

MTD Sales
598.78 L

Brand Share %
5.71 %

Information:

MTD : 01-10-2025 To 21-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.71 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	310.36	8.43 %
Wash-Mac	214.45	5.82 %
Air-Cond	71.95	2.34 %
D-Freez	2.02	5.29 %
Total	598.78	5.71 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	87.95	4.84 %
CHENNAI-01	84.60	6.49 %
WEST-02	83.81	6.51 %
WEST-01	70.56	7.83 %
SOUTH-03	70.04	4.40 %
TRICHY-01	59.88	5.18 %
CHENNAI-02	51.59	5.07 %
SOUTH ARCOT	45.52	6.80 %
NORTH ARCOT	37.86	5.68 %
KL-SOUTH	6.98	10.05 %
Total	598.78	5.71 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	48.36	8.05 %
Wash-Mac	20.93	3.51 %
Air-Cond	17.76	2.90 %
D-Freez	0.90	12.36 %
Total	87.95	4.84 %

Branch *	MTD Sales L	Brand Share %
TUT1	9.84	4.22 %
TUT2	4.65	5.40 %
NGR1	3.54	3.01 %
KVT1	3.26	3.66 %
VNR2	2.53	3.47 %
TVL1	1.72	1.19 %
MAR1	1.43	3.72 %
ASM1	1.26	5.30 %
TYI1	1.22	4.29 %
SNL1	1.21	3.98 %
TKS1	1.21	2.05 %
ERL2	0.92	2.89 %
APK1	0.79	1.95 %
UDN1	0.75	2.61 %
PKD1	0.64	0.99 %
SDI1	0.37	1.53 %
VLY1	0.15	0.35 %
VNR1	0.12	0.47 %
MMT1	0.12	0.41 %
S2SD		0.00 %
TVL2		0.00 %
Total	87.95	4.84 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	37.17	9.45 %
Wash-Mac	34.33	8.37 %
Air-Cond	12.86	2.59 %
D-Freez	0.24	5.95 %
Total	84.60	6.49 %

Branch *	MTD Sales L	Brand Share %
CH05	3.76	4.83 %
CH42	2.05	2.79 %
CH30	1.69	3.56 %
CH39	1.26	5.24 %
MRM1	0.26	0.71 %
AVD1	0.26	0.50 %
CH35	0.21	0.67 %
CH19	0.20	0.24 %
CH29	0.13	1.81 %
CH26		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	84.60	6.49 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	47.11	8.88 %
Wash-Mac	32.05	5.67 %
Air-Cond	4.65	2.47 %
Total	83.81	6.51 %

Branch *	MTD Sales L	Brand Share %
ERD2	4.45	3.91 %
VPD1	2.76	5.63 %
TRM1	1.66	4.51 %
TCG1	1.31	3.97 %
PLC1	1.05	4.51 %
EDP1	0.36	2.09 %
ERD1	0.24	0.27 %
PMP1	0.11	0.67 %
KMM1	0.10	0.45 %
BMD1		0.00 %
DPR2		0.00 %
HRR1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
PDR1		0.00 %
WZWH		0.00 %
Total	83.81	6.51 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	36.64	10.53 %
Wash-Mac	27.61	6.79 %
Air-Cond	6.09	4.23 %
D-Freez	0.22	7.92 %
Total	70.56	7.83 %

Branch *	MTD Sales L	Brand Share %
TPR3	1.74	5.27 %
GBM1	0.69	2.72 %
KMD1	0.61	2.97 %
PDM1	0.54	2.80 %
CBE3	0.50	4.35 %
KGI1	0.44	4.68 %
PPI1	0.27	1.28 %
CNR1	0.12	1.30 %
ANR1		0.00 %
CBE5		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KGM1		0.00 %
SYM2		0.00 %
WZSD		0.00 %
Total	70.56	7.83 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	38.14	6.23 %
Wash-Mac	26.58	4.64 %
Air-Cond	5.33	1.33 %
Total	70.04	4.40 %

Branch *	MTD Sales L	Brand Share %
DGL1	6.22	4.09 %
MDU1	5.73	2.51 %
MDU2	4.80	4.41 %
MDU6	3.81	3.82 %
KRR1	2.46	4.52 %
TMM1	2.45	4.77 %
ATG1	2.03	4.13 %
TEN2	1.60	4.58 %
DGL2	1.26	3.86 %
KKD3	0.96	1.57 %
TPT1	0.81	2.85 %
PVI1	0.57	2.32 %
MLR1	0.48	1.82 %
TDI1	0.48	2.96 %
KYK1	0.36	1.80 %
PKM1	0.36	2.47 %
DKI1	0.14	0.36 %
KKD2		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
BTU1	-0.16	-0.88 %
Total	70.04	4.40 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	34.80	8.53 %
Wash-Mac	15.69	4.75 %
Air-Cond	9.40	2.28 %
Total	59.88	5.18 %

Branch *	MTD Sales L	Brand Share %
TRY1	7.32	3.97 %
KUM1	3.40	5.35 %
TNJ1	2.98	4.04 %
PTK1	2.59	5.68 %
TNJ2	1.72	3.43 %
NGT1	1.58	4.87 %
MVM1	1.56	2.58 %
AYR1	1.19	4.10 %
TRY4	0.96	1.70 %
MSI1	0.92	4.15 %
TRY3	0.61	1.23 %
PBR1	0.50	1.81 %
TTP1	0.27	1.79 %
TVR1	0.13	0.75 %
KIK1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TZSD		0.00 %
Total	59.88	5.18 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	23.89	7.30 %
Fridge	22.96	7.66 %
Air-Cond	4.74	1.22 %
Total	51.59	5.07 %

Branch *	MTD Sales L	Brand Share %
CH15	5.19	4.76 %
CH03	5.10	4.61 %
CH09	1.92	4.73 %
MJR1	1.76	3.91 %
CH12	1.09	1.64 %
PON1	0.27	1.35 %
CH32	0.14	2.33 %
CH27	0.12	0.83 %
CH01		0.00 %
CH20		0.00 %
CH31		0.00 %
CH41		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC05		0.00 %
UKI1		0.00 %
Total	51.59	5.07 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	24.24	10.13 %
Wash-Mac	15.81	7.22 %
Air-Cond	5.47	2.64 %
Total	45.52	6.80 %

Branch *	MTD Sales L	Brand Share %
CDM1	2.16	4.67 %
POY2	0.13	0.19 %
NVL2	0.12	0.27 %
TVM1	0.12	0.98 %
KLM1		0.00 %
SJI1		0.00 %
TVM2		0.00 %
VPM1		0.00 %
Total	45.52	6.80 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	18.78	8.41 %
Wash-Mac	14.70	6.11 %
Air-Cond	3.93	1.96 %
D-Freez	0.45	18.10 %
Total	37.86	5.68 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.00	3.22 %
AKM1	1.40	3.77 %
TRT1	0.65	1.91 %
SBR1	0.29	0.74 %
CYR1	0.27	1.23 %
CGM1	0.26	1.85 %
WJP1	0.22	0.93 %
SLG1	0.15	0.80 %
PLR1	0.13	0.84 %
VEL1	0.13	0.45 %
PTU1	0.11	1.95 %
ABR1		0.00 %
CPT1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
Total	37.86	5.68 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	2.86	19.91 %
Fridge	2.17	8.05 %
Air-Cond	1.74	6.47 %
D-Freez	0.21	17.00 %
Total	6.98	10.05 %

Branch *	MTD Sales L	Brand Share %
WTVP		0.00 %
Total	6.98	10.05 %