

MTD Sales
237.39 L

Brand Share %
5.75 %

Information:

MTD : 01-09-2025 To 18-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.75 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	111.51	8.20 %
Wash-Mac	80.21	6.56 %
Air-Cond	44.31	2.92 %
D-Freez	1.37	4.26 %
Total	237.39	5.75 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	37.45	4.93 %
CHENNAI-01	37.27	5.65 %
SOUTH-03	31.66	6.33 %
TRICHY-01	26.75	5.33 %
WEST-01	22.82	7.78 %
CHENNAI-02	22.19	4.80 %
WEST-02	21.87	6.26 %
SOUTH ARCOT	19.05	6.83 %
NORTH ARCOT	16.41	6.87 %
KL-SOUTH	1.91	2.18 %
Total	237.39	5.75 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	16.76	7.22 %
Wash-Mac	10.58	5.36 %
Air-Cond	9.89	3.08 %
D-Freez	0.22	2.41 %
Total	37.45	4.93 %

Branch *	MTD Sales L	Brand Share %
RPM1	3.08	5.40 %
TUT1	2.99	2.89 %
TUT2	1.50	3.56 %
VNR2	1.00	4.27 %
TKS2	0.86	4.15 %
ERL2	0.77	4.89 %
MAR1	0.75	2.74 %
TKS1	0.62	3.46 %
TVL1	0.61	1.53 %
NGR1	0.56	1.42 %
TYI1	0.53	3.30 %
VLY1	0.52	2.44 %
APK2	0.50	4.28 %
VNR1	0.30	2.90 %
ARM1	0.24	3.44 %
COL1	0.23	5.37 %
KYR1	0.17	2.08 %
PKD1	0.16	0.80 %
KGL1	0.13	2.76 %
APK1		0.00 %
MMT1		0.00 %
SDI1		0.00 %
TVL2		0.00 %
Total	37.45	4.93 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	16.42	9.05 %
Wash-Mac	12.03	6.62 %
Air-Cond	8.13	2.78 %
D-Freez	0.68	16.88 %
Total	37.27	5.65 %

Branch *	MTD Sales L	Brand Share %
CH08	2.41	5.40 %
CH07	1.54	4.85 %
CH14	1.42	3.09 %
CH05	1.04	2.45 %
CH30	0.70	3.10 %
AVD1	0.64	2.87 %
CH39	0.40	2.64 %
CH35	0.23	2.05 %
CH38	0.18	1.43 %
CGL1	0.14	1.18 %
CH19		0.00 %
CH26		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	37.27	5.65 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	17.45	9.10 %
Wash-Mac	9.87	6.41 %
Air-Cond	4.34	2.88 %
Total	31.66	6.33 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.14	5.19 %
MDU2	2.11	5.69 %
PVI1	1.39	5.72 %
MPA1	0.87	5.48 %
MDU6	0.67	2.62 %
MNM1	0.61	4.92 %
USL1	0.56	5.73 %
KRR1	0.35	4.14 %
KYK1	0.25	2.13 %
DKI1	0.23	2.50 %
MLR1	0.13	1.33 %
DGL2	0.09	1.27 %
KKD2	0.07	0.64 %
BTU1		0.00 %
PKM1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
TDI1		0.00 %
ODM1	-0.19	-3.76 %
Total	31.66	6.33 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	13.63	8.48 %
Wash-Mac	7.88	6.64 %
Air-Cond	5.24	2.38 %
Total	26.75	5.33 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.92	2.53 %
MVM1	1.17	5.17 %
TVR2	1.11	3.79 %
NGT1	0.79	4.05 %
PBR1	0.38	4.80 %
TTP1	0.33	4.65 %
TRY2	0.24	1.78 %
MSI1	0.19	2.54 %
TZSD	0.15	3.27 %
TRY3	0.15	1.11 %
KIK1		0.00 %
ORU1		0.00 %
TVR1		0.00 %
Total	26.75	5.33 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	9.59	8.30 %
Wash-Mac	8.85	7.58 %
Air-Cond	4.39	7.41 %
Total	22.82	7.78 %

Branch *	MTD Sales L	Brand Share %
TPR2	0.39	3.79 %
CBE5	0.37	3.06 %
AVI1	0.24	3.69 %
PLI1	0.23	1.93 %
CNR1	0.13	3.05 %
SUL1	0.13	1.40 %
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	22.82	7.78 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	10.18	7.77 %
Fridge	7.25	6.29 %
Air-Cond	4.29	2.01 %
D-Freez	0.46	19.90 %
Total	22.19	4.80 %

Branch *	MTD Sales L	Brand Share %
CH03	2.06	4.38 %
CH15	1.76	3.26 %
CH21	1.53	5.19 %
CH33	0.95	5.62 %
CH34	0.77	4.11 %
CH09	0.44	2.67 %
MJR1	0.35	1.76 %
CH12	0.33	1.13 %
CH46	0.27	2.84 %
CH31	0.26	3.39 %
CH32	0.25	3.73 %
UKI1	0.23	2.81 %
CH41	0.14	0.83 %
CH06	0.13	0.54 %
CH20	0.12	0.53 %
CH01		0.00 %
CH27		0.00 %
GPD1		0.00 %
MC06		0.00 %
Total	22.19	4.80 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	12.28	8.94 %
Wash-Mac	7.27	5.00 %
Air-Cond	2.32	3.57 %
Total	21.87	6.26 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.72	3.37 %
SLM2	0.50	3.98 %
TRM1	0.41	1.82 %
TCG1	0.38	5.13 %
SGI1	0.38	4.45 %
PLC1	0.28	5.71 %
ERD1	0.19	1.11 %
BMD1	0.13	2.40 %
CMI1	0.13	3.82 %
HRR1	0.12	2.85 %
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	21.87	6.26 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	9.35	9.77 %
Wash-Mac	6.37	8.28 %
Air-Cond	3.33	3.27 %
Total	19.05	6.83 %

Branch *	MTD Sales L	Brand Share %
KLM1	0.92	4.27 %
CDM1	0.75	3.69 %
KML1	0.49	5.60 %
VCM1	0.41	4.34 %
NVL2	0.27	1.53 %
STP1	0.15	5.73 %
TVM2	0.12	3.98 %
POY2		0.00 %
WHNV		0.00 %
Total	19.05	6.83 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	7.99	9.34 %
Wash-Mac	6.33	8.49 %
Air-Cond	2.09	2.72 %
Total	16.41	6.87 %

Branch *	MTD Sales L	Brand Share %
AKM1	0.43	4.94 %
TRL1	0.28	1.18 %
GDM1	0.27	3.88 %
CYR1	0.27	3.79 %
SBR1	0.15	0.58 %
VEL1	0.14	0.99 %
PTU1	0.11	2.97 %
KPM1		0.02 %
ABR1		0.00 %
CPT1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
Total	16.41	6.87 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.83	3.27 %
Fridge	0.79	1.78 %
Air-Cond	0.28	1.69 %
Total	1.91	2.18 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.44	2.67 %
KLR1	0.28	2.00 %
PAS1	0.19	0.95 %
Total	1.91	2.18 %