

MTD Sales
232.34 L

Brand Share %
5.77 %

Information:

MTD : 01-09-2025 To 17-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.77 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	109.08	8.25 %
Wash-Mac	77.57	6.53 %
Air-Cond	44.32	2.98 %
D-Freez	1.37	4.50 %
Total	232.34	5.77 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	36.93	5.66 %
SOUTH-01	36.39	4.96 %
SOUTH-03	30.90	6.34 %
TRICHY-01	25.89	5.35 %
CHENNAI-02	21.90	4.82 %
WEST-01	21.67	7.68 %
WEST-02	21.17	6.26 %
SOUTH ARCOT	19.07	6.91 %
NORTH ARCOT	16.49	7.02 %
KL-SOUTH	1.91	2.22 %
Total	232.34	5.77 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	16.46	9.25 %
Wash-Mac	11.66	6.50 %
Air-Cond	8.13	2.80 %
D-Freez	0.68	16.88 %
Total	36.93	5.66 %

Branch *	MTD Sales L	Brand Share %
CH08	2.41	5.53 %
CH07	1.54	5.06 %
CH14	1.28	2.85 %
CH05	1.04	2.47 %
CH30	0.70	3.10 %
AVD1	0.64	2.89 %
CH39	0.40	2.64 %
CH38	0.36	2.79 %
CH35	0.23	2.06 %
CGL1	0.14	1.19 %
CH19		0.00 %
CH26		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	36.93	5.66 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	16.32	7.30 %
Wash-Mac	10.21	5.37 %
Air-Cond	9.63	3.08 %
D-Freez	0.22	2.66 %
Total	36.39	4.96 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.99	2.95 %
RPM1	2.94	5.28 %
TUT2	1.50	3.70 %
RND1	1.48	5.35 %
VNR2	1.00	4.31 %
TKS2	0.86	4.29 %
ERL2	0.77	5.13 %
MAR1	0.75	2.79 %
TKS1	0.62	3.52 %
TVL1	0.61	1.57 %
NGR1	0.56	1.46 %
VLY1	0.52	2.60 %
APK2	0.50	4.52 %
TYI1	0.40	2.54 %
VNR1	0.30	2.90 %
ARM1	0.24	3.53 %
COL1	0.23	5.37 %
KYR1	0.17	2.11 %
PKD1	0.16	0.84 %
KGL1	0.13	2.73 %
APK1		0.00 %
MMT1		0.00 %
SDI1		0.00 %
TVL2		0.00 %
Total	36.39	4.96 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	17.19	9.10 %
Wash-Mac	9.37	6.38 %
Air-Cond	4.34	2.91 %
Total	30.90	6.34 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.14	5.35 %
MDU2	2.11	5.69 %
PVI1	1.39	5.74 %
MDU6	0.67	2.71 %
MNM1	0.61	4.92 %
KRR1	0.35	4.48 %
DKI1	0.23	2.54 %
BNR1	0.19	2.40 %
MLR1	0.13	1.33 %
KYK1	0.12	1.00 %
DGL2	0.09	1.27 %
KKD2	0.07	0.64 %
BTU1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
TDI1		0.00 %
Total	30.90	6.34 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	12.89	8.35 %
Wash-Mac	7.77	6.77 %
Air-Cond	5.24	2.46 %
Total	25.89	5.35 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.92	2.67 %
TNJ1	1.57	5.64 %
MVM1	1.17	5.20 %
TVR2	1.11	3.85 %
NGT1	0.52	2.77 %
PBR1	0.38	4.88 %
TTP1	0.33	4.65 %
TRY2	0.24	1.92 %
MSI1	0.19	2.64 %
TZSD	0.15	3.27 %
TRY3	0.15	1.11 %
KIK1		0.00 %
ORU1		0.00 %
TVR1		0.00 %
Total	25.89	5.35 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	9.76	7.61 %
Fridge	7.39	6.47 %
Air-Cond	4.29	2.04 %
D-Freez	0.46	19.90 %
Total	21.90	4.82 %

Branch *	MTD Sales L	Brand Share %
CH03	2.06	4.44 %
CH21	1.68	5.70 %
CH15	1.63	3.21 %
CH33	0.83	5.13 %
CH34	0.77	4.11 %
MJR1	0.47	2.42 %
CH09	0.44	2.61 %
CH12	0.33	1.18 %
CH46	0.27	2.94 %
CH31	0.26	3.39 %
CH32	0.25	3.73 %
UKI1	0.23	2.55 %
CH41	0.14	0.80 %
CH20	0.12	0.53 %
CH01		0.00 %
CH06		0.00 %
CH27		0.00 %
GPD1		0.00 %
MC06		0.00 %
Total	21.90	4.82 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	8.68	8.00 %
Wash-Mac	8.61	7.52 %
Air-Cond	4.39	7.64 %
Total	21.67	7.68 %

Branch *	MTD Sales L	Brand Share %
TPR2	0.39	3.79 %
CBE5	0.37	3.10 %
AVI1	0.24	3.95 %
PLI1	0.23	2.01 %
CNR1	0.13	3.05 %
SUL1	0.13	1.46 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
UMP1		0.00 %
Total	21.67	7.68 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	12.00	9.02 %
Wash-Mac	6.85	4.84 %
Air-Cond	2.32	3.75 %
Total	21.17	6.26 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.59	2.85 %
SLM2	0.50	4.37 %
TRM1	0.41	1.84 %
TCG1	0.38	5.13 %
SGI1	0.38	4.66 %
PLC1	0.28	5.71 %
ERD1	0.19	1.12 %
BMD1	0.13	2.50 %
CMI1	0.13	4.15 %
HRR1	0.12	2.98 %
ERD2		0.00 %
KMM1		0.00 %
KRI1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
SGG1		0.00 %
Total	21.17	6.26 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	9.37	9.92 %
Wash-Mac	6.37	8.36 %
Air-Cond	3.33	3.29 %
Total	19.07	6.91 %

Branch *	MTD Sales L	Brand Share %
KLM1	0.92	4.31 %
CDM1	0.75	3.77 %
KML1	0.49	5.60 %
VCM1	0.41	4.34 %
NVL2	0.27	1.55 %
STP1	0.15	5.73 %
TVM2	0.12	4.38 %
POY2		0.00 %
WHNV		0.00 %
Total	19.07	6.91 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	7.99	9.50 %
Wash-Mac	6.14	8.43 %
Air-Cond	2.36	3.10 %
Total	16.49	7.02 %

Branch *	MTD Sales L	Brand Share %
AKM1	0.43	5.00 %
TRL1	0.28	1.20 %
GDM1	0.27	3.88 %
CYR1	0.27	3.79 %
SBR1	0.15	0.59 %
VEL1	0.14	1.02 %
PTU1	0.11	2.97 %
KPM1		0.02 %
ABR1		0.00 %
CPT1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
Total	16.49	7.02 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.83	3.47 %
Fridge	0.79	1.80 %
Air-Cond	0.28	1.66 %
Total	1.91	2.22 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.44	2.71 %
KLR1	0.28	1.98 %
PAS1	0.19	1.01 %
Total	1.91	2.22 %