

MTD Sales
409.17 L

Brand Share %
5.43 %

Information:

MTD : 01-09-2025 To 29-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.43 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	191.56	8.79 %
Wash-Mac	137.77	6.68 %
Air-Cond	76.60	2.36 %
D-Freez	3.24	6.11 %
Total	409.17	5.43 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	66.17	5.65 %
SOUTH-01	64.95	4.31 %
SOUTH-03	54.59	6.21 %
TRICHY-01	44.87	5.48 %
CHENNAI-02	43.56	4.70 %
WEST-01	43.05	8.16 %
WEST-02	35.25	5.76 %
SOUTH ARCOT	28.17	5.32 %
NORTH ARCOT	25.03	5.65 %
KL-SOUTH	3.53	3.04 %
Total	409.17	5.43 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	29.24	9.92 %
Wash-Mac	23.50	7.71 %
Air-Cond	11.82	2.09 %
D-Freez	1.62	22.00 %
Total	66.17	5.65 %

Branch *	MTD Sales L	Brand Share %
CH07	2.63	4.72 %
CH14	2.48	3.11 %
CH30	1.55	3.53 %
CH05	1.39	1.93 %
KNR1	1.04	4.86 %
CH19	0.93	1.34 %
CH39	0.64	2.35 %
AVD1	0.64	1.62 %
CH38	0.45	1.87 %
CGL1	0.34	1.54 %
CH26	0.24	2.43 %
CH35	0.23	1.01 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
Total	66.17	5.65 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	29.50	7.39 %
Air-Cond	17.86	2.41 %
Wash-Mac	17.12	4.86 %
D-Freez	0.47	3.12 %
Total	64.95	4.31 %

Branch *	MTD Sales L	Brand Share %
TUT1	4.61	2.68 %
RPM1	4.58	5.18 %
TUT2	2.69	3.40 %
TVL1	2.54	1.31 %
ERL2	1.57	5.39 %
NGR1	1.42	1.85 %
TCN1	1.40	4.22 %
TYI1	1.34	4.44 %
TKS1	0.76	2.47 %
MAR1	0.75	1.46 %
VLY1	0.52	1.27 %
VNR1	0.30	1.46 %
COL1	0.23	3.48 %
PKD1	0.16	0.53 %
APK1	0.16	0.78 %
KGL1	0.13	1.37 %
SDI1	0.12	0.30 %
MMT1		0.00 %
TVL2		0.00 %
Total	64.95	4.31 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	29.08	9.73 %
Wash-Mac	18.91	7.72 %
Air-Cond	6.35	1.93 %
D-Freez	0.25	4.26 %
Total	54.59	6.21 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.38	4.97 %
MDU2	2.93	5.00 %
ATG1	2.20	5.03 %
MDU6	1.44	3.50 %
PVI1	1.39	4.78 %
KYK1	0.72	4.74 %
KKD3	0.65	0.97 %
MNM1	0.61	4.41 %
DKI1	0.23	0.87 %
TDI1	0.23	2.20 %
MLR1	0.13	0.79 %
BTU1	0.13	2.09 %
DGL2	0.09	0.50 %
KKD2	0.07	0.50 %
PNV1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
ODM1	-0.19	-2.55 %
Total	54.59	6.21 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	22.63	9.44 %
Wash-Mac	14.06	7.51 %
Air-Cond	8.17	2.11 %
Total	44.87	5.48 %

Branch *	MTD Sales L	Brand Share %
TRY1	4.86	2.53 %
PBR2	2.55	5.41 %
MVM1	1.89	5.38 %
TNJ2	1.83	4.94 %
TVR2	1.76	3.98 %
TRY3	0.39	1.63 %
PBR1	0.38	2.63 %
MSI1	0.36	2.63 %
TRY2	0.24	1.22 %
TZSD	0.15	1.80 %
KIK1		0.00 %
ORU1		0.00 %
TVR1		0.00 %
Total	44.87	5.48 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	17.23	8.59 %
Wash-Mac	17.23	7.38 %
Air-Cond	8.64	1.76 %
D-Freez	0.46	14.90 %
Total	43.56	4.70 %

