

MTD Sales
640.15 L

Brand Share %
5.73 %

Information:

MTD : 01-10-2025 To 23-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.73 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	330.12	8.42 %
Wash-Mac	230.89	5.79 %
Air-Cond	77.12	2.39 %
D-Freez	2.02	4.96 %
Total	640.15	5.73 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	92.41	4.73 %
CHENNAI-01	91.39	6.70 %
WEST-02	90.49	6.57 %
SOUTH-03	75.99	4.50 %
WEST-01	74.02	7.60 %
TRICHY-01	62.93	5.12 %
CHENNAI-02	56.62	5.26 %
SOUTH ARCOT	48.52	6.76 %
NORTH ARCOT	40.79	5.73 %
KL-SOUTH	6.98	9.61 %
Total	640.15	5.73 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	50.49	7.82 %
Wash-Mac	22.97	3.53 %
Air-Cond	18.05	2.78 %
D-Freez	0.90	10.94 %
Total	92.41	4.73 %

Branch *	MTD Sales L	Brand Share %
TUT1	10.21	4.08 %
TUT2	4.51	4.98 %
NGR1	3.70	3.02 %
KVT1	3.26	3.21 %
VNR2	2.53	3.23 %
TVL1	1.72	1.10 %
MAR1	1.43	3.39 %
ASM1	1.38	5.23 %
TKS1	1.32	2.09 %
TYI1	1.22	4.03 %
SNL1	1.21	3.61 %
UDN1	0.93	3.04 %
PKD1	0.93	1.34 %
ERL2	0.92	2.58 %
APK1	0.90	2.00 %
SDI1	0.37	1.45 %
VLY1	0.15	0.33 %
VNR1	0.12	0.44 %
MMT1	0.12	0.37 %
S2SD		0.00 %
TVL2		0.00 %
Total	92.41	4.73 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	39.39	9.58 %
Wash-Mac	38.34	8.79 %
Air-Cond	13.42	2.62 %
D-Freez	0.24	5.67 %
Total	91.39	6.70 %

Branch *	MTD Sales L	Brand Share %
CH05	3.95	4.76 %
CH42	2.05	2.72 %
CH30	1.84	3.75 %
CH39	1.26	5.11 %
CH35	0.39	1.22 %
CH19	0.32	0.35 %
MRM1	0.26	0.64 %
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	91.39	6.70 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	50.41	8.93 %
Wash-Mac	34.65	5.69 %
Air-Cond	5.43	2.75 %
Total	90.49	6.57 %

Branch *	MTD Sales L	Brand Share %
ERD2	4.82	3.89 %
VPD1	2.76	5.47 %
TCG1	1.94	5.32 %
TRM1	1.78	4.46 %
EDP1	0.36	1.85 %
ERD1	0.24	0.25 %
PMP1	0.11	0.66 %
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	90.49	6.57 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	39.65	6.12 %
Wash-Mac	28.25	4.59 %
Air-Cond	8.09	1.93 %
Total	75.99	4.50 %

Branch *	MTD Sales L	Brand Share %
DGL1	6.41	4.02 %
MDU1	5.73	2.36 %
MDU2	4.93	4.33 %
MDU6	3.81	3.77 %
KRR1	2.46	4.37 %
TMM1	2.45	4.49 %
ATG1	2.43	4.67 %
TEN2	1.74	4.64 %
DGL2	1.26	3.39 %
KKD3	0.96	1.47 %
TPT1	0.81	2.62 %
PVI1	0.72	2.76 %
MLR1	0.48	1.78 %
TDI1	0.48	2.71 %
KYK1	0.36	1.59 %
DKI1	0.14	0.34 %
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	75.99	4.50 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	38.95	10.30 %
Wash-Mac	28.77	6.47 %
Air-Cond	6.09	4.08 %
D-Freez	0.22	7.92 %
Total	74.02	7.60 %

Branch *	MTD Sales L	Brand Share %
GBM1	0.88	3.17 %
KMD1	0.61	2.74 %
PDM1	0.54	2.43 %
CBE3	0.50	3.68 %
KGI1	0.44	3.83 %
PPI1	0.27	1.19 %
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	74.02	7.60 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	36.48	8.44 %
Wash-Mac	16.58	4.57 %
Air-Cond	9.87	2.30 %
Total	62.93	5.12 %

Branch *	MTD Sales L	Brand Share %
TRY1	7.92	4.09 %
KUM1	3.52	5.10 %
TVR2	3.31	5.73 %
TNJ1	2.98	3.82 %
MVM1	1.74	2.73 %
TNJ2	1.72	3.09 %
NGT1	1.58	4.47 %
AYR1	1.19	3.84 %
TRY4	0.96	1.65 %
MSI1	0.92	3.89 %
TRY3	0.61	1.19 %
PBR1	0.50	1.73 %
TTP1	0.27	1.71 %
TVR1	0.13	0.59 %
KIK1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TZSD		0.00 %
Total	62.93	5.12 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	26.12	7.42 %
Fridge	25.48	8.06 %
Air-Cond	5.02	1.24 %
Total	56.62	5.26 %

Branch *	MTD Sales L	Brand Share %
CH15	5.65	4.84 %
CH03	5.50	4.69 %
CH09	2.21	4.98 %
MJR1	2.17	4.36 %
CH12	1.22	1.74 %
PON1	0.27	1.24 %
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	56.62	5.26 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	26.52	10.37 %
Wash-Mac	16.53	7.01 %
Air-Cond	5.47	2.46 %
Total	48.52	6.76 %

Branch *	MTD Sales L	Brand Share %
CDM1	2.16	4.30 %
POY2	0.39	0.55 %
NVL2	0.12	0.25 %
TVM1	0.12	0.91 %
KLM1		0.00 %
SJI1		0.00 %
TVM2		0.00 %
VPM1		0.00 %
Total	48.52	6.76 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	20.60	8.63 %
Wash-Mac	15.81	6.01 %
Air-Cond	3.93	1.89 %
D-Freez	0.45	16.71 %
Total	40.79	5.73 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.16	3.23 %
AKM1	1.40	3.59 %
TRT1	0.81	2.28 %
CYR1	0.56	2.40 %
CGM1	0.39	2.79 %
SBR1	0.29	0.70 %
WJP1	0.22	0.88 %
SLG1	0.15	0.76 %
PLR1	0.13	0.77 %
VEL1	0.13	0.41 %
PTU1	0.11	1.84 %
ABR1		0.00 %
CPT1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
Total	40.79	5.73 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	2.86	18.66 %
Fridge	2.17	7.56 %
Air-Cond	1.74	6.41 %
D-Freez	0.21	14.19 %
Total	6.98	9.61 %

Branch *	MTD Sales L	Brand Share %
WTVP		0.00 %
Total	6.98	9.61 %