

MTD Sales
348.77 L

Brand Share %
6.14 %

Information:

MTD : 01-11-2025 To 23-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **6.14 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	160.10	9.05 %
Wash-Mac	137.36	6.30 %
Air-Cond	49.15	2.89 %
D-Freez	2.16	7.38 %
Total	348.77	6.14 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	65.65	7.32 %
SOUTH-01	50.26	5.74 %
SOUTH-03	47.08	6.68 %
CHENNAI-02	36.90	5.50 %
WEST-01	34.78	7.27 %
WEST-02	32.56	6.38 %
TRICHY-01	32.03	4.79 %
NORTH ARCOT	28.70	7.12 %
SOUTH ARCOT	16.78	4.09 %
KL-SOUTH	4.02	7.01 %
Total	348.77	6.14 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	29.27	11.64 %
Wash-Mac	23.56	7.28 %
Air-Cond	12.60	3.97 %
D-Freez	0.22	4.57 %
Total	65.65	7.32 %

Branch *	MTD Sales L	Brand Share %
CH05	1.98	3.03 %
CH14	1.69	4.36 %
CH42	1.51	2.19 %
CH39	0.89	4.72 %
KNR1	0.67	5.00 %
CH35	0.66	4.26 %
AVD1	0.56	1.54 %
MRM1	0.41	1.86 %
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	65.65	7.32 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	24.91	8.91 %
Wash-Mac	15.35	4.67 %
Air-Cond	9.34	3.55 %
D-Freez	0.66	14.58 %
Total	50.26	5.74 %

Branch *	MTD Sales L	Brand Share %
TUT1	5.73	4.91 %
KVT1	2.12	4.80 %
VNR2	1.79	6.04 %
TCN1	1.09	4.80 %
TUT2	1.05	2.52 %
MAR1	0.98	3.39 %
UDN1	0.97	5.53 %
ERL2	0.63	5.44 %
TVL1	0.47	0.60 %
APK1	0.47	2.84 %
SKD1	0.43	4.73 %
KGL1	0.31	4.29 %
COL1	0.29	5.82 %
SNL1	0.27	1.56 %
TKS1	0.13	0.52 %
VNR1	0.13	0.98 %
SDI1	0.11	0.89 %
MMT1	0.11	0.71 %
S2SD		0.00 %
TVL2		0.00 %
TYI1		0.00 %
VLY1		0.00 %
WHTV		0.00 %
Total	50.26	5.74 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	21.84	9.46 %
Wash-Mac	19.47	6.93 %
Air-Cond	5.76	3.02 %
Total	47.08	6.68 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.14	6.13 %
DGL1	2.43	4.91 %
MDU6	1.95	5.24 %
BNR1	0.41	3.59 %
KKD3	0.39	0.84 %
MNM1	0.37	4.43 %
PVI1	0.35	2.46 %
TPT1	0.34	1.96 %
PNI1	0.25	3.71 %
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	47.08	6.68 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	17.08	9.57 %
Wash-Mac	15.40	6.45 %
Air-Cond	4.19	1.66 %
D-Freez	0.23	13.70 %
Total	36.90	5.50 %

Branch *	MTD Sales L	Brand Share %
CH15	4.15	4.66 %
CH24	2.36	5.41 %
CH12	1.51	3.00 %
CH23	1.16	5.98 %
CH34	1.13	4.13 %
MJR1	0.75	2.95 %
CH46	0.56	3.78 %
CH20	0.53	1.69 %
CH27	0.15	1.76 %
CH41	0.14	0.54 %
CH01		0.00 %
CH31		0.00 %
CH32		0.00 %
GPD1		0.00 %
MC06		0.00 %
UKI1		0.00 %
PON1	-0.32	-3.14 %
Total	36.90	5.50 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	17.69	7.70 %
Fridge	14.38	8.44 %
Air-Cond	2.71	3.56 %
Total	34.78	7.27 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.05	4.75 %
CBE6	0.82	4.12 %
UMP1	0.76	5.00 %
DPM2	0.68	5.04 %
UAM1	0.64	5.54 %
GBM1	0.38	3.69 %
TPR4	0.36	4.92 %
KGI1	0.34	3.90 %
CBE1	0.27	1.32 %
PPI1	0.27	3.34 %
KMD1	0.24	1.90 %
CBE5	0.19	2.89 %
PDM1	0.13	1.17 %
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	34.78	7.27 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	14.92	6.32 %
Fridge	14.43	7.76 %
Air-Cond	3.02	3.55 %
D-Freez	0.19	5.52 %
Total	32.56	6.38 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.57	5.70 %
SLM3	1.31	5.42 %
ERD2	1.04	2.36 %
TCG1	0.57	4.58 %
KRI1	0.55	3.99 %
ATU1	0.40	2.23 %
TRM1	0.39	3.59 %
PLC1	0.34	3.83 %
EDP1	0.27	4.07 %
SGG1	0.26	4.71 %
KVP1	0.21	2.06 %
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	32.56	6.38 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	15.95	8.24 %
Wash-Mac	10.98	5.00 %
Air-Cond	5.11	2.01 %
Total	32.03	4.79 %

Branch *	MTD Sales L	Brand Share %
TRY1	4.29	3.62 %
TNJ1	1.95	4.61 %
TVR2	1.85	4.72 %
PTK1	1.21	4.57 %
TRY4	1.18	5.57 %
TNJ2	1.10	3.78 %
NGT1	0.83	3.92 %
MVM1	0.74	1.90 %
PBR1	0.28	2.38 %
KIK1	0.22	1.30 %
TTP1	0.14	1.21 %
TVR1	0.13	0.97 %
MSI1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TZSD		0.00 %
Total	32.03	4.79 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	13.33	8.28 %
Fridge	13.16	9.81 %
Air-Cond	1.58	1.54 %
D-Freez	0.64	12.64 %
Total	28.70	7.12 %

Branch *	MTD Sales L	Brand Share %
VSI1	0.75	3.90 %
AKM1	0.70	3.39 %
TRT1	0.56	5.15 %
SBR1	0.48	1.39 %
KPM1	0.35	2.01 %
WJP1	0.35	4.85 %
CYR1	0.28	2.90 %
VEL1	0.24	1.15 %
PTU1	0.14	2.17 %
PLR1	0.13	1.90 %
GDM1	0.11	1.08 %
ABR1	0.11	0.79 %
CGM1		0.00 %
CPT1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
Total	28.70	7.12 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	7.97	6.58 %
Wash-Mac	5.44	3.79 %
Air-Cond	3.15	2.20 %
D-Freez	0.22	8.01 %
Total	16.78	4.09 %

Branch *	MTD Sales L	Brand Share %
POY2	1.57	3.15 %
CUD1	1.57	4.26 %
TDM1	1.05	5.58 %
KML1	0.96	5.77 %
SJI2	0.93	6.11 %
PRT1	0.92	5.23 %
NVL2	0.74	2.88 %
CDM1	0.14	0.59 %
KLM1		0.00 %
POY1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VPM1	-0.21	-5.14 %
Total	16.78	4.09 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.70	10.57 %
Wash-Mac	1.21	7.10 %
Fridge	1.10	4.89 %
Total	4.02	7.01 %

Branch *	MTD Sales L	Brand Share %
TVSD		0.00 %
Total	4.02	7.01 %