

MTD Sales
339.65 L

Brand Share %
5.68 %

Information:

MTD : 01-10-2025 To 15-10-2025

* 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	177.63	9.03 %
Wash-Mac	112.14	5.90 %
Air-Cond	48.29	2.32 %
D-Freez	1.59	5.40 %
Total	339.65	5.68 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	52.22	4.97 %
CHENNAI-01	46.89	5.74 %
SOUTH-03	42.87	5.00 %
WEST-01	40.97	8.22 %
WEST-02	40.21	6.38 %
TRICHY-01	37.13	5.09 %
CHENNAI-02	30.01	4.98 %
SOUTH ARCOT	25.64	6.12 %
NORTH ARCOT	19.00	5.83 %
KL-SOUTH	4.69	9.86 %
Total	339.65	5.68 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	28.26	8.83 %
Wash-Mac	13.09	4.28 %
Air-Cond	10.19	2.43 %
D-Freez	0.68	11.29 %
Total	52.22	4.97 %

Branch *	MTD Sales L	Brand Share %
TUT1	6.60	4.67 %
KVT1	2.68	5.08 %
VNR2	1.67	4.15 %
TUT2	1.61	3.34 %
APK2	1.00	5.26 %
NGR1	0.98	1.50 %
TVL1	0.87	0.96 %
TKS1	0.77	2.10 %
ARM1	0.70	4.18 %
APK1	0.59	3.72 %
UDN1	0.38	2.10 %
SDI1	0.27	1.86 %
PKD1	0.27	0.64 %
ERL2	0.23	1.31 %
VLY1	0.15	0.78 %
VNR1	0.12	0.78 %
MMT1		0.00 %
S2SD		0.00 %
TVL2		0.00 %
Total	52.22	4.97 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	21.69	9.62 %
Wash-Mac	14.90	6.64 %
Air-Cond	10.06	2.76 %
D-Freez	0.24	6.94 %
Total	46.89	5.74 %

Branch *	MTD Sales L	Brand Share %
CH08	3.34	5.49 %
CH14	2.52	4.71 %
CH05	2.45	5.25 %
CH42	1.80	3.55 %
CH22	1.48	5.34 %
CH07	1.40	3.88 %
CH45	1.32	5.62 %
CH38	0.81	4.87 %
CH39	0.77	4.89 %
CH30	0.63	1.99 %
MRM1	0.26	1.30 %
CH19	0.20	0.35 %
CH29	0.13	2.83 %
AVD1	0.12	0.29 %
CH26		0.00 %
CH35		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	46.89	5.74 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	22.36	7.10 %
Wash-Mac	17.91	6.23 %
Air-Cond	2.61	1.04 %
Total	42.87	5.00 %

Branch *	MTD Sales L	Brand Share %
MDU1	4.15	5.55 %
DGL1	3.72	4.53 %
MDU2	3.00	4.33 %
MDU6	2.63	4.03 %
ATG1	1.52	5.36 %
TEN1	1.30	5.50 %
TEN2	1.03	4.77 %
MPA1	0.94	4.11 %
DGL2	0.72	3.95 %
MNM1	0.65	5.46 %
TDI1	0.48	4.90 %
TPT1	0.38	2.48 %
KKD3	0.38	0.88 %
PKM1	0.36	5.02 %
KYK1	0.14	1.54 %
DKI1	0.14	0.59 %
MLR1	0.11	0.80 %
KKD2		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PNV1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
BTU1	-0.16	-1.57 %
Total	42.87	5.00 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	21.49	11.40 %
Wash-Mac	14.51	7.01 %
Air-Cond	4.75	4.73 %
D-Freez	0.22	10.14 %
Total	40.97	8.22 %

