

MTD Sales
398.25 L

Brand Share %
6.21 %

Information:

MTD : 01-11-2025 To 27-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **6.21 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	182.46	9.10 %
Wash-Mac	158.41	6.45 %
Air-Cond	54.80	2.86 %
D-Freez	2.58	7.68 %
Total	398.25	6.21 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	74.74	7.62 %
SOUTH-01	57.69	5.76 %
SOUTH-03	56.09	6.89 %
CHENNAI-02	40.82	5.54 %
TRICHY-01	37.66	4.96 %
WEST-01	37.60	7.03 %
WEST-02	36.44	6.15 %
NORTH ARCOT	33.34	7.26 %
SOUTH ARCOT	19.84	4.21 %
KL-SOUTH	4.02	6.67 %
Total	398.25	6.21 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	33.32	12.00 %
Wash-Mac	27.51	7.76 %
Air-Cond	13.48	3.92 %
D-Freez	0.43	7.99 %
Total	74.74	7.62 %

Branch *	MTD Sales L	Brand Share %
CH05	2.10	3.03 %
CH14	1.97	4.73 %
CH42	1.51	2.05 %
CH39	1.18	5.87 %
KNR1	0.67	4.81 %
CH35	0.66	3.97 %
MRM1	0.60	2.36 %
AVD1	0.56	1.42 %
CH19	0.30	0.51 %
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	74.74	7.62 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	27.23	8.46 %
Wash-Mac	19.34	5.12 %
Air-Cond	10.25	3.45 %
D-Freez	0.88	17.00 %
Total	57.69	5.76 %

Branch *	MTD Sales L	Brand Share %
TUT1	5.88	4.47 %
KVT1	2.49	4.70 %
TCN1	1.43	5.75 %
MAR1	1.32	3.82 %
TUT2	1.05	2.30 %
TKS1	0.87	3.19 %
ERL2	0.83	5.21 %
SNL1	0.65	3.29 %
TVL1	0.47	0.52 %
APK1	0.47	2.47 %
SKD1	0.43	4.15 %
KGL1	0.31	3.46 %
VNR1	0.13	0.85 %
SDI1	0.11	0.77 %
MMT1	0.11	0.61 %
S2SD		0.00 %
TVL2		0.00 %
TYI1		0.00 %
VLY1		0.00 %
WHTV		0.00 %
Total	57.69	5.76 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	25.31	9.40 %
Wash-Mac	23.68	7.34 %
Air-Cond	7.10	3.23 %
Total	56.09	6.89 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.83	6.03 %
DGL1	2.77	4.53 %
MDU6	2.32	5.73 %
KRR1	1.03	5.40 %
PVI1	0.75	4.78 %
KKD3	0.59	1.11 %
BNR1	0.53	4.29 %
PNI1	0.38	5.01 %
TPT1	0.34	1.83 %
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	56.09	6.89 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	19.34	9.90 %
Wash-Mac	16.59	6.43 %
Air-Cond	4.67	1.66 %
D-Freez	0.23	10.73 %
Total	40.82	5.54 %

Branch *	MTD Sales L	Brand Share %
CH15	4.15	4.14 %
CH24	2.62	5.74 %
CH12	2.23	4.11 %
CH34	1.25	3.94 %
MJR1	0.90	3.20 %
CH20	0.87	2.64 %
CH46	0.56	3.44 %
CH27	0.15	1.72 %
CH41	0.14	0.51 %
GPD1	0.11	0.98 %
CH01		0.00 %
CH31		0.00 %
CH32		0.00 %
MC06		0.00 %
UKI1		0.00 %
PON1	-0.19	-1.80 %
Total	40.82	5.54 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	18.74	8.49 %
Wash-Mac	12.34	4.88 %
Air-Cond	6.58	2.31 %
Total	37.66	4.96 %

Branch *	MTD Sales L	Brand Share %
TRY1	4.29	3.30 %
TNJ1	2.34	5.30 %
TVR2	2.00	4.52 %
PTK1	1.33	4.60 %
TNJ2	1.22	3.94 %
MVM1	1.01	2.22 %
JKM1	0.87	5.79 %
NGT1	0.83	3.63 %
PBR1	0.28	2.23 %
KIK1	0.22	1.19 %
TTP1	0.14	1.09 %
TVR1	0.13	0.89 %
MSI1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TZSD		0.00 %
Total	37.66	4.96 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	19.23	7.57 %
Fridge	15.10	7.84 %
Air-Cond	3.27	3.80 %
Total	37.60	7.03 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.39	5.63 %
CBE6	1.06	4.73 %
UMP1	0.76	4.86 %
DPM2	0.68	4.16 %
GBM1	0.38	3.32 %
TPR4	0.36	4.21 %
KGI1	0.34	3.73 %
CBE1	0.27	1.23 %
PPI1	0.27	2.68 %
KMD1	0.24	1.58 %
CBE5	0.19	2.38 %
PDM1	0.13	1.11 %
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	37.60	7.03 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	16.87	8.01 %
Wash-Mac	16.36	6.05 %
Air-Cond	3.02	2.82 %
D-Freez	0.19	4.45 %
Total	36.44	6.15 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.03	5.55 %
SLM3	1.55	5.39 %
ERD2	1.04	2.11 %
TCG1	0.57	3.65 %
KRI1	0.55	3.52 %
EDP1	0.43	5.04 %
ATU1	0.40	1.88 %
TRM1	0.39	3.06 %
PLC1	0.34	3.28 %
SGG1	0.26	4.00 %
KVP1	0.21	1.74 %
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	36.44	6.15 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	15.94	10.36 %
Wash-Mac	15.18	8.31 %
Air-Cond	1.58	1.35 %
D-Freez	0.64	11.13 %
Total	33.34	7.26 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.66	5.82 %
TRR1	1.83	5.91 %
AKM1	0.88	3.97 %
VSI1	0.75	3.35 %
SBR1	0.48	1.22 %
WJP1	0.48	4.95 %
KPM1	0.47	2.56 %
CYR1	0.28	2.74 %
VEL1	0.24	1.05 %
CGM1	0.14	1.28 %
PTU1	0.14	2.11 %
PLR1	0.13	1.67 %
GDM1	0.11	0.95 %
ABR1	0.11	0.73 %
CPT1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
Total	33.34	7.26 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	9.51	6.72 %
Wash-Mac	6.96	4.23 %
Air-Cond	3.15	1.94 %
D-Freez	0.22	7.21 %
Total	19.84	4.21 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.93	4.42 %
POY2	1.57	2.78 %
TRK1	1.18	5.90 %
TDM1	1.05	5.40 %
NVL2	0.99	3.78 %
SJI2	0.93	5.59 %
PRT1	0.92	4.67 %
CDM1	0.26	1.04 %
TVM2	0.11	1.14 %
KLM1		0.00 %
POY1		0.00 %
TVM1		0.00 %
VPM1	-0.21	-4.45 %
Total	19.84	4.21 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.70	9.85 %
Wash-Mac	1.21	6.42 %
Fridge	1.10	4.92 %
Total	4.02	6.67 %

Branch *	MTD Sales L	Brand Share %
TVSD		0.00 %
WTVP		0.00 %
Total	4.02	6.67 %