

MTD Sales
748.06 L

Brand Share %
5.93 %

Information:

MTD : 01-10-2025 To 29-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.93 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	379.42	8.58 %
Wash-Mac	278.89	6.03 %
Air-Cond	87.51	2.48 %
D-Freez	2.25	4.63 %
Total	748.06	5.93 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	108.76	6.96 %
SOUTH-01	106.07	4.84 %
WEST-02	100.58	6.52 %
SOUTH-03	89.90	4.78 %
WEST-01	89.70	8.06 %
CHENNAI-02	69.85	5.65 %
TRICHY-01	69.51	5.01 %
SOUTH ARCOT	57.35	6.96 %
NORTH ARCOT	48.61	6.08 %
KL-SOUTH	7.73	8.81 %
Total	748.06	5.93 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	47.67	10.02 %
Wash-Mac	45.21	8.63 %
Air-Cond	15.65	2.81 %
D-Freez	0.24	4.52 %
Total	108.76	6.96 %

Branch *	MTD Sales L	Brand Share %
CH05	4.43	4.70 %
CH42	2.96	3.47 %
CH30	2.63	4.90 %
CZWH	0.42	0.90 %
CH35	0.39	1.08 %
CH19	0.32	0.32 %
MRM1	0.26	0.55 %
AVD1	0.26	0.44 %
CH29	0.13	1.47 %
CH26		0.00 %
CH40		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.19	1.94 %
Total	108.76	6.96 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	57.16	7.93 %
Wash-Mac	28.52	3.82 %
Air-Cond	19.26	2.70 %
D-Freez	1.13	12.06 %
Total	106.07	4.84 %

Branch *	MTD Sales L	Brand Share %
TUT1	11.92	4.23 %
TUT2	5.03	4.91 %
NGR1	4.20	3.07 %
KVT1	4.03	3.54 %
VNR2	3.48	3.73 %
APK2	2.07	5.23 %
TVL1	2.06	1.18 %
APK1	1.57	3.20 %
TKS1	1.44	2.07 %
MAR1	1.43	3.12 %
TYI1	1.35	4.25 %
SNL1	1.21	3.27 %
KGL1	1.16	5.52 %
ERL2	1.07	2.77 %
UDN1	0.93	2.53 %
PKD1	0.93	1.21 %
SDI1	0.49	1.63 %
COL1	0.49	5.00 %
VNR1	0.27	0.87 %
VLY1	0.15	0.28 %
MMT1	0.12	0.34 %
S2SD		0.00 %
TVL2		0.00 %
Total	106.07	4.84 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	55.82	8.86 %
Wash-Mac	39.05	5.69 %
Air-Cond	5.72	2.61 %
Total	100.58	6.52 %

Branch *	MTD Sales L	Brand Share %
ERD2	5.16	3.82 %
SLM3	4.34	5.67 %
VPD1	2.76	5.06 %
TRM1	2.59	5.86 %
TCG1	2.21	5.34 %
PLC1	1.48	5.29 %
EDP1	0.36	1.67 %
ERD1	0.24	0.22 %
DPR2	0.15	0.87 %
PDR1	0.13	0.55 %
PMP1	0.11	0.56 %
KMM1	0.10	0.40 %
BMD1		0.00 %
HRR1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	100.58	6.52 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	45.40	6.28 %
Wash-Mac	35.35	5.10 %
Air-Cond	9.16	1.99 %
Total	89.90	4.78 %

