

MTD Sales
262.44 L

Brand Share %
5.99 %

Information:

MTD : 01-11-2025 To 16-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.99 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	123.54	9.14 %
Wash-Mac	97.04	5.88 %
Air-Cond	40.55	2.98 %
D-Freez	1.31	6.32 %
Total	262.44	5.99 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	48.74	7.19 %
SOUTH-01	36.13	5.63 %
SOUTH-03	36.09	6.60 %
CHENNAI-02	30.14	5.62 %
TRICHY-01	28.89	5.33 %
WEST-02	25.82	6.38 %
WEST-01	25.25	6.83 %
NORTH ARCOT	16.45	5.92 %
SOUTH ARCOT	11.02	3.24 %
KL-SOUTH	3.91	8.59 %
Total	262.44	5.99 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	20.51	11.51 %
Wash-Mac	16.38	6.86 %
Air-Cond	11.85	4.60 %
Total	48.74	7.19 %

Branch *	MTD Sales L	Brand Share %
CH07	1.59	5.06 %
CH14	1.47	4.71 %
CH05	1.24	2.40 %
CH42	0.67	1.42 %
KNR1	0.55	4.67 %
CH35	0.54	4.60 %
AVD1	0.27	0.94 %
MRM1	0.21	1.28 %
GUD2	0.03	0.24 %
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	48.74	7.19 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	18.57	9.13 %
Wash-Mac	10.30	4.30 %
Air-Cond	6.82	3.48 %
D-Freez	0.44	17.71 %
Total	36.13	5.63 %

Branch *	MTD Sales L	Brand Share %
TUT1	4.92	5.32 %
KVT1	2.12	5.73 %
MAR1	0.98	3.94 %
PKD1	0.88	5.41 %
UDN1	0.73	5.62 %
TUT2	0.52	1.52 %
APK1	0.47	3.47 %
ERL2	0.38	4.54 %
TVL1	0.34	0.59 %
SKD1	0.22	3.39 %
SNL1	0.14	1.19 %
TKS1	0.13	0.68 %
VNR1	0.13	1.25 %
KGL1	0.12	2.03 %
MMT1	0.11	1.02 %
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	36.13	5.63 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	17.76	10.17 %
Wash-Mac	13.82	6.41 %
Air-Cond	4.50	2.89 %
Total	36.09	6.60 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.54	5.62 %
DGL1	2.05	5.28 %
MDU2	1.97	5.06 %
MDU6	1.70	5.52 %
DGL2	0.53	5.25 %
TPT1	0.34	2.66 %
BNR1	0.28	3.54 %
PVI1	0.22	2.26 %
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	36.09	6.60 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	14.60	10.21 %
Wash-Mac	11.89	6.29 %
Air-Cond	3.42	1.68 %
D-Freez	0.23	15.51 %
Total	30.14	5.62 %

Branch *	MTD Sales L	Brand Share %
CH15	3.32	4.36 %
CH24	1.68	5.03 %
CH12	1.38	3.77 %
CH34	0.86	3.97 %
MJR1	0.62	2.87 %
CH46	0.42	4.26 %
CH20	0.40	1.52 %
CH27	0.15	2.40 %
CH41	0.14	0.70 %
CH31		0.00 %
CH32		0.00 %
GPD1		0.00 %
MC06		0.00 %
UKI1		0.00 %
PON1	-0.32	-4.46 %
Total	30.14	5.62 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	14.79	9.39 %
Wash-Mac	9.77	5.95 %
Air-Cond	4.34	1.98 %
Total	28.89	5.33 %

Branch *	MTD Sales L	Brand Share %
TRY1	3.57	3.92 %
TVR2	1.85	5.86 %
TNJ1	1.66	4.80 %
PTK1	1.09	5.89 %
TNJ2	0.98	4.07 %
MVM1	0.59	1.95 %
NGT1	0.55	3.20 %
JKM1	0.41	3.95 %
PBR1	0.28	3.00 %
KIK1	0.22	1.51 %
TTP1	0.14	1.34 %
TVR1	0.13	1.06 %
MSI1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TZSD		0.00 %
Total	28.89	5.33 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	12.03	8.12 %
Wash-Mac	10.87	5.66 %
Air-Cond	2.74	4.42 %
D-Freez	0.19	6.53 %
Total	25.82	6.38 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.68	4.38 %
SLM3	1.18	5.93 %
ERD2	0.62	1.80 %
TCG1	0.44	4.49 %
ATU1	0.40	2.50 %
PLC1	0.34	4.64 %
KRI1	0.29	2.96 %
KVP1	0.21	2.42 %
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	25.82	6.38 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	12.06	6.97 %
Fridge	10.98	8.12 %
Air-Cond	2.22	3.76 %
Total	25.25	6.83 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.94	5.27 %
TPR2	0.89	5.15 %
CBE6	0.69	3.94 %
UMP1	0.50	4.11 %
GBM1	0.38	4.83 %
CBE1	0.27	2.13 %
KMD1	0.24	2.37 %
CBE5	0.19	3.94 %
KGI1	0.13	2.10 %
TPR4	0.11	1.81 %
ANR1		0.00 %
CBE3		0.00 %
CNR1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SYM2		0.00 %
WZSD		0.00 %
Total	25.25	6.83 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	8.18	8.55 %
Wash-Mac	7.31	6.68 %
Air-Cond	0.51	0.74 %
D-Freez	0.45	12.67 %
Total	16.45	5.92 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.53	5.44 %
TRT1	0.49	5.50 %
SBR1	0.48	2.51 %
AKM1	0.40	2.35 %
VSI1	0.31	2.24 %
KPM1	0.24	1.60 %
WJP1	0.24	4.63 %
CYR1	0.15	1.82 %
PTU1	0.14	3.05 %
GDM1	0.11	1.46 %
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	16.45	5.92 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	5.01	5.02 %
Wash-Mac	3.56	3.12 %
Air-Cond	2.45	1.95 %
Total	11.02	3.24 %

Branch *	MTD Sales L	Brand Share %
POY2	1.33	2.86 %
KKI2	1.04	5.69 %
CUD1	1.03	3.51 %
ULP1	0.86	5.40 %
NVL2	0.58	2.72 %
SJI2	0.53	4.50 %
PRT1	0.51	3.22 %
KML1	0.48	3.10 %
MKM1	0.16	3.50 %
CDM1	0.14	0.63 %
KLM1		0.00 %
POY1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VPM1	-0.21	-8.49 %
Total	11.02	3.24 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.70	12.67 %
Fridge	1.10	6.64 %
Wash-Mac	1.10	7.96 %
Total	3.91	8.59 %

Branch *	MTD Sales L	Brand Share %
Total	3.91	8.59 %