

MTD Sales
721.12 L

Brand Share %
5.88 %

Information:

MTD : 01-10-2025 To 27-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.88 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	366.88	8.53 %
Wash-Mac	268.82	6.01 %
Air-Cond	83.39	2.42 %
D-Freez	2.02	4.38 %
Total	721.12	5.88 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	103.90	6.89 %
SOUTH-01	101.93	4.76 %
WEST-02	98.38	6.52 %
WEST-01	86.83	8.04 %
SOUTH-03	86.07	4.70 %
TRICHY-01	68.28	5.09 %
CHENNAI-02	66.43	5.53 %
SOUTH ARCOT	55.36	7.05 %
NORTH ARCOT	46.82	5.99 %
KL-SOUTH	7.12	8.54 %
Total	721.12	5.88 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	45.04	9.80 %
Wash-Mac	43.87	8.76 %
Air-Cond	14.76	2.72 %
D-Freez	0.24	4.71 %
Total	103.90	6.89 %

Branch *	MTD Sales L	Brand Share %
CH05	4.32	4.74 %
CH30	2.63	5.00 %
CH42	2.28	2.78 %
CH35	0.39	1.12 %
CH19	0.32	0.33 %
MRM1	0.26	0.58 %
AVD1	0.26	0.45 %
CH29	0.13	1.47 %
CH26		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.19	1.94 %
Total	103.90	6.89 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	54.78	7.78 %
Wash-Mac	27.56	3.77 %
Air-Cond	18.69	2.67 %
D-Freez	0.90	9.89 %
Total	101.93	4.76 %

Branch *	MTD Sales L	Brand Share %
TUT1	11.77	4.25 %
TUT2	4.90	4.94 %
KVT1	3.89	3.46 %
NGR1	3.87	2.92 %
VNR2	3.05	3.40 %
APK2	2.07	5.38 %
TVL1	2.06	1.20 %
TKS1	1.44	2.11 %
MAR1	1.43	3.19 %
TYI1	1.35	4.37 %
SNL1	1.21	3.22 %
KGL1	1.16	5.69 %
ERL2	1.07	2.79 %
APK1	1.00	2.11 %
UDN1	0.93	2.71 %
PKD1	0.93	1.24 %
COL1	0.49	5.19 %
SDI1	0.37	1.28 %
VLY1	0.15	0.28 %
VNR1	0.12	0.40 %
MMT1	0.12	0.35 %
S2SD		0.00 %
TVL2		0.00 %
Total	101.93	4.76 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	54.99	8.89 %
Wash-Mac	37.96	5.65 %
Air-Cond	5.43	2.56 %
Total	98.38	6.52 %

Branch *	MTD Sales L	Brand Share %
ERD2	5.16	3.90 %
SLM3	4.34	5.83 %
VPD1	2.76	5.09 %
TRM1	2.17	5.02 %
TCG1	1.94	4.78 %
PLC1	1.48	5.31 %
EDP1	0.36	1.72 %
ERD1	0.24	0.22 %
DPR2	0.15	0.90 %
PDR1	0.13	0.56 %
PMP1	0.11	0.62 %
KMM1	0.10	0.41 %
BMD1		0.00 %
HRR1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	98.38	6.52 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	44.36	10.64 %
Wash-Mac	35.20	7.06 %
Air-Cond	7.04	4.39 %
D-Freez	0.22	6.41 %
Total	86.83	8.04 %

Branch *	MTD Sales L	Brand Share %
GBM1	1.07	3.61 %
KMD1	0.61	2.54 %
PDM1	0.54	2.18 %
CBE3	0.50	3.09 %
KGI1	0.44	3.54 %
PPI1	0.27	1.10 %
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	86.83	8.04 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	43.59	6.17 %
Wash-Mac	33.83	5.03 %
Air-Cond	8.65	1.94 %
Total	86.07	4.70 %

Branch *	MTD Sales L	Brand Share %
DGL1	8.87	5.06 %
MDU1	7.06	2.70 %
MDU2	5.32	4.24 %
MDU6	3.95	3.68 %
TMM1	3.05	4.92 %
KRR1	2.65	4.33 %
ATG1	2.43	4.29 %
TEN2	2.07	5.03 %
DGL2	1.64	4.04 %
MNM1	1.37	5.85 %
KKD3	0.96	1.35 %
TPT1	0.92	2.89 %
PVI1	0.72	2.54 %
MLR1	0.48	1.73 %
TDI1	0.48	2.68 %
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	86.07	4.70 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	40.06	8.57 %
Wash-Mac	16.83	4.09 %
Air-Cond	11.40	2.49 %
Total	68.28	5.09 %

Branch *	MTD Sales L	Brand Share %
TRY1	8.91	4.26 %
TNJ1	3.79	4.44 %
TVR2	3.60	5.50 %
KUM1	3.52	4.65 %
MVM1	2.10	2.92 %
NGT1	1.94	5.11 %
TNJ2	1.72	2.77 %
AYR1	1.40	4.12 %
MSI1	1.16	4.30 %
TRY4	0.96	1.49 %
KIK1	0.87	2.24 %
TRY3	0.61	1.15 %
PBR1	0.50	1.61 %
TTP1	0.27	1.56 %
TVR1	0.13	0.55 %
ORU1		0.00 %
TRY2		0.00 %
TZSD		0.00 %
Total	68.28	5.09 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	31.71	7.80 %
Fridge	29.42	8.33 %
Air-Cond	5.29	1.21 %
Total	66.43	5.53 %

Branch *	MTD Sales L	Brand Share %
CH15	7.42	5.64 %
CH03	6.36	4.94 %
MJR1	2.55	4.62 %
CH09	2.46	5.25 %
CH12	1.88	2.39 %
CH27	0.67	3.85 %
PON1	0.40	1.74 %
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	-0.35 %
Total	66.43	5.53 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	29.43	10.51 %
Wash-Mac	20.00	7.63 %
Air-Cond	5.94	2.49 %
Total	55.36	7.05 %

Branch *	MTD Sales L	Brand Share %
CDM1	3.11	5.76 %
POY2	0.49	0.66 %
VPM1	0.21	1.74 %
NVL2	0.12	0.22 %
TVM1	0.12	0.82 %
KLM1		0.00 %
SJI1		0.00 %
TVM2		0.00 %
Total	55.36	7.05 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	23.06	8.84 %
Wash-Mac	18.85	6.34 %
Air-Cond	4.46	2.02 %
D-Freez	0.45	15.16 %
Total	46.82	5.99 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.01	3.81 %
KPM1	1.87	5.71 %
AKM1	1.40	3.35 %
TRT1	0.95	2.53 %
CYR1	0.56	2.26 %
CGM1	0.39	2.49 %
SBR1	0.29	0.60 %
PLR1	0.25	1.39 %
WJP1	0.22	0.83 %
SLG1	0.15	0.74 %
VEL1	0.13	0.37 %
PTU1	0.11	1.57 %
ABR1		0.00 %
CPT1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
Total	46.82	5.99 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	3.00	16.11 %
Fridge	2.17	6.48 %
Air-Cond	1.74	5.92 %
D-Freez	0.21	11.36 %
Total	7.12	8.54 %

Branch *	MTD Sales L	Brand Share %
WTVF		0.00 %
Total	7.12	8.54 %