

MTD Sales
376.64 L

Brand Share %
6.27 %

Information:

MTD : 01-11-2025 To 25-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **6.27 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	171.37	9.10 %
Wash-Mac	149.62	6.46 %
Air-Cond	53.49	3.01 %
D-Freez	2.16	6.86 %
Total	376.64	6.27 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	70.72	7.53 %
SOUTH-01	54.47	5.84 %
SOUTH-03	51.85	6.86 %
CHENNAI-02	39.60	5.62 %
WEST-01	36.37	7.22 %
TRICHY-01	34.89	5.01 %
WEST-02	34.72	6.45 %
NORTH ARCOT	31.25	7.36 %
SOUTH ARCOT	18.74	4.14 %
KL-SOUTH	4.02	6.54 %
Total	376.64	6.27 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	31.30	11.80 %
Wash-Mac	26.04	7.66 %
Air-Cond	13.17	4.01 %
D-Freez	0.22	4.24 %
Total	70.72	7.53 %

Branch *	MTD Sales L	Brand Share %
CH05	1.98	2.99 %
CH14	1.97	4.89 %
CH42	1.51	2.13 %
CH39	1.01	5.28 %
KNR1	0.67	4.90 %
CH35	0.66	4.14 %
MRM1	0.60	2.45 %
AVD1	0.56	1.45 %
CH19	0.30	0.54 %
GUD2	0.03	0.19 %
CH26		0.00 %
CH29		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC09		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.54	3.69 %
Total	70.72	7.53 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	26.15	8.78 %
Wash-Mac	17.87	5.07 %
Air-Cond	9.79	3.52 %
D-Freez	0.66	13.41 %
Total	54.47	5.84 %

Branch *	MTD Sales L	Brand Share %
TUT1	5.73	4.56 %
KVT1	2.28	4.68 %
MAR1	1.32	4.18 %
TCN1	1.09	4.59 %
TUT2	1.05	2.43 %
SNL1	0.65	3.59 %
TKS1	0.56	2.19 %
TVL1	0.47	0.55 %
APK1	0.47	2.59 %
SKD1	0.43	4.56 %
KGL1	0.31	4.29 %
VNR1	0.13	0.96 %
SDI1	0.11	0.82 %
MMT1	0.11	0.69 %
S2SD		0.00 %
TVL2		0.00 %
TYI1		0.00 %
VLY1		0.00 %
WHTV		0.00 %
Total	54.47	5.84 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	23.15	9.28 %
Wash-Mac	21.59	7.10 %
Air-Cond	7.10	3.54 %
Total	51.85	6.86 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.55	6.08 %
DGL1	2.43	4.74 %
MDU6	2.12	5.43 %
KRR1	1.03	5.93 %
BNR1	0.41	3.43 %
KKD3	0.39	0.80 %
PVI1	0.35	2.36 %
TPT1	0.34	1.90 %
PNI1	0.25	3.63 %
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	51.85	6.86 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	18.62	9.90 %
Wash-Mac	16.34	6.54 %
Air-Cond	4.40	1.66 %
D-Freez	0.23	12.03 %
Total	39.60	5.62 %

Branch *	MTD Sales L	Brand Share %
CH15	4.15	4.41 %
CH24	2.36	5.23 %
CH12	2.03	3.87 %
CH34	1.25	4.00 %
CH20	0.87	2.66 %
MJR1	0.63	2.39 %
CH46	0.56	3.75 %
CH27	0.15	1.76 %
CH41	0.14	0.53 %
GPD1	0.11	1.11 %
CH01		0.00 %
CH31		0.00 %
CH32		0.00 %
MC06		0.00 %
UKI1		0.00 %
PON1	-0.32	-3.08 %
Total	39.60	5.62 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	18.33	7.56 %
Fridge	14.77	8.27 %
Air-Cond	3.27	4.09 %
Total	36.37	7.22 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.22	5.22 %
CBE6	1.06	4.93 %
UMP1	0.76	5.05 %
DPM2	0.68	4.73 %
GBM1	0.38	3.41 %
TPR4	0.36	4.46 %
KGI1	0.34	3.85 %
CBE1	0.27	1.28 %
PPI1	0.27	2.98 %
KMD1	0.24	1.82 %
CBE5	0.19	2.62 %
PDM1	0.13	1.16 %
ANR1		0.00 %
CBE3		0.00 %
CNR1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
SYM2		0.00 %
WZSD		0.00 %
WHCB	-0.12	3.05 %
Total	36.37	7.22 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	16.55	8.16 %
Wash-Mac	12.03	5.20 %
Air-Cond	6.31	2.42 %
Total	34.89	5.01 %

Branch *	MTD Sales L	Brand Share %
TRY1	4.29	3.53 %
TNJ1	2.21	5.12 %
TVR2	1.85	4.34 %
PTK1	1.33	4.84 %
TNJ2	1.22	4.18 %
JKM1	0.87	6.07 %
NGT1	0.83	3.88 %
MVM1	0.74	1.84 %
PBR1	0.28	2.34 %
KIK1	0.22	1.25 %
TTP1	0.14	1.14 %
TVR1	0.13	0.95 %
MSI1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TZSD		0.00 %
Total	34.89	5.01 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	15.91	8.12 %
Wash-Mac	15.61	6.22 %
Air-Cond	3.02	3.44 %
D-Freez	0.19	5.17 %
Total	34.72	6.45 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.91	6.26 %
SLM3	1.55	6.20 %
SLM2	1.55	6.27 %
ERD2	1.04	2.25 %
TCG1	0.57	4.42 %
KRI1	0.55	3.81 %
EDP1	0.43	6.11 %
ATU1	0.40	2.15 %
TRM1	0.39	3.39 %
PLC1	0.34	3.50 %
SGG1	0.26	4.28 %
KVP1	0.21	2.04 %
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	34.72	6.45 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	14.86	10.31 %
Wash-Mac	14.17	8.43 %
Air-Cond	1.58	1.48 %
D-Freez	0.64	12.09 %
Total	31.25	7.36 %

Branch *	MTD Sales L	Brand Share %
AKM1	0.88	4.07 %
VSI1	0.75	3.78 %
TRT1	0.70	6.11 %
SBR1	0.48	1.31 %
KPM1	0.47	2.64 %
CYR1	0.28	2.82 %
VEL1	0.24	1.11 %
PTU1	0.14	2.17 %
PLR1	0.13	1.77 %
GDM1	0.11	1.00 %
ABR1	0.11	0.76 %
CGM1		0.00 %
CPT1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
Total	31.25	7.36 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	8.95	6.58 %
Wash-Mac	6.42	4.04 %
Air-Cond	3.15	2.04 %
D-Freez	0.22	7.21 %
Total	18.74	4.14 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.80	4.18 %
POY2	1.57	2.78 %
TDM1	1.05	5.40 %
NVL2	0.99	3.85 %
SJI2	0.93	5.79 %
PRT1	0.92	4.75 %
CDM1	0.14	0.55 %
TVM2	0.11	1.20 %
KLM1		0.00 %
POY1		0.00 %
TVM1		0.00 %
VPM1	-0.21	-4.45 %
Total	18.74	4.14 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.70	10.02 %
Wash-Mac	1.21	6.43 %
Fridge	1.10	4.60 %
Total	4.02	6.54 %

Branch *	MTD Sales L	Brand Share %
TVSD		0.00 %
Total	4.02	6.54 %