

MTD Sales
658.63 L

Brand Share %
5.77 %

Information:

MTD : 01-10-2025 To 24-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.77 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	337.79	8.44 %
Wash-Mac	241.22	5.88 %
Air-Cond	77.60	2.37 %
D-Freez	2.02	4.94 %
Total	658.63	5.77 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	96.43	4.82 %
CHENNAI-01	93.67	6.71 %
WEST-02	91.82	6.49 %
SOUTH-03	77.59	4.52 %
WEST-01	75.13	7.57 %
TRICHY-01	64.01	5.09 %
CHENNAI-02	59.90	5.46 %
SOUTH ARCOT	50.32	6.85 %
NORTH ARCOT	42.78	5.84 %
KL-SOUTH	6.98	9.14 %
Total	658.63	5.77 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	52.00	7.89 %
Wash-Mac	25.75	3.82 %
Air-Cond	17.78	2.70 %
D-Freez	0.90	10.94 %
Total	96.43	4.82 %

Branch *	MTD Sales L	Brand Share %
TUT1	10.56	4.15 %
TUT2	4.63	5.01 %
NGR1	3.87	3.10 %
KVT1	3.56	3.39 %
VNR2	2.66	3.24 %
APK2	2.07	5.67 %
TVL1	1.72	1.06 %
MAR1	1.43	3.36 %
TKS1	1.32	2.07 %
TYI1	1.22	3.99 %
SNL1	1.21	3.51 %
ERL2	1.05	2.90 %
APK1	1.00	2.20 %
UDN1	0.93	2.99 %
PKD1	0.93	1.30 %
SDI1	0.37	1.43 %
VLY1	0.15	0.33 %
VNR1	0.12	0.43 %
MMT1	0.12	0.37 %
S2SD		0.00 %
TVL2		0.00 %
Total	96.43	4.82 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	40.02	9.52 %
Wash-Mac	39.69	8.80 %
Air-Cond	13.73	2.64 %
D-Freez	0.24	5.67 %
Total	93.67	6.71 %

Branch *	MTD Sales L	Brand Share %
CH05	3.95	4.61 %
CH30	2.12	4.30 %
CH42	2.05	2.70 %
CH39	1.26	4.97 %
CH35	0.39	1.18 %
CH19	0.32	0.35 %
MRM1	0.26	0.63 %
AVD1	0.26	0.48 %
CH29	0.13	1.81 %
CH26		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	93.67	6.71 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	51.50	8.89 %
Wash-Mac	34.88	5.57 %
Air-Cond	5.43	2.68 %
Total	91.82	6.49 %

Branch *	MTD Sales L	Brand Share %
ERD2	4.82	3.83 %
VPD1	2.76	5.34 %
TCG1	1.94	5.18 %
TRM1	1.78	4.32 %
PLC1	1.48	5.71 %
EDP1	0.36	1.76 %
ERD1	0.24	0.24 %
DPR2	0.15	0.99 %
PDR1	0.13	0.60 %
PMP1	0.11	0.65 %
KMM1	0.10	0.43 %
BMD1		0.00 %
HRR1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
WZWH		0.00 %
Total	91.82	6.49 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	39.84	6.04 %
Wash-Mac	29.66	4.72 %
Air-Cond	8.09	1.91 %
Total	77.59	4.52 %

Branch *	MTD Sales L	Brand Share %
DGL1	7.05	4.28 %
MDU1	6.06	2.46 %
MDU2	4.93	4.26 %
MDU6	3.81	3.74 %
KRR1	2.46	4.29 %
TMM1	2.45	4.40 %
ATG1	2.43	4.52 %
TEN2	1.74	4.51 %
DGL2	1.26	3.31 %
KKD3	0.96	1.45 %
TPT1	0.81	2.61 %
PVI1	0.72	2.73 %
MLR1	0.48	1.77 %
TDI1	0.48	2.71 %
KYK1	0.36	1.61 %
DKI1	0.14	0.33 %
KKD2		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
WHMD		0.00 %
BTU1	-0.16	-0.83 %
Total	77.59	4.52 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	39.68	10.35 %
Wash-Mac	29.14	6.40 %
Air-Cond	6.09	4.03 %
D-Freez	0.22	7.92 %
Total	75.13	7.57 %

Branch *	MTD Sales L	Brand Share %
AVI1	1.83	5.64 %
GBM1	0.88	3.12 %
KMD1	0.61	2.67 %
PDM1	0.54	2.35 %
CBE3	0.50	3.48 %
KGI1	0.44	3.79 %
PPI1	0.27	1.18 %
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	75.13	7.57 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	37.39	8.49 %
Wash-Mac	16.58	4.42 %
Air-Cond	10.05	2.29 %
Total	64.01	5.09 %

Branch *	MTD Sales L	Brand Share %
TRY1	8.16	4.14 %
KUM1	3.52	4.96 %
TNJ1	3.35	4.16 %
TVR2	3.31	5.51 %
PTK1	2.82	5.73 %
NGT1	1.81	4.97 %
MVM1	1.74	2.68 %
TNJ2	1.72	2.99 %
AYR1	1.40	4.35 %
TRY4	0.96	1.58 %
MSI1	0.92	3.77 %
TRY3	0.61	1.19 %
PBR1	0.50	1.72 %
TTP1	0.27	1.69 %
TVR1	0.13	0.59 %
KIK1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TZSD		0.00 %
Total	64.01	5.09 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	27.88	7.69 %
Fridge	26.73	8.26 %
Air-Cond	5.29	1.29 %
Total	59.90	5.46 %

Branch *	MTD Sales L	Brand Share %
CH15	5.80	4.85 %
CH03	5.68	4.82 %
CH09	2.35	5.20 %
MJR1	2.17	4.23 %
CH12	1.75	2.47 %
CH27	0.67	4.16 %
PON1	0.40	1.82 %
CH32	0.14	2.33 %
CH01		0.00 %
CH31		0.00 %
CH41		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC05		0.00 %
UKI1		0.00 %
CH20	-0.18	-0.39 %
Total	59.90	5.46 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	26.94	10.29 %
Wash-Mac	17.90	7.38 %
Air-Cond	5.47	2.42 %
Total	50.32	6.85 %

Branch *	MTD Sales L	Brand Share %
CDM1	2.16	4.24 %
POY2	0.49	0.70 %
NVL2	0.12	0.25 %
TVM1	0.12	0.89 %
KLM1		0.00 %
SJI1		0.00 %
TVM2		0.00 %
VPM1		0.00 %
WHUT		0.00 %
Total	50.32	6.85 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	21.52	8.80 %
Wash-Mac	16.87	6.21 %
Air-Cond	3.93	1.84 %
D-Freez	0.45	16.71 %
Total	42.78	5.84 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.77	3.74 %
AKM1	1.40	3.57 %
TRT1	0.95	2.63 %
CYR1	0.56	2.36 %
CGM1	0.39	2.68 %
SBR1	0.29	0.67 %
WJP1	0.22	0.86 %
SLG1	0.15	0.76 %
PLR1	0.13	0.76 %
VEL1	0.13	0.39 %
PTU1	0.11	1.71 %
ABR1		0.00 %
CPT1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
Total	42.78	5.84 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	2.86	17.36 %
Fridge	2.17	7.06 %
Air-Cond	1.74	6.28 %
D-Freez	0.21	14.19 %
Total	6.98	9.14 %

Branch *	MTD Sales L	Brand Share %
WTVP		0.00 %
Total	6.98	9.14 %