

MTD Sales
425.66 L

Brand Share %
5.95 %

Information:

MTD : 01-11-2025 To 29-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.95 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	196.62	8.83 %
Wash-Mac	170.01	6.32 %
Air-Cond	56.45	2.56 %
D-Freez	2.58	6.89 %
Total	425.66	5.95 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	81.10	7.39 %
SOUTH-01	61.65	5.67 %
SOUTH-03	58.51	6.64 %
CHENNAI-02	44.65	5.06 %
WEST-01	40.81	7.01 %
WEST-02	39.22	5.87 %
TRICHY-01	38.88	4.69 %
NORTH ARCOT	34.83	6.70 %
SOUTH ARCOT	21.88	4.03 %
KL-SOUTH	4.14	6.39 %
Total	425.66	5.95 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	36.50	11.63 %
Wash-Mac	30.70	7.87 %
Air-Cond	13.48	3.47 %
D-Freez	0.43	7.43 %
Total	81.10	7.39 %

Branch *	MTD Sales L	Brand Share %
CH14	2.91	5.94 %
CH05	2.46	3.16 %
CH42	1.51	1.86 %
CH35	1.04	5.47 %
KNR1	0.82	5.72 %
MRM1	0.60	2.01 %
AVD1	0.56	1.27 %
CH19	0.30	0.47 %
GUD2	0.30	1.27 %
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	81.10	7.39 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	29.81	8.53 %
Wash-Mac	20.49	5.06 %
Air-Cond	10.48	3.20 %
D-Freez	0.88	15.14 %
Total	61.65	5.67 %

Branch *	MTD Sales L	Brand Share %
TUT1	6.37	4.51 %
KVT1	2.49	4.21 %
MAR1	1.74	4.69 %
TCN1	1.43	5.29 %
ERL2	1.06	5.74 %
TUT2	1.05	2.22 %
TKS1	0.87	2.94 %
TVL1	0.63	0.58 %
APK1	0.47	2.38 %
SKD1	0.43	3.80 %
KGL1	0.43	4.50 %
SDI1	0.23	1.38 %
TYI1	0.17	1.24 %
VNR1	0.13	0.76 %
MMT1	0.11	0.57 %
S2SD		0.00 %
TVL2		0.00 %
VLY1		0.00 %
WHTV		0.00 %
Total	61.65	5.67 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	26.53	9.09 %
Wash-Mac	24.87	7.17 %
Air-Cond	7.10	2.96 %
Total	58.51	6.64 %

Branch *	MTD Sales L	Brand Share %
DGL1	3.30	4.73 %
MDU6	2.46	5.65 %
KRR1	1.03	4.10 %
PVI1	0.90	4.74 %
KKD3	0.59	1.06 %
MNM1	0.56	5.91 %
BNR1	0.53	3.92 %
PNI1	0.38	4.55 %
TPT1	0.34	1.72 %
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	58.51	6.64 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	21.00	9.24 %
Wash-Mac	18.44	6.18 %
Air-Cond	4.99	1.41 %
D-Freez	0.23	8.43 %
Total	44.65	5.06 %

