

MTD Sales
243.47 L

Brand Share %
5.94 %

Information:

MTD : 01-11-2025 To 15-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.94 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	114.64	9.12 %
Wash-Mac	88.44	5.78 %
Air-Cond	39.08	3.03 %
D-Freez	1.31	6.72 %
Total	243.47	5.94 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	45.44	7.29 %
SOUTH-03	33.95	6.59 %
SOUTH-01	33.72	5.57 %
TRICHY-01	27.89	5.39 %
CHENNAI-02	27.70	5.65 %
WEST-02	22.97	6.08 %
WEST-01	22.68	6.67 %
NORTH ARCOT	15.10	5.79 %
SOUTH ARCOT	10.35	3.19 %
KL-SOUTH	3.69	8.60 %
Total	243.47	5.94 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	18.60	11.55 %
Wash-Mac	15.27	6.98 %
Air-Cond	11.58	4.81 %
Total	45.44	7.29 %

Branch *	MTD Sales L	Brand Share %
CH14	1.47	5.10 %
CH07	1.41	5.13 %
CH05	1.03	2.24 %
CH42	0.67	1.52 %
KNR1	0.55	4.84 %
CH35	0.54	5.12 %
AVD1	0.27	1.02 %
MRM1	0.21	1.53 %
GUD2	0.03	0.25 %
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	45.44	7.29 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	16.93	10.31 %
Wash-Mac	12.52	6.21 %
Air-Cond	4.50	3.02 %
Total	33.95	6.59 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.27	5.50 %
MDU2	1.97	5.26 %
DGL1	1.64	4.68 %
MDU6	1.59	5.49 %
DGL2	0.53	5.54 %
TPT1	0.34	2.68 %
BNR1	0.28	3.54 %
PVI1	0.22	2.34 %
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	33.95	6.59 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	17.22	9.08 %
Wash-Mac	9.47	4.24 %
Air-Cond	6.58	3.46 %
D-Freez	0.44	21.86 %
Total	33.72	5.57 %

Branch *	MTD Sales L	Brand Share %
TUT1	4.92	5.60 %
KVT1	1.99	5.70 %
MAR1	0.98	4.00 %
PKD1	0.88	5.59 %
UDN1	0.59	4.78 %
PDI1	0.48	5.43 %
TUT2	0.39	1.26 %
ERL2	0.38	4.84 %
APK1	0.33	2.55 %
TVL1	0.16	0.29 %
SNL1	0.14	1.33 %
TKS1	0.13	0.70 %
VNR1	0.13	1.25 %
KGL1	0.12	2.03 %
MMT1	0.11	1.06 %
SKD1	0.10	1.88 %
ARM1		0.00 %
COL1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
TVL2		0.00 %
TYI1		0.00 %
VLY1		0.00 %
WHTV		0.00 %
Total	33.72	5.57 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	14.23	9.43 %
Wash-Mac	9.32	6.01 %
Air-Cond	4.34	2.06 %
Total	27.89	5.39 %

Branch *	MTD Sales L	Brand Share %
TRY1	3.57	4.11 %
TNJ1	1.52	4.55 %
TVR2	1.42	4.87 %
TNJ2	0.98	4.27 %
MVM1	0.59	1.99 %
NGT1	0.55	3.37 %
JKM1	0.41	4.19 %
PBR1	0.28	3.21 %
KIK1	0.22	1.54 %
TTP1	0.14	1.36 %
TVR1	0.13	1.10 %
MSI1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TZSD		0.00 %
Total	27.89	5.39 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	13.50	10.37 %
Wash-Mac	10.83	6.26 %
Air-Cond	3.14	1.69 %
D-Freez	0.23	15.51 %
Total	27.70	5.65 %

Branch *	MTD Sales L	Brand Share %
CH15	3.32	4.52 %
CH24	1.68	5.39 %
CH12	1.19	3.60 %
CH34	0.86	4.30 %
CH23	0.64	5.24 %
MJR1	0.50	2.52 %
CH46	0.42	4.66 %
CH36	0.40	4.96 %
CH20	0.21	0.92 %
CH27	0.15	2.75 %
CH41	0.14	0.74 %
CH31		0.00 %
CH32		0.00 %
GPD1		0.00 %
MC06		0.00 %
UKI1		0.00 %
PON1	-0.32	-4.46 %
Total	27.70	5.65 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	10.88	7.84 %
Wash-Mac	9.39	5.34 %
Air-Cond	2.50	4.19 %
D-Freez	0.19	6.53 %
Total	22.97	6.08 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.45	3.97 %
SLM3	1.06	5.86 %
ERD2	0.62	1.89 %
OML1	0.51	4.52 %
TCG1	0.44	5.06 %
ATU1	0.40	2.52 %
KRI1	0.29	3.29 %
TRM1	0.25	3.30 %
KVP1	0.21	2.76 %
PLC1	0.19	2.72 %
EDP1	0.12	2.33 %
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	22.97	6.08 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	10.72	6.81 %
Fridge	9.74	7.93 %
Air-Cond	2.22	3.89 %
Total	22.68	6.67 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.80	4.67 %
TPR2	0.77	5.12 %
CBE6	0.69	4.28 %
UMP1	0.50	4.18 %
GBM1	0.38	4.97 %
CBE1	0.27	2.31 %
KMD1	0.24	2.92 %
KGI1	0.13	2.87 %
TPR4	0.11	2.09 %
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	22.68	6.67 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	7.43	8.45 %
Wash-Mac	6.71	6.50 %
Air-Cond	0.51	0.78 %
D-Freez	0.45	12.67 %
Total	15.10	5.79 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.35	5.01 %
SBR1	0.48	2.60 %
TRT1	0.38	4.64 %
VSI1	0.31	2.61 %
KPM1	0.24	1.68 %
WJP1	0.24	4.78 %
CYR1	0.15	2.15 %
AKM1	0.14	0.85 %
PTU1	0.14	3.29 %
GDM1	0.11	1.73 %
ABR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
PLR1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
WHVL		0.00 %
Total	15.10	5.79 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	5.02	5.23 %
Wash-Mac	3.10	2.88 %
Air-Cond	2.22	1.87 %
Total	10.35	3.19 %

Branch *	MTD Sales L	Brand Share %
POY2	1.33	2.98 %
CUD1	1.00	3.55 %
KKI2	0.90	5.05 %
ULP1	0.86	5.52 %
TRK1	0.60	5.64 %
NVL2	0.58	2.83 %
SJI2	0.53	4.58 %
PRT1	0.51	3.29 %
KML1	0.48	3.21 %
MKM1	0.16	3.62 %
CDM1	0.14	0.65 %
KLM1		0.00 %
POY1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VPM1	-0.21	-9.51 %
Total	10.35	3.19 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.48	12.04 %
Fridge	1.10	6.93 %
Wash-Mac	1.10	8.40 %
Total	3.69	8.60 %

Branch *	MTD Sales L	Brand Share %
Total	3.69	8.60 %