

MTD Sales
394.37 L

Brand Share %
5.41 %

Information:

MTD : 01-09-2025 To 28-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.41 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	183.41	8.65 %
Wash-Mac	133.70	6.69 %
Air-Cond	74.25	2.38 %
D-Freez	3.01	6.02 %
Total	394.37	5.41 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	63.81	5.68 %
SOUTH-01	61.37	4.21 %
SOUTH-03	53.22	6.28 %
TRICHY-01	44.39	5.56 %
WEST-01	41.97	8.17 %
CHENNAI-02	41.59	4.64 %
WEST-02	32.86	5.54 %
SOUTH ARCOT	27.45	5.34 %
NORTH ARCOT	24.37	5.68 %
KL-SOUTH	3.33	2.93 %
Total	394.37	5.41 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	28.08	9.80 %
Wash-Mac	22.82	7.69 %
Air-Cond	11.53	2.16 %
D-Freez	1.38	20.70 %
Total	63.81	5.68 %

Branch *	MTD Sales L	Brand Share %
CH08	4.40	5.32 %
CH07	2.63	4.84 %
CH14	2.28	2.97 %
CH30	1.55	3.59 %
CH05	1.39	1.96 %
KNR1	1.04	5.07 %
CH19	0.93	1.48 %
CH39	0.73	2.76 %
AVD1	0.64	1.66 %
CH38	0.45	1.98 %
CGL1	0.34	1.60 %
CH26	0.24	2.49 %
CH35	0.23	1.06 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
Total	63.81	5.68 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	27.50	7.11 %
Air-Cond	16.82	2.35 %
Wash-Mac	16.58	4.87 %
D-Freez	0.47	3.53 %
Total	61.37	4.21 %

Branch *	MTD Sales L	Brand Share %
TUT1	4.46	2.66 %
RPM1	4.25	4.93 %
TVL1	2.54	1.35 %
TUT2	2.30	2.98 %
NGR1	1.42	1.91 %
TCN1	1.40	4.39 %
TY11	1.34	4.61 %
ERL2	1.33	4.61 %
TKS1	0.76	2.56 %
MAR1	0.75	1.48 %
VLY1	0.52	1.31 %
VNR1	0.30	1.53 %
ARM1	0.24	2.70 %
COL1	0.23	3.56 %
PKD1	0.16	0.54 %
APK1	0.16	0.81 %
KGL1	0.13	1.40 %
SDI1	0.12	0.31 %
MMT1		0.00 %
TVL2		0.00 %
Total	61.37	4.21 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	28.39	9.76 %
Wash-Mac	18.45	7.76 %
Air-Cond	6.12	1.96 %
D-Freez	0.25	4.26 %
Total	53.22	6.28 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.38	5.18 %
MDU2	2.80	4.89 %
ATG1	2.20	5.09 %
MDU6	1.44	3.63 %
PVI1	1.39	4.88 %
KYK1	0.72	4.97 %
KKD3	0.65	1.01 %
MNM1	0.61	4.50 %
DKI1	0.23	0.90 %
MLR1	0.13	0.83 %
BTU1	0.13	2.09 %
DGL2	0.09	0.51 %
KKD2	0.07	0.53 %
PNV1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
TDI1		0.00 %
ODM1	-0.19	-2.55 %
Total	53.22	6.28 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	22.39	9.57 %
Wash-Mac	14.06	7.69 %
Air-Cond	7.95	2.10 %
Total	44.39	5.56 %

Branch *	MTD Sales L	Brand Share %
TRY1	4.86	2.56 %
TNJ2	1.83	5.24 %
MVM1	1.77	5.22 %
TVR2	1.76	4.04 %
TRY3	0.39	1.78 %
PBR1	0.38	2.71 %
MSI1	0.36	2.63 %
TRY2	0.24	1.25 %
TZSD	0.15	1.80 %
KIK1		0.00 %
ORU1		0.00 %
TVR1		0.00 %
Total	44.39	5.56 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	16.44	8.28 %
Fridge	15.54	8.35 %
Air-Cond	9.77	7.86 %
D-Freez	0.23	4.57 %
Total	41.97	8.17 %

