

MTD Sales
384.77 L

Brand Share %
6.30 %

Information:

MTD : 01-11-2025 To 26-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **6.30 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	175.49	9.12 %
Wash-Mac	153.63	6.52 %
Air-Cond	53.49	2.98 %
D-Freez	2.16	6.72 %
Total	384.77	6.30 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	72.65	7.61 %
SOUTH-01	55.57	5.82 %
SOUTH-03	53.73	6.98 %
CHENNAI-02	40.04	5.63 %
WEST-01	36.62	7.13 %
WEST-02	35.49	6.46 %
TRICHY-01	35.14	5.00 %
NORTH ARCOT	32.23	7.46 %
SOUTH ARCOT	19.27	4.21 %
KL-SOUTH	4.02	6.74 %
Total	384.77	6.30 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	32.58	12.01 %
Wash-Mac	26.68	7.71 %
Air-Cond	13.17	3.97 %
D-Freez	0.22	4.24 %
Total	72.65	7.61 %

Branch *	MTD Sales L	Brand Share %
CH05	2.10	3.09 %
CH14	1.97	4.82 %
CH42	1.51	2.09 %
CH39	1.01	5.24 %
KNR1	0.67	4.90 %
CH35	0.66	4.04 %
MRM1	0.60	2.40 %
AVD1	0.56	1.41 %
CH19	0.30	0.53 %
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	72.65	7.61 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	26.89	8.74 %
Wash-Mac	18.24	5.06 %
Air-Cond	9.79	3.47 %
D-Freez	0.66	13.41 %
Total	55.57	5.82 %

Branch *	MTD Sales L	Brand Share %
TUT1	5.73	4.50 %
KVT1	2.28	4.56 %
MAR1	1.32	4.12 %
TCN1	1.09	4.59 %
TUT2	1.05	2.40 %
TKS1	0.87	3.25 %
ERL2	0.83	6.17 %
SNL1	0.65	3.49 %
TVL1	0.47	0.55 %
APK1	0.47	2.52 %
SKD1	0.43	4.43 %
KGL1	0.31	4.16 %
KSM1	0.29	5.77 %
VNR1	0.13	0.93 %
SDI1	0.11	0.81 %
MMT1	0.11	0.62 %
S2SD		0.00 %
TVL2		0.00 %
TYI1		0.00 %
VLY1		0.00 %
WHTV		0.00 %
Total	55.57	5.82 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	23.81	9.30 %
Wash-Mac	22.83	7.36 %
Air-Cond	7.10	3.52 %
Total	53.73	6.98 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.55	5.96 %
DGL1	2.77	5.16 %
MDU6	2.12	5.41 %
KRR1	1.03	5.66 %
BNR1	0.53	4.41 %
PVI1	0.48	3.20 %
KKD3	0.39	0.79 %
TPT1	0.34	1.87 %
PNI1	0.25	3.51 %
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	53.73	6.98 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	18.82	9.88 %
Wash-Mac	16.59	6.56 %
Air-Cond	4.40	1.65 %
D-Freez	0.23	12.03 %
Total	40.04	5.63 %

Branch *	MTD Sales L	Brand Share %
CH15	4.15	4.39 %
CH24	2.36	5.23 %
CH12	2.23	4.15 %
CH34	1.25	3.95 %
CH20	0.87	2.66 %
MJR1	0.63	2.37 %
CH46	0.56	3.70 %
CH27	0.15	1.76 %
CH41	0.14	0.53 %
GPD1	0.11	1.08 %
CH01		0.00 %
CH31		0.00 %
CH32		0.00 %
MC06		0.00 %
UKI1		0.00 %
PON1	-0.19	-1.80 %
Total	40.04	5.63 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	18.45	7.50 %
Fridge	14.90	8.07 %
Air-Cond	3.27	4.04 %
Total	36.62	7.13 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.22	5.14 %
CBE6	1.06	4.83 %
UMP1	0.76	4.94 %
DPM2	0.68	4.23 %
GBM1	0.38	3.41 %
TPR4	0.36	4.39 %
KGI1	0.34	3.73 %
CBE1	0.27	1.29 %
PPI1	0.27	2.82 %
KMD1	0.24	1.66 %
CBE5	0.19	2.51 %
PDM1	0.13	1.15 %
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	36.62	7.13 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	16.22	8.04 %
Wash-Mac	16.06	6.28 %
Air-Cond	3.02	3.43 %
D-Freez	0.19	4.91 %
Total	35.49	6.46 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.91	6.22 %
SLM3	1.55	6.09 %
ERD2	1.04	2.22 %
TCG1	0.57	4.28 %
KRI1	0.55	3.68 %
EDP1	0.43	5.79 %
ATU1	0.40	2.12 %
TRM1	0.39	3.34 %
PLC1	0.34	3.45 %
SGG1	0.26	4.28 %
KVP1	0.21	1.92 %
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	35.49	6.46 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	16.80	8.19 %
Wash-Mac	12.03	5.14 %
Air-Cond	6.31	2.40 %
Total	35.14	5.00 %

Branch *	MTD Sales L	Brand Share %
TRY1	4.29	3.50 %
TNJ1	2.21	5.12 %
TVR2	1.85	4.27 %
PTK1	1.33	4.84 %
TNJ2	1.22	4.10 %
JKM1	0.87	6.07 %
NGT1	0.83	3.85 %
MVM1	0.74	1.84 %
PBR1	0.28	2.31 %
KIK1	0.22	1.25 %
TTP1	0.14	1.11 %
TVR1	0.13	0.95 %
MSI1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TZSD		0.00 %
Total	35.14	5.00 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	15.13	10.28 %
Wash-Mac	14.87	8.68 %
Air-Cond	1.58	1.46 %
D-Freez	0.64	11.37 %
Total	32.23	7.46 %

Branch *	MTD Sales L	Brand Share %
AKM1	0.88	4.07 %
VSI1	0.75	3.78 %
TRT1	0.70	6.02 %
SBR1	0.48	1.28 %
KPM1	0.47	2.60 %
CYR1	0.28	2.82 %
VEL1	0.24	1.11 %
CGM1	0.14	1.33 %
PTU1	0.14	2.11 %
PLR1	0.13	1.73 %
GDM1	0.11	1.00 %
ABR1	0.11	0.76 %
CPT1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
Total	32.23	7.46 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	9.24	6.71 %
Wash-Mac	6.66	4.14 %
Air-Cond	3.15	2.02 %
D-Freez	0.22	7.21 %
Total	19.27	4.21 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.80	4.14 %
POY2	1.57	2.78 %
TDM1	1.05	5.40 %
NVL2	0.99	3.85 %
SJI2	0.93	5.79 %
PRT1	0.92	4.71 %
CDM1	0.26	1.05 %
TVM2	0.11	1.18 %
KLM1		0.00 %
POY1		0.00 %
TVM1		0.00 %
VPM1	-0.21	-4.45 %
Total	19.27	4.21 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.70	10.02 %
Wash-Mac	1.21	6.42 %
Fridge	1.10	4.99 %
Total	4.02	6.74 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.73	6.28 %
TVSD		0.00 %
WTVP		0.00 %
Total	4.02	6.74 %