

MTD Sales
680.97 L

Brand Share %
5.81 %

Information:

MTD : 01-10-2025 To 25-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.81 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	347.63	8.47 %
Wash-Mac	251.10	5.94 %
Air-Cond	80.22	2.40 %
D-Freez	2.02	4.61 %
Total	680.97	5.81 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	98.84	4.84 %
CHENNAI-01	96.35	6.70 %
WEST-02	93.99	6.48 %
SOUTH-03	81.01	4.61 %
WEST-01	79.44	7.78 %
TRICHY-01	65.41	5.07 %
CHENNAI-02	62.37	5.52 %
SOUTH ARCOT	52.45	6.92 %
NORTH ARCOT	44.11	5.91 %
KL-SOUTH	6.98	8.92 %
Total	680.97	5.81 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	53.43	7.93 %
Wash-Mac	26.12	3.79 %
Air-Cond	18.38	2.73 %
D-Freez	0.90	10.16 %
Total	98.84	4.84 %

Branch *	MTD Sales L	Brand Share %
TUT1	11.00	4.24 %
TUT2	4.90	5.16 %
NGR1	3.87	3.03 %
KVT1	3.56	3.34 %
VNR2	2.79	3.29 %
APK2	2.07	5.61 %
TVL1	1.83	1.11 %
MAR1	1.43	3.30 %
TYI1	1.35	4.39 %
TKS1	1.32	1.98 %
SNL1	1.21	3.44 %
KGL1	1.16	5.78 %
ERL2	1.07	2.90 %
APK1	1.00	2.16 %
UDN1	0.93	2.89 %
PKD1	0.93	1.28 %
COL1	0.49	5.58 %
SDI1	0.37	1.38 %
VLY1	0.15	0.32 %
VNR1	0.12	0.42 %
MMT1	0.12	0.36 %
S2SD		0.00 %
TVL2		0.00 %
Total	98.84	4.84 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	41.12	8.72 %
Fridge	40.99	9.48 %
Air-Cond	14.01	2.65 %
D-Freez	0.24	5.15 %
Total	96.35	6.70 %

Branch *	MTD Sales L	Brand Share %
CH05	4.14	4.70 %
CH30	2.25	4.49 %
CH42	2.16	2.77 %
CH39	1.26	4.73 %
CH35	0.39	1.16 %
CH19	0.32	0.34 %
MRM1	0.26	0.60 %
AVD1	0.26	0.46 %
CH29	0.13	1.62 %
CH26		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	96.35	6.70 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	52.85	8.88 %
Wash-Mac	35.70	5.57 %
Air-Cond	5.43	2.62 %
Total	93.99	6.48 %

Branch *	MTD Sales L	Brand Share %
ERD2	4.82	3.75 %
VPD1	2.76	5.24 %
TCG1	1.94	5.11 %
TRM1	1.78	4.24 %
PLC1	1.48	5.67 %
EDP1	0.36	1.73 %
ERD1	0.24	0.23 %
DPR2	0.15	0.94 %
PDR1	0.13	0.59 %
PMP1	0.11	0.64 %
KMM1	0.10	0.43 %
BMD1		0.00 %
HRR1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
WZWH		0.00 %
Total	93.99	6.48 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	41.18	6.09 %
Wash-Mac	31.18	4.85 %
Air-Cond	8.65	2.00 %
Total	81.01	4.61 %

Branch *	MTD Sales L	Brand Share %
DGL1	7.24	4.35 %
MDU1	6.64	2.64 %
MDU2	4.93	4.20 %
MDU6	3.81	3.67 %
TMM1	2.70	4.64 %
KRR1	2.46	4.25 %
ATG1	2.43	4.44 %
TEN2	2.07	5.24 %
DGL2	1.53	3.93 %
KKD3	0.96	1.41 %
TPT1	0.92	2.92 %
PVI1	0.72	2.67 %
MLR1	0.48	1.76 %
TDI1	0.48	2.71 %
KYK1	0.36	1.52 %
DKI1	0.14	0.31 %
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	-0.80 %
Total	81.01	4.61 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	41.07	10.47 %
Wash-Mac	31.59	6.72 %
Air-Cond	6.56	4.24 %
D-Freez	0.22	6.78 %
Total	79.44	7.78 %

Branch *	MTD Sales L	Brand Share %
TPR3	2.14	5.72 %
AVI1	1.94	5.81 %
GBM1	0.88	3.10 %
KMD1	0.61	2.63 %
PDM1	0.54	2.26 %
CBE3	0.50	3.26 %
KGI1	0.44	3.67 %
PPI1	0.27	1.16 %
CNR1	0.24	2.49 %
ANR1		0.00 %
CBE5		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KGM1		0.00 %
SYM2		0.00 %
WZSD		0.00 %
Total	79.44	7.78 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	38.54	8.57 %
Wash-Mac	16.58	4.25 %
Air-Cond	10.29	2.31 %
Total	65.41	5.07 %

Branch *	MTD Sales L	Brand Share %
TRY1	8.51	4.22 %
KUM1	3.52	4.83 %
TNJ1	3.35	4.05 %
TVR2	3.31	5.28 %
MVM1	1.88	2.74 %
NGT1	1.81	4.91 %
TNJ2	1.72	2.90 %
AYR1	1.40	4.23 %
MSI1	1.16	4.45 %
TRY4	0.96	1.56 %
TRY3	0.61	1.18 %
PBR1	0.50	1.69 %
TTP1	0.27	1.69 %
TVR1	0.13	0.57 %
KIK1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TZSD		0.00 %
Total	65.41	5.07 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	29.01	7.69 %
Fridge	28.07	8.41 %
Air-Cond	5.29	1.27 %
Total	62.37	5.52 %

Branch *	MTD Sales L	Brand Share %
CH15	6.17	5.03 %
CH03	5.68	4.69 %
CH09	2.46	5.40 %
MJR1	2.33	4.41 %
CH12	1.75	2.40 %
CH27	0.67	4.06 %
PON1	0.40	1.78 %
CH32	0.14	2.29 %
CH01		0.00 %
CH31		0.00 %
CH41		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC05		0.00 %
UKI1		0.00 %
CH20	-0.18	-0.38 %
Total	62.37	5.52 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	27.26	10.15 %
Wash-Mac	19.25	7.63 %
Air-Cond	5.94	2.55 %
Total	52.45	6.92 %

Branch *	MTD Sales L	Brand Share %
CDM1	2.42	4.61 %
POY2	0.49	0.67 %
NVL2	0.12	0.23 %
TVM1	0.12	0.84 %
KLM1		0.00 %
SJI1		0.00 %
TVM2		0.00 %
VPM1		0.00 %
WHUT		0.00 %
Total	52.45	6.92 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	22.06	8.81 %
Wash-Mac	17.67	6.35 %
Air-Cond	3.93	1.82 %
D-Freez	0.45	16.71 %
Total	44.11	5.91 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.77	3.70 %
AKM1	1.40	3.47 %
TRT1	0.95	2.59 %
CYR1	0.56	2.33 %
CGM1	0.39	2.61 %
SBR1	0.29	0.66 %
WJP1	0.22	0.84 %
SLG1	0.15	0.75 %
PLR1	0.13	0.74 %
VEL1	0.13	0.38 %
PTU1	0.11	1.57 %
ABR1		0.00 %
CPT1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
Total	44.11	5.91 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	2.86	17.26 %
Fridge	2.17	6.77 %
Air-Cond	1.74	6.22 %
D-Freez	0.21	12.63 %
Total	6.98	8.92 %

Branch *	MTD Sales L	Brand Share %
WTVP		0.00 %
Total	6.98	8.92 %