

MTD Sales
317.50 L

Brand Share %
6.10 %

Information:

MTD : 01-11-2025 To 21-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **6.10 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	147.89	9.19 %
Wash-Mac	121.75	6.12 %
Air-Cond	46.12	2.92 %
D-Freez	1.75	6.75 %
Total	317.50	6.10 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	58.37	7.18 %
SOUTH-01	44.97	5.85 %
SOUTH-03	43.46	6.64 %
CHENNAI-02	36.04	5.80 %
TRICHY-01	30.56	4.89 %
WEST-02	30.54	6.42 %
WEST-01	30.25	6.93 %
NORTH ARCOT	24.88	6.81 %
SOUTH ARCOT	14.42	3.69 %
KL-SOUTH	4.02	7.40 %
Total	317.50	6.10 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	26.51	11.94 %
Wash-Mac	20.01	6.96 %
Air-Cond	11.85	3.95 %
Total	58.37	7.18 %

Branch *	MTD Sales L	Brand Share %
CH05	1.77	2.93 %
CH14	1.47	4.21 %
CH42	0.94	1.46 %
CH39	0.89	5.08 %
CH35	0.66	4.89 %
KNR1	0.55	4.51 %
AVD1	0.42	1.26 %
MRM1	0.29	1.42 %
GUD2	0.03	0.21 %
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	58.37	7.18 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	22.65	9.24 %
Wash-Mac	12.60	4.32 %
Air-Cond	9.05	3.98 %
D-Freez	0.66	16.08 %
Total	44.97	5.85 %

Branch *	MTD Sales L	Brand Share %
TUT1	5.60	5.25 %
KVT1	2.12	5.10 %
TCN1	1.09	5.59 %
TUT2	1.05	2.74 %
MAR1	0.98	3.67 %
UDN1	0.73	4.41 %
APK1	0.47	3.19 %
TVL1	0.46	0.64 %
SKD1	0.43	5.65 %
KGL1	0.31	4.81 %
SNL1	0.27	1.75 %
ARM1	0.25	3.15 %
TKS1	0.13	0.56 %
VNR1	0.13	1.13 %
MMT1	0.11	0.83 %
COL1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
TVL2		0.00 %
TYI1		0.00 %
VLY1		0.00 %
WHTV		0.00 %
Total	44.97	5.85 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	20.24	9.55 %
Wash-Mac	17.95	6.84 %
Air-Cond	5.27	2.95 %
Total	43.46	6.64 %

Branch *	MTD Sales L	Brand Share %
MDU1	4.31	5.47 %
DGL1	2.31	5.15 %
MDU6	1.82	5.08 %
MNM1	0.37	4.94 %
PVI1	0.35	2.62 %
TPT1	0.34	2.02 %
BNR1	0.28	2.73 %
KKD3	0.22	0.50 %
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 %
Total	43.46	6.64 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	16.96	10.27 %
Wash-Mac	14.89	6.67 %
Air-Cond	3.96	1.71 %
D-Freez	0.23	16.97 %
Total	36.04	5.80 %

Branch *	MTD Sales L	Brand Share %
CH15	4.04	4.78 %
CH24	2.20	5.22 %
CH12	1.51	3.50 %
CH34	0.99	3.86 %
MJR1	0.99	4.20 %
CH23	0.93	5.26 %
CH46	0.56	4.49 %
CH20	0.40	1.38 %
CH27	0.15	2.15 %
CH41	0.14	0.58 %
CH01		0.00 %
CH31		0.00 %
CH32		0.00 %
GPD1		0.00 %
MC06		0.00 %
UKI1		0.00 %
PON1	-0.32	-3.68 %
Total	36.04	5.80 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	15.37	8.43 %
Wash-Mac	10.33	5.19 %
Air-Cond	4.86	2.00 %
Total	30.56	4.89 %

Branch *	MTD Sales L	Brand Share %
TRY1	3.82	3.50 %
TVR2	1.85	5.10 %
TNJ1	1.84	4.64 %
PTK1	1.21	4.97 %
TNJ2	0.98	3.53 %
TRY4	0.88	4.52 %
MVM1	0.74	2.03 %
NGT1	0.68	3.34 %
PBR1	0.28	2.50 %
KIK1	0.22	1.37 %
TTP1	0.14	1.24 %
TVR1	0.13	1.01 %
MSI1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TZSD		0.00 %
Total	30.56	4.89 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	13.68	6.17 %
Fridge	13.65	7.98 %
Air-Cond	3.02	3.79 %
D-Freez	0.19	6.16 %
Total	30.54	6.42 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.41	5.61 %
SLM3	1.31	5.90 %
ERD2	1.04	2.52 %
TCG1	0.57	4.71 %
KRI1	0.55	4.69 %
ATU1	0.40	2.34 %
TRM1	0.39	3.76 %
PLC1	0.34	3.99 %
SGG1	0.26	5.64 %
KVP1	0.21	2.22 %
EDP1	0.12	2.08 %
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	30.54	6.42 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	15.29	7.26 %
Fridge	12.49	8.12 %
Air-Cond	2.47	3.54 %
Total	30.25	6.93 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.92	4.28 %
CBE6	0.82	4.20 %
UMP1	0.76	5.33 %
DPM2	0.68	5.76 %
UAM1	0.64	6.04 %
GBM1	0.38	3.93 %
CBE1	0.27	1.53 %
PPI1	0.27	3.74 %
TPR4	0.24	3.54 %
KMD1	0.24	2.05 %
CBE5	0.19	3.29 %
KGI1	0.13	1.66 %
PDM1	0.13	1.22 %
ANR1		0.00 %
CBE3		0.00 %
CNR1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
SYM2		0.00 %
WZSD		0.00 %
WHCB	-0.12	3.20 %
Total	30.25	6.93 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	12.29	10.16 %
Wash-Mac	11.12	7.69 %
Air-Cond	1.02	1.07 %
D-Freez	0.45	10.65 %
Total	24.88	6.81 %

Branch *	MTD Sales L	Brand Share %
VSI1	0.75	4.29 %
AKM1	0.70	3.75 %
SBR1	0.48	1.58 %
TRT1	0.37	3.52 %
CYR1	0.28	3.08 %
KPM1	0.24	1.40 %
VEL1	0.24	1.21 %
WJP1	0.24	3.56 %
PTU1	0.14	2.49 %
PLR1	0.13	2.10 %
GDM1	0.11	1.17 %
ABR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
Total	24.88	6.81 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	6.62	5.74 %
Wash-Mac	4.67	3.49 %
Air-Cond	2.91	2.10 %
D-Freez	0.22	8.97 %
Total	14.42	3.69 %

Branch *	MTD Sales L	Brand Share %
POY2	1.57	3.18 %
CUD1	1.44	4.06 %
TDM1	0.89	5.60 %
KML1	0.83	5.10 %
TRK1	0.83	5.39 %
SJI2	0.80	5.61 %
PRT1	0.78	4.58 %
NVL2	0.58	2.40 %
MKM1	0.29	4.96 %
CDM1	0.14	0.59 %
KLM1		0.00 %
POY1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VPM1	-0.21	-5.65 %
Total	14.42	3.69 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.70	11.36 %
Wash-Mac	1.21	7.63 %
Fridge	1.10	5.04 %
Total	4.02	7.40 %

Branch *	MTD Sales L	Brand Share %
TVSD		0.00 %
Total	4.02	7.40 %