

MTD Sales
624.65 L

Brand Share %
5.75 %

Information:

MTD : 01-10-2025 To 22-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.75 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	322.38	8.44 %
Wash-Mac	225.06	5.83 %
Air-Cond	75.19	2.38 %
D-Freez	2.02	5.12 %
Total	624.65	5.75 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	89.85	4.78 %
WEST-02	89.32	6.65 %
CHENNAI-01	89.15	6.66 %
SOUTH-03	73.97	4.47 %
WEST-01	72.55	7.68 %
TRICHY-01	61.03	5.10 %
CHENNAI-02	54.64	5.19 %
SOUTH ARCOT	47.37	6.82 %
NORTH ARCOT	39.79	5.73 %
KL-SOUTH	6.98	9.80 %
Total	624.65	5.75 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	49.54	7.93 %
Wash-Mac	21.65	3.48 %
Air-Cond	17.76	2.84 %
D-Freez	0.90	11.84 %
Total	89.85	4.78 %

Branch *	MTD Sales L	Brand Share %
TUT1	9.95	4.10 %
TUT2	4.65	5.30 %
NGR1	3.54	2.97 %
KVT1	3.26	3.43 %
VNR2	2.53	3.39 %
TVL1	1.72	1.17 %
MAR1	1.43	3.61 %
ASM1	1.26	5.15 %
TYI1	1.22	4.13 %
SNL1	1.21	3.68 %
TKS1	1.21	1.96 %
UDN1	0.93	3.13 %
ERL2	0.92	2.73 %
APK1	0.90	2.07 %
PKD1	0.64	0.95 %
SDI1	0.37	1.48 %
VLY1	0.15	0.35 %
VNR1	0.12	0.45 %
MMT1	0.12	0.40 %
S2SD		0.00 %
TVL2		0.00 %
Total	89.85	4.78 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	49.62	9.00 %
Wash-Mac	34.54	5.82 %
Air-Cond	5.15	2.65 %
Total	89.32	6.65 %

Branch *	MTD Sales L	Brand Share %
ERD2	4.82	4.02 %
VPD1	2.76	5.52 %
TCG1	1.94	5.38 %
TRM1	1.78	4.61 %
EDP1	0.36	1.86 %
ERD1	0.24	0.26 %
PMP1	0.11	0.70 %
KMM1	0.10	0.44 %
BMD1		0.00 %
DPR2		0.00 %
HRR1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
PDR1		0.00 %
WZWH		0.00 %
Total	89.32	6.65 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	38.99	9.69 %
Wash-Mac	36.77	8.64 %
Air-Cond	13.17	2.60 %
D-Freez	0.24	5.95 %
Total	89.15	6.66 %

Branch *	MTD Sales L	Brand Share %
CH05	3.76	4.67 %
CH42	2.05	2.77 %
CH30	1.69	3.50 %
CH39	1.26	5.11 %
CH35	0.39	1.24 %
CH19	0.32	0.36 %
MRM1	0.26	0.68 %
AVD1	0.26	0.49 %
CH29	0.13	1.81 %
CH26		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	89.15	6.66 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	39.24	6.18 %
Wash-Mac	27.20	4.52 %
Air-Cond	7.53	1.83 %
Total	73.97	4.47 %

Branch *	MTD Sales L	Brand Share %
DGL1	6.22	3.94 %
MDU1	5.73	2.43 %
MDU2	4.80	4.26 %
MDU6	3.81	3.79 %
KRR1	2.46	4.39 %
TMM1	2.45	4.57 %
ATG1	2.15	4.25 %
TEN2	1.60	4.44 %
DGL2	1.26	3.56 %
KKD3	0.96	1.51 %
TPT1	0.81	2.64 %
PVI1	0.57	2.25 %
MLR1	0.48	1.82 %
TDI1	0.48	2.81 %
KYK1	0.36	1.63 %
DKI1	0.14	0.35 %
KKD2		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
BTU1	-0.16	-0.86 %
Total	73.97	4.47 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	37.47	10.22 %
Wash-Mac	28.77	6.72 %
Air-Cond	6.09	4.14 %
D-Freez	0.22	7.92 %
Total	72.55	7.68 %

Branch *	MTD Sales L	Brand Share %
GBM1	0.69	2.57 %
KMD1	0.61	2.80 %
PDM1	0.54	2.55 %
CBE3	0.50	3.78 %
KGI1	0.44	3.91 %
PPI1	0.27	1.25 %
CNR1	0.12	1.26 %
ANR1		0.00 %
CBE5		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KGM1		0.00 %
SYM2		0.00 %
WZSD		0.00 %
Total	72.55	7.68 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	35.35	8.40 %
Wash-Mac	16.06	4.58 %
Air-Cond	9.62	2.29 %
Total	61.03	5.10 %

Branch *	MTD Sales L	Brand Share %
TRY1	7.67	4.04 %
KUM1	3.40	5.06 %
TNJ1	2.98	3.88 %
PTK1	2.59	5.48 %
MVM1	1.74	2.79 %
TNJ2	1.72	3.13 %
NGT1	1.58	4.68 %
AYR1	1.19	3.91 %
TRY4	0.96	1.68 %
MSI1	0.92	4.01 %
TRY3	0.61	1.21 %
PBR1	0.50	1.77 %
TTP1	0.27	1.75 %
TVR1	0.13	0.68 %
KIK1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TZSD		0.00 %
Total	61.03	5.10 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	25.56	7.46 %
Fridge	24.35	7.87 %
Air-Cond	4.74	1.18 %
Total	54.64	5.19 %

Branch *	MTD Sales L	Brand Share %
CH03	5.23	4.59 %
CH15	5.19	4.54 %
MJR1	2.17	4.43 %
CH09	2.05	4.80 %
CH12	1.09	1.59 %
PON1	0.27	1.26 %
CH32	0.14	2.33 %
CH27	0.12	0.80 %
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	54.64	5.19 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	25.62	10.35 %
Wash-Mac	16.27	7.15 %
Air-Cond	5.47	2.54 %
Total	47.37	6.82 %

Branch *	MTD Sales L	Brand Share %
CDM1	2.16	4.47 %
POY2	0.26	0.38 %
NVL2	0.12	0.26 %
TVM1	0.12	0.96 %
KLM1		0.00 %
SJI1		0.00 %
TVM2		0.00 %
VPM1		0.00 %
Total	47.37	6.82 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	20.02	8.60 %
Wash-Mac	15.39	6.05 %
Air-Cond	3.93	1.91 %
D-Freez	0.45	18.10 %
Total	39.79	5.73 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.00	3.14 %
AKM1	1.40	3.62 %
TRT1	0.81	2.31 %
CYR1	0.56	2.44 %
SBR1	0.29	0.72 %
CGM1	0.26	1.85 %
WJP1	0.22	0.89 %
SLG1	0.15	0.77 %
PLR1	0.13	0.79 %
VEL1	0.13	0.44 %
PTU1	0.11	1.95 %
ABR1		0.00 %
CPT1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
Total	39.79	5.73 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	2.86	19.31 %
Fridge	2.17	7.73 %
Air-Cond	1.74	6.47 %
D-Freez	0.21	14.19 %
Total	6.98	9.80 %

Branch *	MTD Sales L	Brand Share %
WTVP		0.00 %
Total	6.98	9.80 %