Branch *	MTD Sales L	Brand Share %
CH03	4.29	4.63 %
CH15	3.33	2.97 %
CH34	1.77	5.18 %
CH33	1.44	3.84 %
CH12	0.96	1.72 %
CH06	0.72	1.68 %
CH09	0.67	1.99 %
MJR1	0.50	1.58 %
CH41	0.31	0.92 %
CH46	0.27	1.51 %
CH31	0.26	1.63 %
CH32	0.25	2.67 %
UKI1	0.23	0.83 %
CH20	0.12	0.30 %
CH01		0.00 %
CH27		0.00 %
GPD1		0.00 %
MC06		0.00 %
Total	43.56	4.70 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	17.41	8.48 %
Fridge	15.64	8.29 %
Air-Cond	9.77	7.59 %
D-Freez	0.23	4.57 %
Total	43.05	8.16 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.04	5.28 %
SUL1	0.74	4.83 %
SYM2	0.46	3.39 %
AVI1	0.42	3.72 %
UMP1	0.38	2.13 %
TPR3	0.35	2.31 %
CNR1	0.25	2.69 %
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	43.05	8.16 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	21.37	9.80 %
Wash-Mac	10.11	4.29 %
Air-Cond	3.78	2.43 %
Total	35.25	5.76 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.80	4.68 %
SLM3	1.12	4.31 %
WZWH	0.69	5.24 %
TCG1	0.63	4.15 %
SGI1	0.51	4.43 %
ERD2	0.42	0.90 %
SLM2	0.41	2.02 %
PLC1	0.40	5.20 %
EDP1	0.31	3.80 %
TRM1	0.27	1.04 %
CMI1	0.25	3.25 %
BMD1	0.13	1.46 %
PMP1	0.12	1.26 %
SGG1	0.12	3.75 %
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 %
Total	35.25	5.76 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	13.84	9.20 %
Wash-Mac	8.75	6.33 %
Air-Cond	5.35	2.27 %
D-Freez	0.23	4.26 %
Total	28.17	5.32 %

Branch *	MTD Sales L	Brand Share %
TRK1	1.47	3.41 %
SJI1	1.41	5.26 %
CDM1	1.37	4.41 %
KKI2	1.33	5.29 %
POY2	1.28	2.55 %
KLM1	1.15	3.39 %
TDM1	1.14	4.16 %
PRT1	0.92	4.96 %
TVM1	0.60	4.30 %
VCM1	0.41	2.88 %
NVL2	0.27	0.96 %
TVM2	0.12	1.53 %
WHNV		0.00 %
Total	28.17	5.32 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	11.66	8.59 %
Wash-Mac	9.79	7.64 %
Air-Cond	3.58	2.05 %
Total	25.03	5.65 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.29	5.29 %
AKM1	0.60	3.65 %
CGM1	0.51	2.12 %
PLR1	0.45	3.34 %
WJP1	0.37	3.51 %
ABR1	0.32	1.51 %
TRL1	0.28	0.81 %
SBR1	0.27	0.63 %
GDM1	0.27	1.89 %
CYR1	0.27	2.52 %
VEL1	0.14	0.52 %
KPM1	0.11	0.54 %
PTU1	0.11	2.11 %
CPT1		0.00 %
NASD		0.00 %
SLG1		0.00 %
UGI1		0.00 %
Total	25.03	5.65 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	1.37	2.59 %
Air-Cond	1.27	4.14 %
Wash-Mac	0.89	2.83 %
Total	3.53	3.04 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.56	3.41 %
PAS1	0.49	2.07 %
KLR1	0.48	2.75 %
Total	3.53	3.04 %