

MTD Sales
272.13 L

Brand Share %
6.00 %

Information:

MTD : 01-11-2025 To 17-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **6.00 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	127.27	9.09 %
Wash-Mac	101.68	5.93 %
Air-Cond	41.65	2.97 %
D-Freez	1.53	7.02 %
Total	272.13	6.00 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	50.07	7.17 %
SOUTH-01	38.81	5.76 %
SOUTH-03	38.23	6.75 %
CHENNAI-02	30.96	5.63 %
TRICHY-01	28.78	5.16 %
WEST-02	26.64	6.30 %
WEST-01	25.80	6.74 %
NORTH ARCOT	17.57	6.09 %
SOUTH ARCOT	11.36	3.25 %
KL-SOUTH	3.91	8.14 %
Total	272.13	6.00 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	21.16	11.44 %
Wash-Mac	17.32	6.97 %
Air-Cond	11.59	4.44 %
Total	50.07	7.17 %

Branch *	MTD Sales L	Brand Share %
CH07	1.82	5.49 %
CH05	1.47	2.79 %
CH14	1.21	3.80 %
CH42	0.67	1.35 %
KNR1	0.55	4.67 %
CH35	0.54	4.55 %
AVD1	0.27	0.94 %
MRM1	0.21	1.25 %
GUD2	0.03	0.23 %
CH19		0.00 %
CH26		0.00 %
CH29		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC09		0.00 %
WHC3		0.00 %
WCHN	-0.37	3.31 %
Total	50.07	7.17 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	19.43	9.08 %
Wash-Mac	11.04	4.38 %
Air-Cond	7.68	3.75 %
D-Freez	0.66	21.93 %
Total	38.81	5.76 %

Branch *	MTD Sales L	Brand Share %
TUT1	5.03	5.21 %
KVT1	2.12	5.64 %
PKD1	1.01	5.85 %
MAR1	0.98	3.90 %
UDN1	0.73	5.57 %
TUT2	0.52	1.49 %
APK1	0.47	3.47 %
ERL2	0.38	4.26 %
TVL1	0.34	0.55 %
KGL1	0.31	5.24 %
ARM1	0.25	3.79 %
SKD1	0.22	3.30 %
SNL1	0.14	1.16 %
TKS1	0.13	0.64 %
VNR1	0.13	1.22 %
MMT1	0.11	0.93 %
COL1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
TVL2		0.00 %
TYI1		0.00 %
VLY1		0.00 %
WHTV		0.00 %
Total	38.81	5.76 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	18.69	10.30 %
Wash-Mac	15.03	6.71 %
Air-Cond	4.50	2.82 %
Total	38.23	6.75 %

Branch *	MTD Sales L	Brand Share %
MDU2	2.16	5.29 %
DGL1	2.05	5.19 %
MDU6	1.70	5.31 %
DGL2	0.53	5.08 %
TPT1	0.34	2.68 %
BNR1	0.28	3.48 %
PVI1	0.22	2.13 %
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	38.23	6.75 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	14.92	10.20 %
Wash-Mac	12.39	6.37 %
Air-Cond	3.42	1.65 %
D-Freez	0.23	15.51 %
Total	30.96	5.63 %

Branch *	MTD Sales L	Brand Share %
CH15	3.32	4.33 %
CH24	1.68	4.83 %
CH12	1.38	3.69 %
CH34	0.99	4.35 %
MJR1	0.62	2.93 %
CH46	0.42	3.93 %
CH20	0.40	1.52 %
CH27	0.15	2.36 %
CH41	0.14	0.68 %
CH01		0.00 %
CH31		0.00 %
CH32		0.00 %
GPD1		0.00 %
MC06		0.00 %
UKI1		0.00 %
PON1	-0.32	-4.14 %
Total	30.96	5.63 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	14.56	8.93 %
Wash-Mac	9.61	5.63 %
Air-Cond	4.62	2.07 %
Total	28.78	5.16 %

Branch *	MTD Sales L	Brand Share %
TRY1	3.57	3.75 %
TVR2	1.85	5.86 %
TNJ1	1.66	4.69 %
PTK1	1.09	5.66 %
TNJ2	0.98	3.95 %
TRY4	0.88	5.50 %
MVM1	0.59	1.90 %
NGT1	0.55	3.02 %
PBR1	0.28	2.89 %
KIK1	0.22	1.49 %
TTP1	0.14	1.27 %
TVR1	0.13	1.06 %
MSI1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TZSD		0.00 %
Total	28.78	5.16 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	12.61	8.35 %
Wash-Mac	11.10	5.58 %
Air-Cond	2.74	3.93 %
D-Freez	0.19	6.53 %
Total	26.64	6.30 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.84	4.72 %
ERD2	0.62	1.73 %
TCG1	0.57	5.59 %
ATU1	0.40	2.50 %
PLC1	0.34	4.54 %
KRI1	0.29	2.96 %
KVP1	0.21	2.38 %
EDP1	0.12	2.24 %
BMD1		0.00 %
DPR2		0.00 %
ERD1		0.00 %
HRR1		0.00 %
KMM1		0.00 %
MTR1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	26.64	6.30 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	12.76	7.06 %
Fridge	10.83	7.78 %
Air-Cond	2.22	3.65 %
Total	25.80	6.74 %

Branch *	MTD Sales L	Brand Share %
TPR2	0.89	5.00 %
PLI1	0.80	4.35 %
CBE6	0.69	3.81 %
UMP1	0.50	4.06 %
GBM1	0.38	4.36 %
CBE1	0.27	1.92 %
KMD1	0.24	2.29 %
CBE5	0.19	3.83 %
KGI1	0.13	1.92 %
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	25.80	6.74 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	8.82	8.87 %
Wash-Mac	7.78	6.84 %
Air-Cond	0.51	0.72 %
D-Freez	0.45	12.00 %
Total	17.57	6.09 %

Branch *	MTD Sales L	Brand Share %
AKM1	0.53	3.04 %
SBR1	0.48	2.49 %
TRT1	0.37	4.06 %
VSI1	0.31	2.09 %
CYR1	0.28	3.42 %
KPM1	0.24	1.54 %
WJP1	0.24	4.31 %
PTU1	0.14	3.05 %
PLR1	0.13	2.60 %
GDM1	0.11	1.41 %
ABR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
WHVL		0.00 %
Total	17.57	6.09 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	5.14	5.00 %
Wash-Mac	3.56	3.03 %
Air-Cond	2.67	2.07 %
Total	11.36	3.25 %

Branch *	MTD Sales L	Brand Share %
POY2	1.33	2.80 %
KKI2	1.04	5.41 %
CUD1	1.03	3.45 %
NVL2	0.58	2.65 %
SJI2	0.53	4.26 %
PRT1	0.51	3.22 %
KML1	0.48	3.08 %
MKM1	0.29	5.38 %
CDM1	0.14	0.63 %
KLM1		0.00 %
POY1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VPM1	-0.21	-7.72 %
Total	11.36	3.25 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.70	11.63 %
Fridge	1.10	6.31 %
Wash-Mac	1.10	7.68 %
Total	3.91	8.14 %

Branch *	MTD Sales L	Brand Share %
Total	3.91	8.14 %