

MTD Sales
734.33 L

Brand Share %
5.91 %

Information:

MTD : 01-10-2025 To 28-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.91 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	372.87	8.57 %
Wash-Mac	273.43	6.02 %
Air-Cond	85.78	2.46 %
D-Freez	2.25	4.76 %
Total	734.33	5.91 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	106.29	6.94 %
SOUTH-01	103.56	4.79 %
WEST-02	99.04	6.50 %
WEST-01	88.71	8.05 %
SOUTH-03	87.88	4.73 %
CHENNAI-02	69.01	5.68 %
TRICHY-01	68.74	5.04 %
SOUTH ARCOT	55.84	7.01 %
NORTH ARCOT	47.73	6.04 %
KL-SOUTH	7.54	8.84 %
Total	734.33	5.91 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	47.00	10.07 %
Wash-Mac	44.29	8.69 %
Air-Cond	14.76	2.68 %
D-Freez	0.24	4.52 %
Total	106.29	6.94 %

Branch *	MTD Sales L	Brand Share %
CH05	4.32	4.68 %
CH30	2.63	4.97 %
CH42	2.28	2.73 %
CH35	0.39	1.09 %
CH19	0.32	0.33 %
MRM1	0.26	0.56 %
AVD1	0.26	0.44 %
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	106.29	6.94 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	55.39	7.81 %
Wash-Mac	28.36	3.84 %
Air-Cond	18.69	2.65 %
D-Freez	1.13	12.06 %
Total	103.56	4.79 %

Branch *	MTD Sales L	Brand Share %
TUT1	11.77	4.23 %
TUT2	4.90	4.87 %
NGR1	4.39	3.25 %
KVT1	3.89	3.44 %
VNR2	3.05	3.33 %
APK2	2.07	5.35 %
TVL1	2.06	1.19 %
TKS1	1.44	2.09 %
MAR1	1.43	3.17 %
TYI1	1.35	4.29 %
SNL1	1.21	3.27 %
KGL1	1.16	5.52 %
ERL2	1.07	2.81 %
APK1	1.00	2.10 %
UDN1	0.93	2.65 %
PKD1	0.93	1.22 %
SDI1	0.49	1.64 %
COL1	0.49	5.19 %
VNR1	0.27	0.88 %
VLY1	0.15	0.28 %
MMT1	0.12	0.35 %
S2SD		0.00 %
TVL2		0.00 %
Total	103.56	4.79 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	54.99	8.81 %
Wash-Mac	38.33	5.65 %
Air-Cond	5.72	2.65 %
Total	99.04	6.50 %

Branch *	MTD Sales L	Brand Share %
ERD2	5.16	3.86 %
SLM3	4.34	5.73 %
VPD1	2.76	5.07 %
TRM1	2.17	5.02 %
TCG1	1.94	4.73 %
PLC1	1.48	5.31 %
EDP1	0.36	1.67 %
ERD1	0.24	0.22 %
DPR2	0.15	0.89 %
PDR1	0.13	0.55 %
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	99.04	6.50 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	44.98	10.62 %
Wash-Mac	36.47	7.15 %
Air-Cond	7.04	4.28 %
D-Freez	0.22	6.41 %
Total	88.71	8.05 %

Branch *	MTD Sales L	Brand Share %
GBM1	1.07	3.56 %
KMD1	0.61	2.51 %
PDM1	0.54	2.10 %
CBE3	0.50	3.05 %
KGI1	0.44	3.54 %
PPI1	0.27	1.08 %
ANR1	0.26	2.64 %
CNR1	0.24	2.28 %
CBE5		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KGM1		0.00 %
SYM2		0.00 %
WZSD		0.00 %
Total	88.71	8.05 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	44.35	6.20 %
Wash-Mac	34.64	5.08 %
Air-Cond	8.89	1.96 %
Total	87.88	4.73 %

Branch *	MTD Sales L	Brand Share %
DGL1	9.31	5.23 %
MDU1	7.18	2.71 %
MDU2	5.32	4.17 %
MDU6	3.95	3.64 %
TMM1	3.05	4.82 %
KRR1	2.65	4.27 %
ATG1	2.43	4.21 %
TEN2	2.07	5.02 %
DGL2	1.64	4.02 %
BNR1	1.48	5.74 %
MNM1	1.37	5.67 %
TPT1	1.16	3.53 %
KKD3	0.96	1.34 %
PVI1	0.83	2.90 %
MLR1	0.61	2.14 %
TDI1	0.48	2.66 %
KYK1	0.36	1.48 %
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	87.88	4.73 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	32.31	7.79 %
Fridge	30.09	8.42 %
Air-Cond	6.60	1.50 %
Total	69.01	5.68 %

Branch *	MTD Sales L	Brand Share %
CH15	7.42	5.53 %
CH03	6.36	4.92 %
MJR1	2.55	4.62 %
CH09	2.46	5.24 %
CH12	1.88	2.39 %
CH27	0.67	3.85 %
PON1	0.40	1.74 %
CH32	0.14	2.29 %
CH41	0.13	0.28 %
CH01		0.00 %
CH31		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC05		0.00 %
UKI1		0.00 %
CH20	-0.18	-0.35 %
Total	69.01	5.68 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	40.40	8.52 %
Wash-Mac	16.94	4.02 %
Air-Cond	11.40	2.46 %
Total	68.74	5.04 %

Branch *	MTD Sales L	Brand Share %
TRY1	8.91	4.16 %
TNJ1	3.79	4.36 %
TVR2	3.60	5.42 %
KUM1	3.52	4.58 %
MVM1	2.10	2.84 %
NGT1	1.94	5.06 %
TNJ2	1.72	2.74 %
AYR1	1.40	4.08 %
MSI1	1.16	4.20 %
TRY4	0.96	1.46 %
KIK1	0.87	2.23 %
TRY3	0.61	1.14 %
PBR1	0.50	1.60 %
TTP1	0.27	1.56 %
TVR1	0.13	0.55 %
ORU1		0.00 %
TRY2		0.00 %
TZSD		0.00 %
Total	68.74	5.04 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	29.78	10.51 %
Wash-Mac	20.11	7.56 %
Air-Cond	5.94	2.46 %
Total	55.84	7.01 %

Branch *	MTD Sales L	Brand Share %
CDM1	3.11	5.73 %
POY2	0.49	0.66 %
VPM1	0.41	3.19 %
NVL2	0.12	0.22 %
TVM1	0.12	0.82 %
KLM1		0.00 %
SJI1		0.00 %
TVM2		0.00 %
Total	55.84	7.01 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	23.60	8.94 %
Wash-Mac	18.97	6.30 %
Air-Cond	4.71	2.13 %
D-Freez	0.45	14.16 %
Total	47.73	6.04 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.01	3.77 %
KPM1	1.87	5.62 %
AKM1	1.40	3.31 %
TRT1	0.95	2.53 %
CYR1	0.56	2.26 %
CGM1	0.39	2.46 %
SBR1	0.29	0.59 %
PLR1	0.25	1.38 %
WJP1	0.22	0.82 %
SLG1	0.15	0.74 %
VEL1	0.13	0.36 %
PTU1	0.11	1.57 %
ABR1		0.00 %
CPT1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
Total	47.73	6.04 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	3.00	15.99 %
Fridge	2.29	6.67 %
Air-Cond	2.03	6.78 %
D-Freez	0.21	9.84 %
Total	7.54	8.84 %

Branch *	MTD Sales L	Brand Share %
WTVF		0.00 %
Total	7.54	8.84 %