Branch *	MTD Sales L	Brand Share %
TPR3	1.08	4.81 %
KMD1	0.61	4.71 %
GBM1	0.53	3.57 %
PDM1	0.29	3.37 %
CBE3	0.24	3.51 %
KGI1	0.21	3.72 %
CNR1	0.12	2.30 %
ANR1		0.00 %
CBE5		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KGM1		0.00 %
PPI1		0.00 %
SYM2		0.00 %
WZSD		0.00 %
Total	40.97	8.22 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	23.94	9.54 %
Wash-Mac	14.26	5.37 %
Air-Cond	2.02	1.81 %
Total	40.21	6.38 %

Branch *	MTD Sales L	Brand Share %
HSR2	1.92	5.14 %
ERD2	1.18	2.68 %
TRM1	0.76	5.43 %
PLC1	0.64	4.87 %
KRI1	0.37	4.82 %
EDP1	0.24	3.77 %
ERD1	0.24	0.49 %
PMP1	0.23	2.29 %
SGG1	0.13	1.22 %
KMM1	0.10	0.94 %
BMD1		0.00 %
DPR2		0.00 %
HRR1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
PDR1		0.00 %
WZWH		0.00 %
Total	40.21	6.38 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	21.14	9.14 %
Wash-Mac	8.77	4.50 %
Air-Cond	7.23	2.41 %
Total	37.13	5.09 %

Branch *	MTD Sales L	Brand Share %
TRY1	5.05	4.21 %
TNJ1	2.10	4.03 %
PTK1	1.52	5.19 %
TVR2	1.37	4.11 %
MVM1	1.07	2.73 %
TNJ2	0.95	2.97 %
TRY3	0.61	1.76 %
TRY4	0.60	1.90 %
AYR1	0.59	3.44 %
MSI1	0.41	3.17 %
PBR1	0.25	1.45 %
TVR1	0.13	1.10 %
KIK1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TZSD		0.00 %
Total	37.13	5.09 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	13.55	7.73 %
Fridge	13.10	7.68 %
Air-Cond	3.36	1.32 %
Total	30.01	4.98 %

Branch *	MTD Sales L	Brand Share %
CH15	3.48	4.29 %
CH03	3.05	4.62 %
CH33	1.18	4.78 %
CH44	1.07	5.35 %
MJR1	1.06	5.67 %
CH09	0.90	3.85 %
CH32	0.14	3.37 %
CH01		0.00 %
CH12		0.00 %
CH20		0.00 %
CH27		0.00 %
CH31		0.00 %
CH41		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC05		0.00 %
MC06		0.00 %
UKI1		0.00 %
PON1		0.00 %
Total	30.01	4.98 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	14.38	10.12 %
Wash-Mac	7.33	5.92 %
Air-Cond	3.93	2.61 %
Total	25.64	6.12 %

Branch *	MTD Sales L	Brand Share %
SJI2	1.70	5.61 %
CDM1	1.04	3.33 %
PRT1	0.69	5.64 %
VCM1	0.29	4.80 %
TVM1	0.12	1.57 %
KLM1		0.00 %
NVL2		0.00 %
POY2		0.00 %
SJI1		0.00 %
TVM2		0.00 %
VPM1		0.00 %
Total	25.64	6.12 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	10.08	9.41 %
Wash-Mac	6.07	5.55 %
Air-Cond	2.40	2.23 %
D-Freez	0.45	21.49 %
Total	19.00	5.83 %

Branch *	MTD Sales L	Brand Share %
AKM1	1.17	5.49 %
KPM2	1.03	4.95 %
TRT1	0.48	2.06 %
WJP1	0.22	1.68 %
SLG1	0.15	1.30 %
VEL1	0.13	0.65 %
CGM1	0.11	1.57 %
ABR1		0.00 %
CPT1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
Total	19.00	5.83 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	1.76	19.54 %
Air-Cond	1.74	8.26 %
Fridge	1.19	7.11 %
Total	4.69	9.86 %

Branch *	MTD Sales L	Brand Share %
Total	4.69	9.86 %