

MTD Sales
223.27 L

Brand Share %
6.07 %

Information:

MTD : 01-11-2025 To 14-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **6.07 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	106.58	9.37 %
Wash-Mac	80.89	5.86 %
Air-Cond	34.69	3.03 %
D-Freez	1.11	6.35 %
Total	223.27	6.07 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	41.56	7.48 %
SOUTH-01	31.22	5.84 %
SOUTH-03	30.14	6.65 %
TRICHY-01	25.76	5.30 %
CHENNAI-02	24.01	5.64 %
WEST-01	22.07	6.86 %
WEST-02	21.49	6.03 %
NORTH ARCOT	13.27	6.05 %
SOUTH ARCOT	10.31	3.63 %
KL-SOUTH	3.43	8.14 %
Total	223.27	6.07 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	17.74	12.28 %
Wash-Mac	13.50	6.93 %
Air-Cond	10.32	4.84 %
Total	41.56	7.48 %

Branch *	MTD Sales L	Brand Share %
CH14	1.47	5.32 %
CH07	1.41	5.81 %
CH42	0.67	1.64 %
CH05	0.64	1.47 %
CH35	0.54	6.03 %
KNR1	0.39	3.48 %
AVD1	0.27	1.19 %
MRM1	0.21	1.79 %
GUD2	0.03	0.28 %
CH19		0.00 %
CH26		0.00 %
CH29		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC09		0.00 %
WHC3		0.00 %
WCHN	-0.37	3.51 %
Total	41.56	7.48 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	15.69	9.21 %
Wash-Mac	9.27	4.72 %
Air-Cond	6.03	3.63 %
D-Freez	0.24	13.10 %
Total	31.22	5.84 %

Branch *	MTD Sales L	Brand Share %
KVT1	1.70	5.18 %
PKD1	0.88	5.97 %
MAR1	0.73	3.94 %
UDN1	0.59	5.63 %
PDI1	0.48	5.43 %
TUT2	0.39	1.47 %
ERL2	0.38	5.03 %
TVL1	0.16	0.32 %
SNL1	0.14	1.49 %
TKS1	0.13	0.85 %
VNR1	0.13	1.35 %
KGL1	0.12	2.16 %
APK1	0.12	0.99 %
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	31.22	5.84 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	15.09	10.13 %
Wash-Mac	11.42	6.29 %
Air-Cond	3.63	2.98 %
Total	30.14	6.65 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.27	5.91 %
MDU2	1.76	5.10 %
MDU6	1.59	5.70 %
DGL1	1.33	4.35 %
DGL2	0.53	5.76 %
TPT1	0.34	2.88 %
PVI1	0.22	2.53 %
BNR1	0.14	2.35 %
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	30.14	6.65 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	13.91	9.80 %
Wash-Mac	8.54	5.95 %
Air-Cond	3.31	1.66 %
Total	25.76	5.30 %

Branch *	MTD Sales L	Brand Share %
TRY1	3.57	4.33 %
TNJ1	1.22	3.79 %
TVR2	1.10	4.04 %
TNJ2	0.98	4.45 %
TRY4	0.66	5.05 %
MVM1	0.59	2.13 %
NGT1	0.55	3.67 %
JKM1	0.41	4.37 %
PBR1	0.28	3.38 %
KIK1	0.22	1.60 %
TTP1	0.14	1.42 %
TVR1	0.13	1.21 %
MSI1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TZSD		0.00 %
Total	25.76	5.30 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	11.69	10.35 %
Wash-Mac	9.18	5.93 %
Air-Cond	2.92	1.86 %
D-Freez	0.23	20.38 %
Total	24.01	5.64 %

Branch *	MTD Sales L	Brand Share %
CH15	2.68	4.55 %
CH24	1.68	5.93 %
CH34	0.86	4.48 %
CH12	0.76	2.92 %
CH23	0.64	5.99 %
MJR1	0.50	2.64 %
CH46	0.42	4.96 %
CH36	0.40	5.52 %
CH20	0.21	1.00 %
CH27	0.15	2.75 %
CH41	0.14	0.78 %
CH31		0.00 %
CH32		0.00 %
GPD1		0.00 %
MC06		0.00 %
UKI1		0.00 %
PON1	-0.32	-4.66 %
Total	24.01	5.64 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	10.25	6.93 %
Fridge	9.60	8.27 %
Air-Cond	2.22	4.02 %
Total	22.07	6.86 %

Branch *	MTD Sales L	Brand Share %
TPR2	0.77	5.46 %
CBE6	0.69	4.36 %
PLI1	0.66	4.13 %
UMP1	0.50	4.35 %
GBM1	0.38	4.93 %
CBE1	0.27	2.65 %
KMD1	0.24	2.92 %
KGI1	0.13	3.07 %
TPR4	0.11	2.18 %
ANR1		0.00 %
CBE3		0.00 %
CBE5		0.00 %
CNR1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SYM2		0.00 %
WZSD		0.00 %
Total	22.07	6.86 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	10.23	7.85 %
Wash-Mac	9.03	5.44 %
Air-Cond	2.04	3.56 %
D-Freez	0.19	7.08 %
Total	21.49	6.03 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.45	4.29 %
OML1	0.64	6.01 %
ERD2	0.62	1.93 %
TCG1	0.44	5.06 %
ATU1	0.40	2.60 %
KRI1	0.29	3.29 %
TRM1	0.25	3.36 %
KVP1	0.21	2.89 %
PLC1	0.19	2.95 %
EDP1	0.12	2.56 %
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	21.49	6.03 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	6.77	9.25 %
Wash-Mac	5.55	6.26 %
Air-Cond	0.51	0.94 %
D-Freez	0.45	16.35 %
Total	13.27	6.05 %

Branch *	MTD Sales L	Brand Share %
SBR1	0.48	2.71 %
TRT1	0.26	3.32 %
KPM1	0.24	2.09 %
WJP1	0.24	4.78 %
CYR1	0.15	2.15 %
AKM1	0.14	1.08 %
PTU1	0.14	3.73 %
GDM1	0.11	2.00 %
ABR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
PLR1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VSI1		0.00 %
WHVL		0.00 %
Total	13.27	6.05 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	5.02	6.03 %
Wash-Mac	3.06	3.26 %
Air-Cond	2.22	2.10 %
Total	10.31	3.63 %

Branch *	MTD Sales L	Brand Share %
POY2	1.20	3.30 %
KKI2	0.90	5.42 %
CUD1	0.85	3.27 %
NVL2	0.58	3.22 %
PRT1	0.51	3.70 %
KML1	0.48	3.37 %
MKM1	0.16	4.04 %
CDM1	0.14	0.75 %
KLM1		0.00 %
POY1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VPM1	-0.21	-10.15 %
Total	10.31	3.63 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.48	11.97 %
Wash-Mac	1.10	8.68 %
Fridge	0.85	5.42 %
Total	3.43	8.14 %

Branch *	MTD Sales L	Brand Share %
Total	3.43	8.14 %