Branch *	MTD Sales L	Brand Share %
SUL1	0.74	4.87 %
SYM2	0.46	3.63 %
UMP1	0.38	2.21 %
TPR3	0.35	2.33 %
CNR1	0.25	2.78 %
AVI1	0.24	2.11 %
WZSD	0.20	4.40 %
PDM1	0.12	1.25 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
PPI1		0.00 %
Total	41.97	8.17 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	16.96	7.54 %
Fridge	16.10	8.29 %
Air-Cond	8.07	1.70 %
D-Freez	0.46	14.90 %
Total	41.59	4.64 %

Branch *	MTD Sales L	Brand Share %
CH03	4.15	4.59 %
CH15	3.33	3.08 %
CH34	1.77	5.33 %
CH33	1.44	3.91 %
CH12	0.80	1.50 %
CH06	0.58	1.40 %
CH09	0.53	1.64 %
MJR1	0.35	1.14 %
CH41	0.31	0.96 %
CH46	0.27	1.52 %
CH31	0.26	1.66 %
CH32	0.25	2.72 %
UKI1	0.23	0.86 %
CH20	0.12	0.30 %
CH01		0.00 %
CH27		0.00 %
GPD1		0.00 %
MC06		0.00 %
Total	41.59	4.64 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	19.34	9.18 %
Wash-Mac	9.74	4.28 %
Air-Cond	3.78	2.48 %
Total	32.86	5.54 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.80	4.89 %
SLM3	1.12	4.36 %
WZWH	0.69	5.24 %
TCG1	0.63	4.27 %
SGI1	0.51	4.60 %
SLM2	0.41	2.05 %
PLC1	0.40	5.31 %
EDP1	0.31	3.80 %
TRM1	0.27	1.04 %
CMI1	0.25	3.25 %
ERD2	0.18	0.41 %
BMD1	0.13	1.51 %
PMP1	0.12	1.28 %
HRR1	0.12	1.54 %
ERD1	0.01	0.02 %
KMM1		0.00 %
KRI1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
PDR1		0.00 %
SGG1		0.00 %
Total	32.86	5.54 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	13.50	9.18 %
Wash-Mac	8.38	6.24 %
Air-Cond	5.35	2.35 %
D-Freez	0.23	4.26 %
Total	27.45	5.34 %

Branch *	MTD Sales L	Brand Share %
TRK1	1.47	3.45 %
SJI1	1.41	5.28 %
KKI2	1.33	5.36 %
POY2	1.28	2.67 %
KLM1	1.15	3.56 %
TDM1	1.14	4.12 %
CDM1	1.02	3.39 %
PRT1	0.92	5.13 %
TVM1	0.60	4.42 %
VCM1	0.41	2.97 %
NVL2	0.27	0.99 %
TVM2	0.12	1.59 %
WHNV		0.00 %
Total	27.45	5.34 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	11.42	8.66 %
Wash-Mac	9.38	7.52 %
Air-Cond	3.58	2.12 %
Total	24.37	5.68 %

Branch *	MTD Sales L	Brand Share %
AKM1	0.60	3.75 %
CGM1	0.51	2.22 %
PLR1	0.45	3.65 %
WJP1	0.37	4.04 %
ABR1	0.32	1.55 %
TRL1	0.28	0.81 %
SBR1	0.27	0.64 %
GDM1	0.27	1.89 %
CYR1	0.27	2.62 %
VEL1	0.14	0.53 %
KPM1	0.11	0.55 %
PTU1	0.11	2.21 %
CPT1		0.00 %
NASD		0.00 %
SLG1		0.00 %
UGI1		0.00 %
Total	24.37	5.68 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.27	4.25 %
Fridge	1.16	2.25 %
Wash-Mac	0.89	2.91 %
Total	3.33	2.93 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.56	3.50 %
KLR1	0.48	2.81 %
PAS1	0.28	1.23 %
Total	3.33	2.93 %