez	0.68	21.08 %
Total	32.37	5.64 %

Branch *	MTD Sales L	Brand Share %
CH07	1.36	4.99 %
CH14	1.09	2.60 %
CH05	1.02	2.68 %
AVD1	0.64	3.19 %
CH30	0.60	2.86 %
CH39	0.40	3.18 %
CH38	0.36	3.18 %
CH35	0.23	2.28 %
CGL1	0.14	1.28 %
CH19		0.00 %
CH26		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	32.37	5.64 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	14.85	7.30 %
Air-Cond	8.77	3.05 %
Wash-Mac	8.43	4.98 %
D-Freez	0.22	3.07 %
Total	32.27	4.84 %

Branch *	MTD Sales L	Brand Share %
RPM1	2.94	5.55 %
TUT1	2.54	2.76 %
TUT2	1.50	3.93 %
VNR2	0.89	4.10 %
ERL2	0.77	5.58 %
MAR1	0.75	3.20 %
TKS2	0.61	3.18 %
TVL1	0.61	1.89 %
NGR1	0.56	1.68 %
TKS1	0.43	2.70 %
APK2	0.38	3.69 %
VNR1	0.30	3.15 %
TYI1	0.27	1.95 %
VLY1	0.25	1.32 %
ARM1	0.24	3.53 %
KYR1	0.17	2.16 %
PKD1	0.16	0.92 %
KGL1	0.13	2.73 %
APK1		0.00 %
MMT1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
TVL2		0.00 %
Total	32.27	4.84 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	15.52	9.05 %
Wash-Mac	8.07	6.06 %
Air-Cond	4.06	2.94 %
Total	27.66	6.21 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.89	5.32 %
MDU2	1.49	4.38 %
MDU6	0.67	2.93 %
MNM1	0.61	4.96 %
KRR1	0.35	4.90 %
KKD2	0.25	2.62 %
DKI1	0.23	2.71 %
BNR1	0.19	2.89 %
MLR1	0.13	1.51 %
KYK1	0.12	1.11 %
USL1	0.11	1.32 %
DGL2	0.09	1.50 %
BTU1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
Total	27.66	6.21 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	11.27	8.23 %
Wash-Mac	6.44	6.41 %
Air-Cond	4.77	2.54 %
Total	22.49	5.26 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.02	2.06 %
TNJ1	1.35	5.66 %
TVR2	0.99	3.95 %
PTK1	0.79	3.76 %
NGT1	0.52	3.08 %
PBR1	0.38	5.28 %
TTP1	0.33	5.66 %
NMM1	0.32	5.10 %
TRY2	0.24	2.40 %
MSI1	0.19	2.91 %
TRY3	0.15	1.37 %
KIK1		0.00 %
ORU1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	22.49	5.26 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	10.97	9.27 %
Wash-Mac	5.90	4.76 %
Air-Cond	2.09	3.96 %
Total	18.96	6.40 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.59	3.25 %
TRM1	0.41	2.02 %
TCG1	0.38	5.62 %
SLM2	0.37	3.78 %
ERD1	0.19	1.20 %
BMD1	0.13	2.79 %
CMI1	0.13	5.37 %
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	18.96	6.40 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	8.48	7.66 %
Fridge	6.94	6.83 %
Air-Cond	2.99	1.55 %
D-Freez	0.46	22.18 %
Total	18.87	4.63 %

Branch *	MTD Sales L	Brand Share %
CH03	2.06	5.09 %
CH15	1.61	3.53 %
CH21	1.09	3.99 %
CH33	0.95	5.06 %
CH34	0.77	4.34 %
MJR1	0.47	2.53 %
CH09	0.44	3.33 %
CH12	0.33	1.30 %
CH46	0.27	3.06 %
CH31	0.26	4.73 %
UKI1	0.23	3.00 %
CH41	0.14	0.87 %
CH20	0.12	0.59 %
CH01		0.00 %
CH06		0.00 %
CH27		0.00 %
CH32		0.00 %
GPD1		0.00 %
MC06		0.00 %
Total	18.87	4.63 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	8.15	8.29 %
Wash-Mac	7.24	7.16 %
Air-Cond	3.11	6.47 %
Total	18.50	7.43 %

Branch *	MTD Sales L	Brand Share %
TPR2	0.39	4.31 %
CBE5	0.37	3.22 %
UAM1	0.36	5.60 %
CBE1	0.35	4.55 %
PLI1	0.23	2.26 %
CNR1	0.13	3.33 %
AVI1	0.02	0.43 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SUL1		0.00 %
UMP1		0.00 %
WZSD		0.00 %
Total	18.50	7.43 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	8.24	9.47 %
Wash-Mac	6.37	9.27 %
Air-Cond	2.60	2.85 %
Total	17.22	6.86 %

Branch *	MTD Sales L	Brand Share %
KLM1	0.92	4.88 %
CDM1	0.75	4.56 %
TRK1	0.50	3.84 %
VCM1	0.41	4.78 %
NVL2	0.27	1.68 %
TVM2	0.12	4.93 %
POY2		0.00 %
Total	17.22	6.86 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	7.21	9.65 %
Wash-Mac	5.51	8.70 %
Air-Cond	2.09	3.00 %
Total	14.81	7.09 %

Branch *	MTD Sales L	Brand Share %
AKM1	0.39	4.86 %
TRL1	0.28	1.38 %
GDM1	0.27	4.32 %
CYR1	0.27	4.14 %
SBR1	0.15	0.66 %
VEL1	0.14	1.24 %
PTU1	0.11	2.97 %
KPM1		0.03 %
ABR1		0.00 %
CPT1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
Total	14.81	7.09 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	0.87	2.10 %
Wash-Mac	0.83	3.73 %
Total	1.70	2.14 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.96	1.98 %
PAS1	0.47	2.61 %
KLR1	0.28	2.12 %
Total	1.70	2.14 %