Branch *	MTD Sales L	Brand Share %
DGL1	9.43	5.21 %
MDU1	7.32	2.75 %
MDU2	5.69	4.42 %
MDU6	3.95	3.63 %
TMM1	3.05	4.68 %
KRR1	2.65	4.23 %
ATG1	2.43	4.13 %
TEN2	2.07	4.95 %
DGL2	1.64	3.94 %
BNR1	1.48	5.71 %
MNM1	1.37	5.62 %
KKD3	1.23	1.67 %
TPT1	1.16	3.46 %
PVI1	0.83	2.85 %
MLR1	0.61	2.13 %
TDI1	0.48	2.59 %
KYK1	0.36	1.41 %
DKI1	0.14	0.29 %
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	-0.77 %
Total	89.90	4.78 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	45.23	10.57 %
Wash-Mac	37.20	7.20 %
Air-Cond	7.04	4.25 %
D-Freez	0.22	6.41 %
Total	89.70	8.06 %

Branch *	MTD Sales L	Brand Share %
GBM1	1.21	3.99 %
KMD1	0.61	2.51 %
PDM1	0.54	1.98 %
CBE3	0.50	3.01 %
KGI1	0.44	3.54 %
ANR1	0.39	3.79 %
PPI1	0.27	1.08 %
CNR1	0.24	2.28 %
CBE5		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KGM1		0.00 %
SYM2		0.00 %
WZSD		0.00 %
Total	89.70	8.06 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	32.68	7.71 %
Fridge	30.56	8.40 %
Air-Cond	6.60	1.48 %
Total	69.85	5.65 %

Branch *	MTD Sales L	Brand Share %
CH15	7.66	5.64 %
CH03	6.36	4.83 %
MJR1	2.55	4.58 %
CH09	2.46	5.13 %
CH12	1.88	2.33 %
CH27	0.67	3.85 %
PON1	0.40	1.72 %
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	-0.34 %
Total	69.85	5.65 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	40.53	8.44 %
Wash-Mac	17.59	4.08 %
Air-Cond	11.40	2.43 %
Total	69.51	5.01 %

Branch *	MTD Sales L	Brand Share %
TRY1	8.91	4.10 %
TNJ1	3.79	4.36 %
KUM1	3.64	4.71 %
TVR2	3.60	5.25 %
MVM1	2.10	2.76 %
NGT1	1.94	4.92 %
TNJ2	1.72	2.73 %
AYR1	1.40	4.07 %
MSI1	1.16	4.14 %
TRY4	1.08	1.63 %
KIK1	0.87	2.16 %
TRY3	0.73	1.33 %
PBR1	0.50	1.57 %
TTP1	0.27	1.56 %
TVR1	0.13	0.54 %
ORU1		0.00 %
TRY2		0.00 %
TZSD		0.00 %
Total	69.51	5.01 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	30.59	10.43 %
Wash-Mac	20.81	7.58 %
Air-Cond	5.94	2.37 %
Total	57.35	6.96 %

Branch *	MTD Sales L	Brand Share %
CDM1	3.11	5.64 %
POY2	0.60	0.75 %
VPM1	0.41	3.15 %
NVL2	0.12	0.21 %
TVM1	0.12	0.81 %
KLM1		0.00 %
SJI1		0.00 %
TVM2		0.00 %
Total	57.35	6.96 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	23.98	8.91 %
Wash-Mac	19.47	6.37 %
Air-Cond	4.71	2.12 %
D-Freez	0.45	13.58 %
Total	48.61	6.08 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.39	4.05 %
KPM1	1.87	5.59 %
AKM1	1.40	3.23 %
TRT1	0.95	2.47 %
CYR1	0.56	2.24 %
CGM1	0.39	2.46 %
SBR1	0.29	0.58 %
PLR1	0.25	1.34 %
WJP1	0.22	0.82 %
SLG1	0.15	0.74 %
VEL1	0.13	0.35 %
PTU1	0.11	1.53 %
ABR1		0.00 %
CPT1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
Total	48.61	6.08 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	3.00	15.30 %
Fridge	2.48	6.91 %
Air-Cond	2.03	6.78 %
D-Freez	0.21	9.84 %
Total	7.73	8.81 %

Branch *	MTD Sales L	Brand Share %
WTVP		0.00 %
Total	7.73	8.81 %