Branch *	MTD Sales L	Brand Share %
CH15	4.84	4.21 %
CH03	4.82	5.35 %
CH24	2.76	5.63 %
CH12	2.37	3.73 %
CH06	1.82	5.91 %
CH33	1.73	5.59 %
CH34	1.25	3.50 %
MJR1	1.09	2.98 %
CH20	0.87	1.86 %
CH46	0.56	2.95 %
CH27	0.47	4.50 %
CH41	0.14	0.42 %
GPD1	0.11	0.85 %
CH01		0.00 %
CH31		0.00 %
CH32		0.00 %
MC06		0.00 %
UKI1		0.00 %
PON1	-0.19	-1.39 %
Total	44.65	5.06 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	20.73	7.57 %
Fridge	16.27	7.83 %
Air-Cond	3.81	3.89 %
Total	40.81	7.01 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.52	5.67 %
CBE6	1.06	4.27 %
UAM1	0.78	5.74 %
UMP1	0.76	4.55 %
DPM2	0.68	3.67 %
PPI1	0.39	3.75 %
GBM1	0.38	3.27 %
TPR4	0.36	3.84 %
KGI1	0.34	3.65 %
CBE1	0.27	1.15 %
CNR1	0.26	3.29 %
KMD1	0.24	1.41 %
CBE5	0.19	2.00 %
PDM1	0.13	1.03 %
ANR1		0.00 %
CBE3		0.00 %
GDR1		0.00 %
KGM1		0.00 %
SYM2		0.00 %
WZSD		0.00 %
WHCB	-0.12	2.97 %
Total	40.81	7.01 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	18.67	7.91 %
Wash-Mac	17.05	5.77 %
Air-Cond	3.30	2.53 %
D-Freez	0.19	3.89 %
Total	39.22	5.87 %

Branch *	MTD Sales L	Brand Share %
SLM3	1.67	4.65 %
MCR1	1.07	5.68 %
ERD2	1.04	1.98 %
TCG1	0.57	3.27 %
KRI1	0.55	3.11 %
EDP1	0.43	4.67 %
TRM1	0.40	2.96 %
ATU1	0.40	1.75 %
PLC1	0.34	2.62 %
SGG1	0.26	3.42 %
KVP1	0.21	1.58 %
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	39.22	5.87 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	19.60	8.05 %
Wash-Mac	12.71	4.72 %
Air-Cond	6.58	2.09 %
Total	38.88	4.69 %

Branch *	MTD Sales L	Brand Share %
TRY1	4.44	3.07 %
TNJ1	2.48	5.21 %
TVR2	2.00	4.31 %
TRY4	1.60	5.92 %
PTK1	1.33	4.18 %
TNJ2	1.22	3.78 %
MVM1	1.01	2.11 %
JKM1	0.87	5.36 %
NGT1	0.83	3.24 %
KIK1	0.50	2.34 %
PBR1	0.28	1.98 %
TTP1	0.14	0.92 %
TVR1	0.13	0.87 %
MSI1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TZSD		0.00 %
Total	38.88	4.69 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	16.31	9.58 %
Wash-Mac	16.01	7.92 %
Air-Cond	1.87	1.32 %
D-Freez	0.64	10.24 %
Total	34.83	6.70 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.27	4.21 %
TRR1	1.83	5.40 %
VSI1	0.90	3.76 %
AKM1	0.88	3.39 %
SBR1	0.61	1.40 %
WJP1	0.48	4.63 %
KPM1	0.47	2.32 %
CYR1	0.28	2.46 %
VEL1	0.24	0.98 %
CGM1	0.14	1.08 %
PTU1	0.14	1.83 %
PLR1	0.13	1.62 %
GDM1	0.11	0.87 %
ABR1	0.11	0.63 %
CPT1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
Total	34.83	6.70 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	10.84	6.61 %
Wash-Mac	7.67	4.11 %
Air-Cond	3.15	1.67 %
D-Freez	0.22	6.31 %
Total	21.88	4.03 %

Branch *	MTD Sales L	Brand Share %
CUD1	2.20	4.37 %
POY2	1.57	2.62 %
NVL2	1.34	3.81 %
VCM1	1.24	5.68 %
TDM1	1.17	5.33 %
SJI2	1.08	5.36 %
PRT1	1.06	4.88 %
CDM1	0.26	0.92 %
TVM2	0.11	1.05 %
KLM1		0.00 %
POY1		0.00 %
TVM1		0.00 %
VPM1	-0.21	-3.54 %
Total	21.88	4.03 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.70	9.28 %
Wash-Mac	1.33	6.45 %
Fridge	1.10	4.59 %
Total	4.14	6.39 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.49	5.93 %
TVSD		0.00 %
WTVP		0.00 %
Total	4.14	6.39 %