

MTD Sales
301.88 L

Brand Share %
6.04 %

Information:

MTD : 01-11-2025 To 20-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **6.04 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	139.58	9.06 %
Wash-Mac	115.16	6.04 %
Air-Cond	45.39	2.98 %
D-Freez	1.75	7.25 %
Total	301.88	6.04 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	56.72	7.19 %
SOUTH-01	44.03	5.89 %
SOUTH-03	42.29	6.70 %
CHENNAI-02	34.25	5.68 %
WEST-01	29.35	6.95 %
WEST-02	29.16	6.32 %
TRICHY-01	29.15	4.87 %
NORTH ARCOT	19.00	6.08 %
SOUTH ARCOT	13.90	3.69 %
KL-SOUTH	4.02	7.52 %
Total	301.88	6.04 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	24.87	11.67 %
Wash-Mac	20.00	7.17 %
Air-Cond	11.85	4.05 %
Total	56.72	7.19 %

Branch *	MTD Sales L	Brand Share %
CH05	1.77	2.95 %
CH14	1.47	4.25 %
CH39	0.88	5.04 %
CH42	0.67	1.07 %
CH35	0.66	5.22 %
KNR1	0.55	4.63 %
AVD1	0.42	1.33 %
MRM1	0.15	0.83 %
GUD2	0.03	0.22 %
CH19		0.00 %
CH26		0.00 %
CH29		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC09		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.54	3.72 %
Total	56.72	7.19 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	22.20	9.32 %
Wash-Mac	12.37	4.34 %
Air-Cond	8.79	3.99 %
D-Freez	0.66	16.08 %
Total	44.03	5.89 %

Branch *	MTD Sales L	Brand Share %
TUT1	5.45	5.19 %
KVT1	2.12	5.13 %
TCN1	1.09	5.76 %
TUT2	1.05	2.81 %
MAR1	0.98	3.73 %
UDN1	0.73	4.83 %
APK1	0.47	3.19 %
TVL1	0.46	0.66 %
SKD1	0.43	5.65 %
KGL1	0.31	4.93 %
SNL1	0.27	1.88 %
ARM1	0.25	3.15 %
TKS1	0.13	0.59 %
VNR1	0.13	1.20 %
MMT1	0.11	0.84 %
COL1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
TVL2		0.00 %
TYI1		0.00 %
VLY1		0.00 %
WHTV		0.00 %
Total	44.03	5.89 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	19.41	9.56 %
Wash-Mac	17.33	6.86 %
Air-Cond	5.56	3.19 %
Total	42.29	6.70 %

Branch *	MTD Sales L	Brand Share %
MDU1	4.31	5.78 %
DGL1	2.31	5.23 %
MDU6	1.82	5.14 %
MNM1	0.37	5.20 %
PVI1	0.35	3.07 %
TPT1	0.34	2.07 %
BNR1	0.28	2.92 %
KKD3	0.22	0.51 %
BTU1		0.00 %
DKI1		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	42.29	6.70 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	15.73	9.91 %
Wash-Mac	14.33	6.60 %
Air-Cond	3.96	1.76 %
D-Freez	0.23	16.97 %
Total	34.25	5.68 %

Branch *	MTD Sales L	Brand Share %
CH15	3.84	4.68 %
CH24	2.00	4.95 %
CH12	1.51	3.61 %
CH34	0.99	3.91 %
CH23	0.93	5.34 %
MJR1	0.82	3.53 %
CH46	0.42	3.56 %
CH20	0.40	1.39 %
CH27	0.15	2.15 %
CH41	0.14	0.62 %
CH01		0.00 %
CH31		0.00 %
CH32		0.00 %
GPD1		0.00 %
MC06		0.00 %
UKI1		0.00 %
PON1	-0.32	-3.83 %
Total	34.25	5.68 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	14.39	7.10 %
Fridge	12.49	8.37 %
Air-Cond	2.47	3.64 %
Total	29.35	6.95 %

Branch *	MTD Sales L	Brand Share %
TPR2	1.12	5.72 %
PLI1	0.92	4.38 %
CBE6	0.82	4.35 %
UMP1	0.76	5.44 %
DPM2	0.68	5.92 %
GBM1	0.38	4.07 %
CBE1	0.27	1.60 %
PPI1	0.27	4.34 %
TPR4	0.24	3.66 %
KMD1	0.24	2.15 %
CBE5	0.19	3.54 %
KGI1	0.13	1.69 %
PDM1	0.13	1.25 %
ANR1		0.00 %
CBE3		0.00 %
CNR1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
SYM2		0.00 %
WZSD		0.00 %
WHCB	-0.12	3.45 %
Total	29.35	6.95 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	13.19	8.02 %
Wash-Mac	12.76	5.92 %
Air-Cond	3.02	3.85 %
D-Freez	0.19	6.53 %
Total	29.16	6.32 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.97	4.88 %
SLM3	1.31	5.97 %
ERD2	0.91	2.26 %
TCG1	0.57	5.20 %
TRM1	0.54	5.26 %
ATU1	0.40	2.37 %
PLC1	0.34	4.08 %
KRI1	0.29	2.48 %
KVP1	0.21	2.29 %
EDP1	0.12	2.12 %
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	29.16	6.32 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	14.68	8.37 %
Wash-Mac	9.61	5.11 %
Air-Cond	4.86	2.07 %
Total	29.15	4.87 %

Branch *	MTD Sales L	Brand Share %
TRY1	3.82	3.65 %
TVR2	1.85	5.41 %
TNJ1	1.66	4.48 %
PTK1	1.09	5.03 %
TNJ2	0.98	3.74 %
TRY4	0.88	4.97 %
JKM1	0.69	5.69 %
MVM1	0.59	1.71 %
NGT1	0.55	2.79 %
PBR1	0.28	2.67 %
KIK1	0.22	1.43 %
TTP1	0.14	1.28 %
TVR1	0.13	1.02 %
MSI1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TZSD		0.00 %
Total	29.15	4.87 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	9.56	9.07 %
Wash-Mac	8.48	6.80 %
Air-Cond	0.51	0.65 %
D-Freez	0.45	12.00 %
Total	19.00	6.08 %

Branch *	MTD Sales L	Brand Share %
AKM1	0.53	2.95 %
VSI1	0.51	3.07 %
SBR1	0.48	2.45 %
TRT1	0.37	3.99 %
CYR1	0.28	3.23 %
KPM1	0.24	1.44 %
WJP1	0.24	3.72 %
PTU1	0.14	2.49 %
PLR1	0.13	2.15 %
GDM1	0.11	1.39 %
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	19.00	6.08 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	6.34	5.67 %
Wash-Mac	4.67	3.64 %
Air-Cond	2.67	1.98 %
D-Freez	0.22	11.89 %
Total	13.90	3.69 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.44	4.23 %
POY2	1.33	2.73 %
KML1	0.83	5.15 %
TRK1	0.83	5.64 %
PRT1	0.78	4.65 %
NVL2	0.58	2.60 %
SJI2	0.53	3.90 %
MKM1	0.29	5.24 %
CDM1	0.14	0.60 %
KLM1		0.00 %
POY1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VPM1	-0.21	-5.88 %
Total	13.90	3.69 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.70	11.36 %
Wash-Mac	1.21	7.94 %
Fridge	1.10	5.10 %
Total	4.02	7.52 %

Branch *	MTD Sales L	Brand Share %
TVSD		0.00 %
Total	4.02	7.52 %