

MTD Sales
288.48 L

Brand Share %
5.52 %

Information:

MTD : 01-09-2025 To 22-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.52 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	131.93	8.27 %
Wash-Mac	102.50	6.92 %
Air-Cond	52.45	2.48 %
D-Freez	1.60	4.23 %
Total	288.48	5.52 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	48.84	6.19 %
SOUTH-01	45.35	4.24 %
SOUTH-03	37.80	6.41 %
TRICHY-01	33.25	5.46 %
WEST-01	29.25	8.02 %
CHENNAI-02	29.10	4.59 %
WEST-02	22.07	5.30 %
SOUTH ARCOT	21.19	5.84 %
NORTH ARCOT	19.39	6.58 %
KL-SOUTH	2.24	2.30 %
Total	288.48	5.52 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	20.04	9.47 %
Wash-Mac	18.48	8.34 %
Air-Cond	9.40	2.68 %
D-Freez	0.91	18.82 %
Total	48.84	6.19 %

Branch *	MTD Sales L	Brand Share %
CH08	2.85	5.30 %
CH07	1.95	5.31 %
CH14	1.42	2.61 %
CH05	1.04	2.17 %
CH30	0.98	2.91 %
CH19	0.93	2.16 %
KNR1	0.80	4.73 %
AVD1	0.64	2.51 %
CH39	0.40	2.25 %
CH35	0.23	1.51 %
CH38	0.18	1.24 %
CGL1	0.14	0.96 %
CH26		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
Total	48.84	6.19 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	20.50	6.92 %
Wash-Mac	13.08	5.08 %
Air-Cond	11.55	2.29 %
D-Freez	0.22	1.95 %
Total	45.35	4.24 %

Branch *	MTD Sales L	Brand Share %
RPM1	3.60	5.14 %
TUT1	3.25	2.55 %
TUT2	1.88	3.48 %
NGR1	1.42	2.54 %
VNR2	1.23	3.76 %
ERL2	0.92	5.08 %
TY11	0.87	3.84 %
MAR1	0.75	1.98 %
APK2	0.67	5.32 %
TKS1	0.62	2.72 %
TVL1	0.61	0.46 %
VLY1	0.52	1.82 %
VNR1	0.30	2.15 %
ARM1	0.24	3.10 %
COL1	0.23	4.38 %
PKD1	0.16	0.67 %
KGL1	0.13	1.84 %
SDI1	0.12	0.36 %
APK1		0.00 %
MMT1		0.00 %
TVL2		0.00 %
Total	45.35	4.24 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	20.24	9.28 %
Wash-Mac	12.51	7.00 %
Air-Cond	5.06	2.68 %
Total	37.80	6.41 %

Branch *	MTD Sales L	Brand Share %
MDU2	2.20	5.50 %
PVI1	1.39	5.42 %
MDU6	0.94	3.07 %
MNM1	0.61	4.72 %
PKM1	0.30	4.01 %
KYK1	0.25	2.11 %
DKI1	0.23	1.04 %
MLR1	0.13	1.07 %
DGL2	0.09	0.74 %
KKD2	0.07	0.60 %
BTU1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
TDI1		0.00 %
ODM1	-0.19	-3.20 %
Total	37.80	6.41 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	16.88	9.14 %
Wash-Mac	10.59	7.48 %
Air-Cond	5.77	2.06 %
Total	33.25	5.46 %

Branch *	MTD Sales L	Brand Share %
TRY1	3.64	2.55 %
TNJ1	1.78	5.46 %
TVR2	1.76	5.17 %
MVM1	1.29	4.52 %
TNJ2	1.15	4.57 %
TTP1	0.45	4.66 %
TRY3	0.39	2.70 %
PBR1	0.38	3.83 %
TRY2	0.24	1.43 %
MSI1	0.19	2.16 %
TZSD	0.15	2.29 %
KIK1		0.00 %
ORU1		0.00 %
TVR1		0.00 %
Total	33.25	5.46 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	11.87	8.67 %
Wash-Mac	11.80	8.19 %
Air-Cond	5.58	6.88 %
Total	29.25	8.02 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.74	5.14 %
TPR3	0.54	4.69 %
CBE5	0.49	3.53 %
SYM2	0.46	5.15 %
AVI1	0.24	3.10 %
CNR1	0.13	3.05 %
SUL1	0.13	1.09 %
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	29.25	8.02 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	12.85	7.87 %
Fridge	9.25	6.71 %
Air-Cond	6.53	1.98 %
D-Freez	0.46	19.90 %
Total	29.10	4.59 %

Branch *	MTD Sales L	Brand Share %
CH03	2.61	4.36 %
CH15	2.00	2.57 %
CH33	1.14	5.04 %
CH34	0.95	4.12 %
CH23	0.65	4.80 %
CH12	0.61	1.59 %
CH09	0.44	1.64 %
MJR1	0.35	1.61 %
CH41	0.31	1.52 %
CH46	0.27	2.10 %
CH31	0.26	2.35 %
CH06	0.25	0.82 %
CH32	0.25	3.45 %
UKI1	0.23	1.19 %
CH20	0.12	0.38 %
CH01		0.00 %
CH27		0.00 %
GPD1		0.00 %
MC06		0.00 %
Total	29.10	4.59 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	12.60	8.15 %
Wash-Mac	7.65	4.60 %
Air-Cond	1.82	1.94 %
Total	22.07	5.30 %

Branch *	MTD Sales L	Brand Share %
SLM3	1.19	5.30 %
MCR1	0.79	4.65 %
SLM1	0.72	2.69 %
TCG1	0.51	5.16 %
SGI1	0.51	5.11 %
EDP1	0.31	4.53 %
SLM2	0.29	2.44 %
PLC1	0.28	4.47 %
TRM1	0.15	0.70 %
BMD1	0.13	2.00 %
CMI1	0.13	2.68 %
HRR1	0.12	2.41 %
ERD1	0.01	0.03 %
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	22.07	5.30 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	10.39	9.57 %
Wash-Mac	6.98	7.54 %
Air-Cond	3.83	2.43 %
Total	21.19	5.84 %

Branch *	MTD Sales L	Brand Share %
SJI1	1.11	5.51 %
KLM1	1.03	4.28 %
TRK1	0.99	5.06 %
CDM1	0.89	3.79 %
VCM1	0.41	3.87 %
NVL2	0.27	1.29 %
STP1	0.15	3.88 %
TVM2	0.12	2.43 %
POY2		0.00 %
WHNV		0.00 %
Total	21.19	5.84 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	9.37	9.37 %
Wash-Mac	7.62	8.59 %
Air-Cond	2.40	2.32 %
Total	19.39	6.58 %

Branch *	MTD Sales L	Brand Share %
AKM1	0.60	5.40 %
WJP1	0.37	5.37 %
TRL1	0.28	1.02 %
SBR1	0.27	0.87 %
GDM1	0.27	2.47 %
CYR1	0.27	3.40 %
VEL1	0.14	0.86 %
KPM1	0.11	0.80 %
PTU1	0.11	2.58 %
ABR1		0.00 %
CPT1		0.00 %
NASD		0.00 %
SLG1		0.00 %
UGI1		0.00 %
Total	19.39	6.58 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.93	3.47 %
Fridge	0.79	1.66 %
Air-Cond	0.52	2.34 %
Total	2.24	2.30 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.44	2.37 %
KLR1	0.51	3.29 %
PAS1	0.28	1.35 %
Total	2.24	2.30 %