

MTD Sales
319.94 L

Brand Share %
5.35 %

Information:

MTD : 01-09-2025 To 24-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.35 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	146.41	8.31 %
Wash-Mac	111.04	6.71 %
Air-Cond	60.19	2.39 %
D-Freez	2.30	5.55 %
Total	319.94	5.35 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	51.59	4.19 %
CHENNAI-01	51.25	5.79 %
SOUTH-03	42.87	6.18 %
TRICHY-01	38.85	5.71 %
WEST-01	31.31	7.60 %
CHENNAI-02	30.77	4.24 %
WEST-02	26.07	5.29 %
SOUTH ARCOT	22.82	5.51 %
NORTH ARCOT	21.16	6.23 %
KL-SOUTH	3.24	3.17 %
Total	319.94	5.35 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	23.17	7.03 %
Wash-Mac	14.21	5.01 %
Air-Cond	13.74	2.27 %
D-Freez	0.47	3.79 %
Total	51.59	4.19 %

Branch *	MTD Sales L	Brand Share %
TUT1	4.09	2.89 %
RPM1	3.89	5.02 %
RND1	2.13	5.30 %
TUT2	2.00	3.21 %
TVL1	1.84	1.14 %
NGR1	1.42	2.15 %
VNR2	1.35	3.65 %
TCN1	1.29	4.79 %
ERL2	1.17	5.35 %
TYI1	0.98	3.84 %
MAR1	0.75	1.66 %
TKS1	0.62	2.38 %
VLY1	0.52	1.57 %
VNR1	0.30	1.83 %
ARM1	0.24	2.95 %
COL1	0.23	3.91 %
PKD1	0.16	0.62 %
KGL1	0.13	1.62 %
SDI1	0.12	0.35 %
APK1		0.00 %
MMT1		0.00 %
TVL2		0.00 %
Total	51.59	4.19 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	20.95	9.10 %
Wash-Mac	19.50	7.96 %
Air-Cond	9.64	2.39 %
D-Freez	1.15	19.44 %
Total	51.25	5.79 %

Branch *	MTD Sales L	Brand Share %
CH08	3.26	5.23 %
CH07	2.12	5.12 %
CH14	1.71	2.77 %
CH05	1.04	1.90 %
CH30	0.98	2.64 %
CH19	0.93	1.92 %
KNR1	0.92	4.98 %
AVD1	0.64	2.17 %
CH39	0.40	1.86 %
CH35	0.23	1.28 %
CH38	0.18	0.97 %
CGL1	0.14	0.84 %
CH26		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
Total	51.25	5.79 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	22.65	9.29 %
Wash-Mac	14.69	7.33 %
Air-Cond	5.54	2.27 %
Total	42.87	6.18 %

Branch *	MTD Sales L	Brand Share %
MDU2	2.20	5.12 %
ATG1	1.94	5.32 %
PVI1	1.39	5.25 %
MDU6	1.06	3.27 %
KKD3	0.65	1.43 %
MNM1	0.61	4.66 %
KYK1	0.54	4.08 %
KRR1	0.54	5.00 %
DKI1	0.23	1.00 %
MLR1	0.13	0.92 %
DGL2	0.09	0.64 %
KKD2	0.07	0.55 %
BTU1	0.02	0.41 %
PNV1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
TDI1		0.00 %
ODM1	-0.19	-3.02 %
Total	42.87	6.18 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	20.40	9.95 %
Wash-Mac	11.89	7.59 %
Air-Cond	6.55	2.07 %
Total	38.85	5.71 %

Branch *	MTD Sales L	Brand Share %
TRY1	4.43	2.84 %
TVR2	1.76	4.69 %
MVM1	1.53	4.89 %
TNJ2	1.47	5.18 %
TRY3	0.39	2.37 %
PBR1	0.38	3.06 %
TRY2	0.24	1.33 %
MSI1	0.19	1.86 %
TZSD	0.15	2.29 %
KIK1		0.00 %
ORU1		0.00 %
TVR1		0.00 %
Total	38.85	5.71 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	12.63	7.87 %
Fridge	12.60	8.23 %
Air-Cond	6.08	6.34 %
Total	31.31	7.60 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.77	4.97 %
CBE5	0.49	3.53 %
SYM2	0.46	4.82 %
SUL1	0.41	3.28 %
TPR3	0.35	2.67 %
AVI1	0.24	2.60 %
CNR1	0.13	1.92 %
PDM1	0.12	1.64 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
PPI1		0.00 %
UMP1		0.00 %
Total	31.31	7.60 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	13.13	7.27 %
Fridge	10.41	6.93 %
Air-Cond	6.77	1.73 %
D-Freez	0.46	18.51 %
Total	30.77	4.24 %

Branch *	MTD Sales L	Brand Share %
CH03	2.94	4.25 %
CH15	2.12	2.41 %
CH33	1.14	4.57 %
CH34	0.95	3.65 %
CH23	0.65	4.59 %
CH12	0.61	1.43 %
CH09	0.57	1.99 %
CH06	0.41	1.13 %
MJR1	0.35	1.39 %
CH41	0.31	1.14 %
CH46	0.27	1.81 %
CH31	0.26	2.19 %
CH32	0.25	2.93 %
UKI1	0.23	0.95 %
CH20	0.12	0.34 %
CH01		0.00 %
CH27		0.00 %
GPD1		0.00 %
MC06		0.00 %
Total	30.77	4.24 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	14.32	8.21 %
Wash-Mac	8.63	4.49 %
Air-Cond	3.13	2.51 %
Total	26.07	5.29 %

Branch *	MTD Sales L	Brand Share %
SLM3	1.19	4.82 %
MCR1	0.90	5.15 %
SLM1	0.84	2.74 %
TCG1	0.63	4.78 %
SGI1	0.51	5.11 %
EDP1	0.31	4.34 %
SLM2	0.29	2.06 %
TRM1	0.15	0.65 %
BMD1	0.13	1.92 %
CMI1	0.13	2.49 %
HRR1	0.12	1.84 %
ERD1	0.01	0.02 %
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	26.07	5.29 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	10.86	9.09 %
Wash-Mac	6.98	6.60 %
Air-Cond	4.75	2.58 %
D-Freez	0.23	5.00 %
Total	22.82	5.51 %

Branch *	MTD Sales L	Brand Share %
KLM1	1.15	4.35 %
SJI1	1.11	4.87 %
TRK1	0.99	4.76 %
CDM1	0.89	3.32 %
POY2	0.68	1.68 %
VCM1	0.41	3.19 %
NVL2	0.27	1.15 %
TVM2	0.12	1.93 %
WHNV		0.00 %
Total	22.82	5.51 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	10.01	9.30 %
Wash-Mac	8.45	8.29 %
Air-Cond	2.70	2.13 %
Total	21.16	6.23 %

Branch *	MTD Sales L	Brand Share %
AKM1	0.60	4.34 %
WJP1	0.37	4.64 %
TRL1	0.28	0.90 %
SBR1	0.27	0.76 %
GDM1	0.27	2.31 %
CYR1	0.27	3.06 %
VEL1	0.14	0.74 %
KPM1	0.11	0.65 %
PTU1	0.11	2.37 %
ABR1		0.00 %
CPT1		0.00 %
NASD		0.00 %
SLG1		0.00 %
UGI1		0.00 %
Total	21.16	6.23 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.27	5.22 %
Fridge	1.04	2.13 %
Wash-Mac	0.93	3.30 %
Total	3.24	3.17 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.45	3.75 %
KLR1	0.51	3.26 %
PAS1	0.28	1.33 %
Total	3.24	3.17 %