

MTD Sales
302.19 L

Brand Share %
5.43 %

Information:

MTD : 01-09-2025 To 23-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.43 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	139.08	8.32 %
Wash-Mac	105.12	6.76 %
Air-Cond	56.40	2.45 %
D-Freez	1.60	4.12 %
Total	302.19	5.43 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	49.84	5.94 %
SOUTH-01	49.73	4.32 %
SOUTH-03	40.06	6.45 %
TRICHY-01	35.66	5.55 %
CHENNAI-02	29.91	4.38 %
WEST-01	29.76	7.74 %
WEST-02	22.96	5.19 %
SOUTH ARCOT	22.12	5.70 %
NORTH ARCOT	19.68	6.35 %
KL-SOUTH	2.48	2.47 %
Total	302.19	5.43 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	20.75	9.44 %
Wash-Mac	18.78	8.08 %
Air-Cond	9.40	2.47 %
D-Freez	0.91	17.23 %
Total	49.84	5.94 %

Branch *	MTD Sales L	Brand Share %
CH08	3.05	5.28 %
CH14	1.54	2.65 %
CH05	1.04	2.02 %
CH30	0.98	2.79 %
CH19	0.93	2.00 %
KNR1	0.80	4.54 %
AVD1	0.64	2.32 %
CH39	0.40	2.07 %
CH35	0.23	1.41 %
CH38	0.18	1.02 %
CGL1	0.14	0.88 %
CH26		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
Total	49.84	5.94 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	22.18	7.03 %
Air-Cond	13.80	2.48 %
Wash-Mac	13.53	5.03 %
D-Freez	0.22	2.00 %
Total	49.73	4.32 %

Branch *	MTD Sales L	Brand Share %
TUT1	3.97	2.94 %
RPM1	3.60	4.97 %
RND1	2.01	5.25 %
TUT2	2.00	3.45 %
TVL1	1.97	1.31 %
TKS2	1.61	5.11 %
NGR1	1.42	2.25 %
TCN1	1.29	5.33 %
VNR2	1.23	3.58 %
ERL2	0.92	4.62 %
TYI1	0.87	3.55 %
MAR1	0.75	1.78 %
TKS1	0.62	2.63 %
VLY1	0.52	1.76 %
VNR1	0.30	1.90 %
ARM1	0.24	2.95 %
COL1	0.23	3.91 %
PKD1	0.16	0.66 %
KGL1	0.13	1.79 %
SDI1	0.12	0.36 %
APK1		0.00 %
MMT1		0.00 %
TVL2		0.00 %
Total	49.73	4.32 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	21.18	9.37 %
Wash-Mac	13.33	7.12 %
Air-Cond	5.54	2.72 %
Total	40.06	6.45 %

Branch *	MTD Sales L	Brand Share %
MDU2	2.20	5.31 %
PVI1	1.39	5.28 %
MDU6	1.06	3.36 %
MNM1	0.61	4.66 %
KRR1	0.54	5.36 %
KYK1	0.42	3.43 %
DKI1	0.23	1.03 %
MLR1	0.13	1.00 %
DGL2	0.09	0.70 %
KKD2	0.07	0.59 %
PNV1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
TDI1		0.00 %
ODM1	-0.19	-3.20 %
Total	40.06	6.45 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	18.69	9.59 %
Wash-Mac	11.20	7.53 %
Air-Cond	5.77	1.95 %
Total	35.66	5.55 %

Branch *	MTD Sales L	Brand Share %
TRY1	3.88	2.61 %
TVR2	1.76	4.96 %
MVM1	1.41	4.58 %
TNJ2	1.27	4.78 %
TRY3	0.39	2.59 %
PBR1	0.38	3.43 %
TRY2	0.24	1.36 %
MSI1	0.19	1.96 %
TZSD	0.15	2.29 %
KIK1		0.00 %
ORU1		0.00 %
TVR1		0.00 %
Total	35.66	5.55 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	12.79	7.45 %
Fridge	10.13	7.05 %
Air-Cond	6.53	1.79 %
D-Freez	0.46	18.51 %
Total	29.91	4.38 %

Branch *	MTD Sales L	Brand Share %
CH03	2.94	4.64 %
CH15	2.12	2.53 %
CH33	1.14	4.76 %
CH34	0.95	3.85 %
CH23	0.65	4.59 %
CH12	0.61	1.50 %
CH09	0.57	2.05 %
MJR1	0.35	1.43 %
CH41	0.31	1.24 %
CH46	0.27	1.91 %
CH31	0.26	2.29 %
CH06	0.25	0.75 %
CH32	0.25	3.17 %
UKI1	0.23	1.15 %
CH20	0.12	0.35 %
CH01		0.00 %
CH27		0.00 %
GPD1		0.00 %
MC06		0.00 %
Total	29.91	4.38 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	12.14	8.01 %
Fridge	12.05	8.38 %
Air-Cond	5.58	6.45 %
Total	29.76	7.74 %

Branch *	MTD Sales L	Brand Share %
CBE5	0.49	3.53 %
SYM2	0.46	4.91 %
TPR3	0.35	2.73 %
AVI1	0.24	2.81 %
CNR1	0.13	3.05 %
SUL1	0.13	1.05 %
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	29.76	7.74 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	13.19	8.14 %
Wash-Mac	7.65	4.41 %
Air-Cond	2.11	2.01 %
Total	22.96	5.19 %

Branch *	MTD Sales L	Brand Share %
SLM3	1.19	5.14 %
SLM1	0.84	2.87 %
MCR1	0.79	4.51 %
SGI1	0.51	5.11 %
EDP1	0.31	4.34 %
SLM2	0.29	2.23 %
TRM1	0.15	0.68 %
BMD1	0.13	1.92 %
CMI1	0.13	2.49 %
HRR1	0.12	2.15 %
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	22.96	5.19 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	10.63	9.27 %
Wash-Mac	6.98	7.04 %
Air-Cond	4.51	2.66 %
Total	22.12	5.70 %

Branch *	MTD Sales L	Brand Share %
KLM1	1.15	4.44 %
SJI1	1.11	5.13 %
TRK1	0.99	4.87 %
CDM1	0.89	3.52 %
POY2	0.68	1.75 %
VCM1	0.41	3.68 %
NVL2	0.27	1.19 %
STP1	0.15	3.88 %
TVM2	0.12	2.25 %
WHNV		0.00 %
Total	22.12	5.70 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	9.49	9.28 %
Wash-Mac	7.79	8.31 %
Air-Cond	2.40	2.15 %
Total	19.68	6.35 %

Branch *	MTD Sales L	Brand Share %
AKM1	0.60	4.94 %
WJP1	0.37	5.06 %
TRL1	0.28	1.00 %
SBR1	0.27	0.81 %
GDM1	0.27	2.44 %
CYR1	0.27	3.14 %
VEL1	0.14	0.79 %
KPM1	0.11	0.74 %
PTU1	0.11	2.46 %
ABR1		0.00 %
CPT1		0.00 %
NASD		0.00 %
SLG1		0.00 %
UGI1		0.00 %
Total	19.68	6.35 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.93	3.36 %
Fridge	0.79	1.64 %
Air-Cond	0.75	3.23 %
Total	2.48	2.47 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.68	2.65 %
KLR1	0.51	3.29 %
PAS1	0.28	1.33 %
Total	2.48	2.47 %