

MTD Sales
708.81 L

Brand Share %
5.87 %

Information:

MTD : 01-10-2025 To 26-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.87 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	359.88	8.50 %
Wash-Mac	265.72	6.04 %
Air-Cond	81.18	2.39 %
D-Freez	2.02	4.47 %
Total	708.81	5.87 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	101.90	6.83 %
SOUTH-01	100.79	4.78 %
WEST-02	97.58	6.55 %
WEST-01	85.72	8.10 %
SOUTH-03	84.10	4.66 %
TRICHY-01	66.44	5.03 %
CHENNAI-02	65.35	5.53 %
SOUTH ARCOT	54.54	7.02 %
NORTH ARCOT	45.41	5.90 %
KL-SOUTH	6.98	8.56 %
Total	708.81	5.87 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	43.75	8.84 %
Fridge	43.67	9.65 %
Air-Cond	14.24	2.64 %
D-Freez	0.24	4.71 %
Total	101.90	6.83 %

Branch *	MTD Sales L	Brand Share %
CH05	4.32	4.83 %
CH30	2.63	5.06 %
CH42	2.28	2.82 %
CH39	1.58	5.67 %
CH35	0.39	1.12 %
CH19	0.32	0.33 %
MRM1	0.26	0.58 %
AVD1	0.26	0.45 %
CH29	0.13	1.56 %
CH26		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	101.90	6.83 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	53.92	7.78 %
Wash-Mac	27.58	3.84 %
Air-Cond	18.38	2.67 %
D-Freez	0.90	10.16 %
Total	100.79	4.78 %

Branch *	MTD Sales L	Brand Share %
TUT1	11.61	4.30 %
TUT2	4.90	5.02 %
NGR1	3.87	2.99 %
KVT1	3.72	3.41 %
VNR2	2.79	3.13 %
APK2	2.07	5.46 %
TVL1	2.06	1.20 %
TKS1	1.44	2.13 %
MAR1	1.43	3.30 %
TYI1	1.35	4.37 %
SNL1	1.21	3.29 %
KGL1	1.16	5.69 %
ERL2	1.07	2.83 %
APK1	1.00	2.10 %
UDN1	0.93	2.78 %
PKD1	0.93	1.24 %
COL1	0.49	5.31 %
SDI1	0.37	1.28 %
VLY1	0.15	0.29 %
VNR1	0.12	0.41 %
MMT1	0.12	0.35 %
S2SD		0.00 %
TVL2		0.00 %
Total	100.79	4.78 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	54.72	8.98 %
Wash-Mac	37.43	5.64 %
Air-Cond	5.43	2.58 %
Total	97.58	6.55 %

Branch *	MTD Sales L	Brand Share %
ERD2	5.16	3.93 %
VPD1	2.76	5.10 %
TCG1	1.94	4.79 %
TRM1	1.90	4.47 %
PLC1	1.48	5.53 %
EDP1	0.36	1.72 %
ERD1	0.24	0.23 %
DPR2	0.15	0.91 %
PDR1	0.13	0.56 %
PMP1	0.11	0.63 %
KMM1	0.10	0.42 %
BMD1		0.00 %
HRR1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	97.58	6.55 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	43.88	10.75 %
Wash-Mac	34.58	7.08 %
Air-Cond	7.04	4.45 %
D-Freez	0.22	6.41 %
Total	85.72	8.10 %

Branch *	MTD Sales L	Brand Share %
GBM1	1.07	3.70 %
KMD1	0.61	2.54 %
PDM1	0.54	2.22 %
CBE3	0.50	3.17 %
KGI1	0.44	3.67 %
PPI1	0.27	1.13 %
ANR1	0.26	2.69 %
CNR1	0.24	2.40 %
CBE5		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KGM1		0.00 %
SYM2		0.00 %
WZSD		0.00 %
Total	85.72	8.10 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	42.39	6.09 %
Wash-Mac	33.07	4.99 %
Air-Cond	8.65	1.97 %
Total	84.10	4.66 %

Branch *	MTD Sales L	Brand Share %
DGL1	7.80	4.50 %
MDU1	6.92	2.68 %
MDU2	5.32	4.35 %
MDU6	3.81	3.61 %
TMM1	2.91	4.81 %
KRR1	2.65	4.39 %
ATG1	2.43	4.33 %
TEN2	2.07	5.13 %
DGL2	1.64	4.12 %
KKD3	0.96	1.37 %
TPT1	0.92	2.92 %
PVI1	0.72	2.60 %
MLR1	0.48	1.74 %
TDI1	0.48	2.71 %
KYK1	0.36	1.52 %
DKI1	0.14	0.30 %
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	-0.78 %
Total	84.10	4.66 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	39.09	8.48 %
Wash-Mac	16.83	4.19 %
Air-Cond	10.53	2.33 %
Total	66.44	5.03 %

Branch *	MTD Sales L	Brand Share %
TRY1	8.91	4.29 %
TNJ1	3.59	4.27 %
KUM1	3.52	4.71 %
TVR2	3.31	5.20 %
NGT1	1.94	5.19 %
MVM1	1.88	2.67 %
TNJ2	1.72	2.83 %
AYR1	1.40	4.12 %
MSI1	1.16	4.36 %
TRY4	0.96	1.51 %
TRY3	0.61	1.15 %
PBR1	0.50	1.65 %
TTP1	0.27	1.62 %
TVR1	0.13	0.56 %
KIK1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TZSD		0.00 %
Total	66.44	5.03 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	31.34	7.82 %
Fridge	28.72	8.25 %
Air-Cond	5.29	1.23 %
Total	65.35	5.53 %

Branch *	MTD Sales L	Brand Share %
CH15	6.82	5.28 %
CH03	6.36	5.00 %
MJR1	2.55	4.62 %
CH09	2.46	5.32 %
CH12	1.88	2.46 %
CH27	0.67	3.91 %
PON1	0.40	1.75 %
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	-0.37 %
Total	65.35	5.53 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	28.66	10.37 %
Wash-Mac	19.93	7.69 %
Air-Cond	5.94	2.51 %
Total	54.54	7.02 %

Branch *	MTD Sales L	Brand Share %
CDM1	2.63	4.95 %
POY2	0.49	0.66 %
VPM1	0.21	1.76 %
NVL2	0.12	0.23 %
TVM1	0.12	0.82 %
KLM1		0.00 %
SJI1		0.00 %
TVM2		0.00 %
WHUT		0.00 %
Total	54.54	7.02 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	22.67	8.83 %
Wash-Mac	18.36	6.31 %
Air-Cond	3.93	1.80 %
D-Freez	0.45	16.71 %
Total	45.41	5.90 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.77	3.65 %
AKM1	1.40	3.36 %
TRT1	0.95	2.55 %
CYR1	0.56	2.26 %
CGM1	0.39	2.53 %
SBR1	0.29	0.62 %
WJP1	0.22	0.83 %
SLG1	0.15	0.75 %
PLR1	0.13	0.73 %
VEL1	0.13	0.37 %
PTU1	0.11	1.57 %
ABR1		0.00 %
CPT1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
Total	45.41	5.90 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	2.86	15.60 %
Fridge	2.17	6.51 %
Air-Cond	1.74	6.15 %
D-Freez	0.21	12.63 %
Total	6.98	8.56 %

Branch *	MTD Sales L	Brand Share %
WTVP		0.00 %
Total	6.98	8.56 %