

MTD Sales
414.19 L

Brand Share %
6.02 %

Information:

MTD : 01-11-2025 To 28-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **6.02 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	189.22	8.87 %
Wash-Mac	166.45	6.39 %
Air-Cond	55.94	2.66 %
D-Freez	2.58	7.07 %
Total	414.19	6.02 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	78.04	7.39 %
SOUTH-01	59.44	5.67 %
SOUTH-03	57.12	6.73 %
CHENNAI-02	44.31	5.22 %
WEST-01	39.84	7.09 %
TRICHY-01	38.47	4.78 %
WEST-02	37.48	5.93 %
NORTH ARCOT	34.30	6.96 %
SOUTH ARCOT	21.05	4.00 %
KL-SOUTH	4.14	6.60 %
Total	414.19	6.02 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	34.83	11.58 %
Wash-Mac	29.31	7.80 %
Air-Cond	13.48	3.61 %
D-Freez	0.43	7.43 %
Total	78.04	7.39 %

Branch *	MTD Sales L	Brand Share %
CH14	2.66	5.80 %
CH05	2.23	2.98 %
CH42	1.51	1.93 %
CH39	1.18	5.51 %
CH35	1.04	5.61 %
KNR1	0.67	4.72 %
MRM1	0.60	2.02 %
AVD1	0.56	1.34 %
CH19	0.30	0.50 %
GUD2	0.15	0.69 %
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	78.04	7.39 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	28.18	8.44 %
Wash-Mac	20.13	5.12 %
Air-Cond	10.25	3.25 %
D-Freez	0.88	15.73 %
Total	59.44	5.67 %

Branch *	MTD Sales L	Brand Share %
TUT1	6.10	4.49 %
KVT1	2.49	4.43 %
MAR1	1.48	4.08 %
TCN1	1.43	5.41 %
TUT2	1.05	2.26 %
SNL1	0.96	4.70 %
TKS1	0.87	3.12 %
ERL2	0.83	5.12 %
TVL1	0.63	0.61 %
APK1	0.47	2.42 %
SKD1	0.43	3.86 %
KGL1	0.43	4.58 %
SDI1	0.23	1.46 %
VNR1	0.13	0.79 %
MMT1	0.11	0.59 %
S2SD		0.00 %
TVL2		0.00 %
TYI1		0.00 %
VLY1		0.00 %
WHTV		0.00 %
Total	59.44	5.67 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	25.59	9.24 %
Wash-Mac	24.43	7.33 %
Air-Cond	7.10	3.01 %
Total	57.12	6.73 %

Branch *	MTD Sales L	Brand Share %
DGL1	3.17	4.79 %
MDU6	2.32	5.62 %
KRR1	1.03	4.23 %
PVI1	0.75	4.51 %
KKD3	0.59	1.08 %
BNR1	0.53	4.13 %
PNI1	0.38	4.91 %
TPT1	0.34	1.73 %
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	57.12	6.73 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	20.65	9.41 %
Wash-Mac	18.44	6.37 %
Air-Cond	4.99	1.48 %
D-Freez	0.23	8.86 %
Total	44.31	5.22 %

Branch *	MTD Sales L	Brand Share %
CH03	4.82	5.50 %
CH15	4.71	4.20 %
CH24	2.76	5.71 %
CH12	2.37	3.92 %
CH33	1.73	5.99 %
CH34	1.25	3.54 %
MJR1	1.09	3.38 %
CH20	0.87	1.96 %
CH46	0.56	3.14 %
CH27	0.47	4.50 %
CH41	0.14	0.44 %
GPD1	0.11	0.90 %
CH01		0.00 %
CH31		0.00 %
CH32		0.00 %
MC06		0.00 %
UKI1		0.00 %
PON1	-0.19	-1.43 %
Total	44.31	5.22 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	20.36	7.67 %
Fridge	15.68	7.86 %
Air-Cond	3.81	4.02 %
Total	39.84	7.09 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.52	5.89 %
CBE6	1.06	4.69 %
UMP1	0.76	4.76 %
DPM2	0.68	3.71 %
PPI1	0.39	3.87 %
GBM1	0.38	3.27 %
TPR4	0.36	4.03 %
KGI1	0.34	3.65 %
CBE1	0.27	1.16 %
CNR1	0.26	3.34 %
KMD1	0.24	1.46 %
CBE5	0.19	2.20 %
PDM1	0.13	1.09 %
ANR1		0.00 %
CBE3		0.00 %
GDR1		0.00 %
KGM1		0.00 %
SYM2		0.00 %
WZSD		0.00 %
WHCB	-0.12	2.97 %
Total	39.84	7.09 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	19.18	8.15 %
Wash-Mac	12.71	4.79 %
Air-Cond	6.58	2.17 %
Total	38.47	4.78 %

Branch *	MTD Sales L	Brand Share %
TRY1	4.44	3.20 %
TNJ1	2.34	5.02 %
TVR2	2.00	4.37 %
PTK1	1.33	4.29 %
TNJ2	1.22	3.85 %
MVM1	1.01	2.12 %
JKM1	0.87	5.44 %
NGT1	0.83	3.28 %
PBR1	0.28	2.08 %
KIK1	0.22	1.15 %
TTP1	0.14	1.05 %
TVR1	0.13	0.87 %
MSI1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TZSD		0.00 %
Total	38.47	4.78 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	17.79	7.92 %
Wash-Mac	16.48	5.76 %
Air-Cond	3.02	2.60 %
D-Freez	0.19	3.89 %
Total	37.48	5.93 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.39	5.93 %
SLM3	1.55	5.08 %
ERD2	1.04	2.02 %
TCG1	0.57	3.35 %
KRI1	0.55	3.28 %
EDP1	0.43	4.89 %
ATU1	0.40	1.81 %
TRM1	0.39	2.96 %
PLC1	0.34	3.00 %
SGG1	0.26	3.79 %
KVP1	0.21	1.68 %
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	37.48	5.93 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	16.06	9.84 %
Wash-Mac	15.73	8.11 %
Air-Cond	1.87	1.44 %
D-Freez	0.64	10.60 %
Total	34.30	6.96 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.27	4.68 %
TRR1	1.83	5.66 %
AKM1	0.88	3.69 %
VSI1	0.75	3.24 %
SBR1	0.61	1.45 %
WJP1	0.48	4.74 %
KPM1	0.47	2.37 %
CYR1	0.28	2.57 %
VEL1	0.24	1.04 %
CGM1	0.14	1.17 %
PTU1	0.14	1.92 %
PLR1	0.13	1.62 %
GDM1	0.11	0.92 %
ABR1	0.11	0.67 %
CPT1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
Total	34.30	6.96 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	10.15	6.43 %
Wash-Mac	7.53	4.14 %
Air-Cond	3.15	1.72 %
D-Freez	0.22	7.21 %
Total	21.05	4.00 %

Branch *	MTD Sales L	Brand Share %
CUD1	2.20	4.45 %
POY2	1.57	2.66 %
NVL2	1.23	3.63 %
TDM1	1.17	5.37 %
PRT1	1.06	5.04 %
SJI2	0.93	4.93 %
CDM1	0.26	0.93 %
TVM2	0.11	1.05 %
KLM1		0.00 %
POY1		0.00 %
TVM1		0.00 %
VPM1	-0.21	-3.72 %
Total	21.05	4.00 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.70	9.28 %
Wash-Mac	1.33	6.61 %
Fridge	1.10	4.90 %
Total	4.14	6.60 %

Branch *	MTD Sales L	Brand Share %
TVSD		0.00 %
WTVP		0.00 %
Total	4.14	6.60 %