

MTD Sales
331.10 L

Brand Share %
6.09 %

Information:

MTD : 01-11-2025 To 22-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **6.09 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	152.36	9.06 %
Wash-Mac	130.12	6.25 %
Air-Cond	46.87	2.85 %
D-Freez	1.75	6.34 %
Total	331.10	6.09 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	62.42	7.27 %
SOUTH-01	47.17	5.84 %
SOUTH-03	45.53	6.63 %
CHENNAI-02	36.06	5.59 %
WEST-01	32.09	7.13 %
WEST-02	31.18	6.31 %
TRICHY-01	30.92	4.75 %
NORTH ARCOT	26.04	6.80 %
SOUTH ARCOT	15.66	3.90 %
KL-SOUTH	4.02	7.08 %
Total	331.10	6.09 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	27.87	11.72 %
Wash-Mac	22.44	7.32 %
Air-Cond	12.11	3.91 %
Total	62.42	7.27 %

Branch *	MTD Sales L	Brand Share %
CH14	1.69	4.66 %
CH05	1.61	2.57 %
CH42	1.51	2.24 %
CH39	1.01	5.51 %
CH35	0.66	4.71 %
AVD1	0.56	1.61 %
KNR1	0.55	4.51 %
MRM1	0.41	1.94 %
GUD2	0.03	0.20 %
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	62.42	7.27 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	23.32	9.02 %
Wash-Mac	14.14	4.59 %
Air-Cond	9.05	3.81 %
D-Freez	0.66	16.08 %
Total	47.17	5.84 %

Branch *	MTD Sales L	Brand Share %
TUT1	5.60	5.12 %
KVT1	2.12	4.86 %
TCN1	1.09	5.54 %
TUT2	1.05	2.71 %
MAR1	0.98	3.67 %
UDN1	0.73	4.33 %
ERL2	0.63	5.82 %
APK1	0.47	3.15 %
TVL1	0.46	0.61 %
SKD1	0.43	5.36 %
KGL1	0.31	4.81 %
SNL1	0.27	1.69 %
ARM1	0.25	3.15 %
TKS1	0.13	0.55 %
VNR1	0.13	1.11 %
SDI1	0.11	1.00 %
MMT1	0.11	0.80 %
COL1		0.00 %
S2SD		0.00 %
TVL2		0.00 %
TYI1		0.00 %
VLY1		0.00 %
WHTV		0.00 %
Total	47.17	5.84 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	21.25	9.51 %
Wash-Mac	18.75	6.86 %
Air-Cond	5.52	2.94 %
Total	45.53	6.63 %

Branch *	MTD Sales L	Brand Share %
DGL1	2.31	4.81 %
MDU6	1.95	5.27 %
BNR1	0.41	3.74 %
MNM1	0.37	4.50 %
PVI1	0.35	2.54 %
TPT1	0.34	1.96 %
PNI1	0.25	3.71 %
KKD3	0.22	0.49 %
BTU1		0.00 %
DKI1		0.00 %
KYK1		0.00 %
MLR1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PNV2		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
Total	45.53	6.63 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	16.87	9.91 %
Wash-Mac	15.00	6.55 %
Air-Cond	3.96	1.62 %
D-Freez	0.23	14.90 %
Total	36.06	5.59 %

Branch *	MTD Sales L	Brand Share %
CH15	4.04	4.76 %
CH24	2.20	5.25 %
CH12	1.51	3.08 %
CH34	1.13	4.19 %
CH23	0.93	4.98 %
MJR1	0.75	3.15 %
CH46	0.56	3.95 %
CH20	0.40	1.33 %
CH27	0.15	1.87 %
CH41	0.14	0.56 %
CH01		0.00 %
CH31		0.00 %
CH32		0.00 %
GPD1		0.00 %
MC06		0.00 %
UKI1		0.00 %
PON1	-0.32	-3.31 %
Total	36.06	5.59 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	16.44	7.59 %
Fridge	12.95	8.17 %
Air-Cond	2.71	3.73 %
Total	32.09	7.13 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.92	4.22 %
CBE6	0.82	4.20 %
UMP1	0.76	5.28 %
DPM2	0.68	5.39 %
UAM1	0.64	5.71 %
GBM1	0.38	3.86 %
KGI1	0.34	4.14 %
CBE1	0.27	1.48 %
PPI1	0.27	3.44 %
TPR4	0.24	3.54 %
KMD1	0.24	2.05 %
CBE5	0.19	3.05 %
PDM1	0.13	1.21 %
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	32.09	7.13 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	14.12	6.15 %
Fridge	13.85	7.81 %
Air-Cond	3.02	3.61 %
D-Freez	0.19	5.52 %
Total	31.18	6.31 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.41	5.51 %
SLM3	1.31	5.54 %
SLM2	1.27	5.40 %
ERD2	1.04	2.40 %
TCG1	0.57	4.58 %
KRI1	0.55	4.45 %
ATU1	0.40	2.29 %
TRM1	0.39	3.59 %
PLC1	0.34	3.99 %
EDP1	0.27	4.17 %
SGG1	0.26	5.25 %
KVP1	0.21	2.19 %
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	31.18	6.31 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	15.50	8.20 %
Wash-Mac	10.56	5.03 %
Air-Cond	4.86	1.94 %
Total	30.92	4.75 %

Branch *	MTD Sales L	Brand Share %
TRY1	4.05	3.51 %
TVR2	1.85	4.85 %
TNJ1	1.84	4.46 %
PTK1	1.21	4.80 %
TNJ2	0.98	3.45 %
TRY4	0.88	4.32 %
MVM1	0.74	1.97 %
NGT1	0.68	3.32 %
PBR1	0.28	2.47 %
KIK1	0.22	1.32 %
TTP1	0.14	1.23 %
TVR1	0.13	0.99 %
MSI1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TZSD		0.00 %
Total	30.92	4.75 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	12.55	9.90 %
Wash-Mac	12.02	7.88 %
Air-Cond	1.02	1.03 %
D-Freez	0.45	9.68 %
Total	26.04	6.80 %

Branch *	MTD Sales L	Brand Share %
VSI1	0.75	4.10 %
AKM1	0.70	3.66 %
SBR1	0.48	1.51 %
TRT1	0.37	3.44 %
KPM1	0.35	2.03 %
CYR1	0.28	3.08 %
VEL1	0.24	1.17 %
WJP1	0.24	3.31 %
PTU1	0.14	2.29 %
PLR1	0.13	2.04 %
GDM1	0.11	1.13 %
ABR1	0.11	0.85 %
CGM1		0.00 %
CPT1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
Total	26.04	6.80 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	7.09	6.01 %
Wash-Mac	5.44	3.90 %
Air-Cond	2.91	2.06 %
D-Freez	0.22	8.01 %
Total	15.66	3.90 %

Branch *	MTD Sales L	Brand Share %
POY2	1.57	3.17 %
CUD1	1.57	4.36 %
TDM1	0.89	5.20 %
KML1	0.83	5.04 %
SJI2	0.80	5.39 %
PRT1	0.78	4.58 %
NVL2	0.74	2.96 %
CDM1	0.14	0.59 %
KLM1		0.00 %
POY1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VPM1	-0.21	-5.45 %
Total	15.66	3.90 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.70	10.57 %
Wash-Mac	1.21	7.32 %
Fridge	1.10	4.89 %
Total	4.02	7.08 %

Branch *	MTD Sales L	Brand Share %
TVSD		0.00 %
Total	4.02	7.08 %