

MTD Sales
256.58 L

Brand Share %
5.90 %

Information:

MTD : 01-09-2025 To 21-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.90 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	117.63	8.17 %
Wash-Mac	91.39	7.01 %
Air-Cond	45.97	2.93 %
D-Freez	1.60	4.66 %
Total	256.58	5.90 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	44.47	6.37 %
SOUTH-01	40.17	4.98 %
SOUTH-03	34.75	6.41 %
TRICHY-01	28.56	5.48 %
WEST-01	25.57	8.04 %
CHENNAI-02	23.87	4.95 %
WEST-02	20.25	5.70 %
SOUTH ARCOT	19.33	6.84 %
NORTH ARCOT	17.71	7.03 %
KL-SOUTH	1.91	2.11 %
Total	256.58	5.90 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	18.15	9.37 %
Wash-Mac	17.01	8.41 %
Air-Cond	8.39	2.82 %
D-Freez	0.91	21.30 %
Total	44.47	6.37 %

Branch *	MTD Sales L	Brand Share %
CH08	2.54	5.40 %
CH07	1.83	5.45 %
CH45	1.51	5.76 %
CH14	1.42	2.93 %
CH05	1.04	2.38 %
CH30	0.86	3.58 %
KNR1	0.80	5.59 %
AVD1	0.64	2.71 %
CH39	0.40	2.40 %
CH35	0.23	2.04 %
CH38	0.18	1.35 %
CGL1	0.14	1.15 %
CH19		0.00 %
CH26		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
Total	44.47	6.37 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	17.68	7.25 %
Wash-Mac	11.43	5.41 %
Air-Cond	10.84	3.17 %
D-Freez	0.22	2.22 %
Total	40.17	4.98 %

Branch *	MTD Sales L	Brand Share %
RPM1	3.20	5.41 %
TUT1	3.13	2.90 %
TUT2	1.75	4.09 %
RND1	1.63	5.69 %
NGR1	1.18	2.74 %
VNR2	1.11	4.33 %
ERL2	0.92	5.68 %
TKS2	0.86	4.15 %
TYI1	0.75	4.38 %
MAR1	0.75	2.70 %
TKS1	0.62	3.32 %
TVL1	0.61	1.02 %
VL1	0.52	2.42 %
APK2	0.50	4.24 %
KYR1	0.43	5.06 %
VNR1	0.30	2.88 %
ARM1	0.24	3.76 %
COL1	0.23	4.87 %
PKD1	0.16	0.77 %
KGL1	0.13	3.07 %
APK1		0.00 %
MMT1		0.00 %
SDI1		0.00 %
TVL2		0.00 %
Total	40.17	4.98 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	18.39	8.84 %
Wash-Mac	11.30	6.77 %
Air-Cond	5.06	3.11 %
Total	34.75	6.41 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.87	5.86 %
MDU2	1.92	5.17 %
PVI1	1.39	5.61 %
MDU6	0.67	2.35 %
MNM1	0.61	4.83 %
USL1	0.56	5.44 %
PKM1	0.30	4.12 %
KYK1	0.25	2.19 %
DKI1	0.23	1.08 %
MLR1	0.13	1.25 %
DGL2	0.09	1.10 %
KKD2	0.07	0.60 %
BTU1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
TDI1		0.00 %
ODM1	-0.19	-3.44 %
Total	34.75	6.41 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	14.28	8.51 %
Wash-Mac	9.04	7.29 %
Air-Cond	5.24	2.31 %
Total	28.56	5.48 %

Branch *	MTD Sales L	Brand Share %
TRY1	3.16	2.66 %
TNJ1	1.78	5.76 %
MVM1	1.17	4.99 %
TNJ2	1.15	5.47 %
TVR2	1.11	3.68 %
NGT1	0.98	4.67 %
TRY3	0.39	2.85 %
PBR1	0.38	4.43 %
TTP1	0.33	4.53 %
TRY2	0.24	1.72 %
MSI1	0.19	2.54 %
TZSD	0.15	2.29 %
KIK1		0.00 %
ORU1		0.00 %
TVR1		0.00 %
Total	28.56	5.48 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	10.63	8.37 %
Wash-Mac	10.32	8.03 %
Air-Cond	4.63	7.61 %
Total	25.57	8.04 %

Branch *	MTD Sales L	Brand Share %
TPR3	0.54	5.86 %
PLI1	0.41	3.22 %
CBE5	0.37	2.95 %
AVI1	0.24	3.41 %
CNR1	0.13	3.05 %
SUL1	0.13	1.31 %
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	25.57	8.04 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	11.36	8.25 %
Fridge	7.76	6.33 %
Air-Cond	4.29	1.96 %
D-Freez	0.46	19.90 %
Total	23.87	4.95 %

Branch *	MTD Sales L	Brand Share %
CH03	2.06	4.20 %
CH15	1.76	3.14 %
CH34	0.95	4.69 %
CH12	0.61	2.02 %
CH09	0.44	2.39 %
MJR1	0.35	1.71 %
CH46	0.27	2.75 %
CH31	0.26	3.70 %
CH32	0.25	3.66 %
UKI1	0.23	2.75 %
CH41	0.14	0.80 %
CH06	0.13	0.53 %
CH20	0.12	0.50 %
CH01		0.00 %
CH27		0.00 %
GPD1		0.00 %
MC06		0.00 %
Total	23.87	4.95 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	11.36	8.03 %
Wash-Mac	7.07	4.76 %
Air-Cond	1.82	2.87 %
Total	20.25	5.70 %

Branch *	MTD Sales L	Brand Share %
HSR2	1.48	5.67 %
SLM1	0.72	3.32 %
SLM2	0.29	2.53 %
PLC1	0.28	5.71 %
SGI1	0.22	2.67 %
TRM1	0.15	0.71 %
BMD1	0.13	2.31 %
CMI1	0.13	3.64 %
HRR1	0.12	2.67 %
ERD1	0.01	0.04 %
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	20.25	5.70 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	9.62	9.74 %
Wash-Mac	6.37	8.11 %
Air-Cond	3.33	3.30 %
Total	19.33	6.84 %

Branch *	MTD Sales L	Brand Share %
KLM1	0.92	4.29 %
CDM1	0.89	4.19 %
TRK1	0.88	5.88 %
KML1	0.49	5.61 %
VCM1	0.41	4.28 %
NVL2	0.27	1.50 %
STP1	0.15	5.37 %
TVM2	0.12	3.76 %
POY2		0.00 %
WHNV		0.00 %
Total	19.33	6.84 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	8.97	9.85 %
Wash-Mac	6.65	8.19 %
Air-Cond	2.09	2.70 %
Total	17.71	7.03 %

Branch *	MTD Sales L	Brand Share %
AKM1	0.43	4.85 %
WJP1	0.37	5.68 %
TRL1	0.28	1.12 %
SBR1	0.27	1.03 %
GDM1	0.27	3.61 %
CYR1	0.27	3.70 %
VEL1	0.14	0.95 %
PTU1	0.11	2.97 %
KPM1		0.02 %
ABR1		0.00 %
CPT1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
Total	17.71	7.03 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.83	3.26 %
Fridge	0.79	1.74 %
Air-Cond	0.28	1.55 %
Total	1.91	2.11 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.44	2.58 %
KLR1	0.28	1.97 %
PAS1	0.19	0.92 %
Total	1.91	2.11 %