

MTD Sales
761.18 L

Brand Share %
5.94 %

Information:

MTD : 01-10-2025 To 30-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **5.94 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	387.94	8.66 %
Wash-Mac	282.08	6.01 %
Air-Cond	88.91	2.48 %
D-Freez	2.25	4.48 %
Total	761.18	5.94 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	110.09	6.96 %
SOUTH-01	109.19	4.92 %
WEST-02	102.22	6.51 %
SOUTH-03	91.81	4.83 %
WEST-01	90.42	8.00 %
CHENNAI-02	70.84	5.63 %
TRICHY-01	70.57	5.00 %
SOUTH ARCOT	58.99	7.00 %
NORTH ARCOT	49.33	6.09 %
KL-SOUTH	7.73	8.72 %
Total	761.18	5.94 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	48.57	10.15 %
Wash-Mac	45.43	8.56 %
Air-Cond	15.85	2.80 %
D-Freez	0.24	4.25 %
Total	110.09	6.96 %

Branch *	MTD Sales L	Brand Share %
CH05	4.64	4.85 %
CH42	2.96	3.38 %
CH30	2.49	4.57 %
CZWH	0.42	0.90 %
CH35	0.39	1.06 %
CH19	0.32	0.32 %
MRM1	0.26	0.56 %
AVD1	0.26	0.43 %
CH29	0.13	1.43 %
CH26		0.00 %
CH40		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.49	2.71 %
Total	110.09	6.96 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	59.47	8.12 %
Wash-Mac	29.09	3.84 %
Air-Cond	19.49	2.70 %
D-Freez	1.13	12.17 %
Total	109.19	4.92 %

Branch *	MTD Sales L	Brand Share %
TUT1	12.31	4.29 %
TUT2	5.18	4.95 %
KVT1	4.25	3.68 %
NGR1	4.20	3.08 %
VNR2	3.61	3.79 %
APK2	2.20	5.50 %
TVL1	2.06	1.15 %
APK1	1.47	2.98 %
TKS1	1.44	2.05 %
MAR1	1.43	3.11 %
TYI1	1.35	4.24 %
SNL1	1.21	3.18 %
KGL1	1.16	5.52 %
ERL2	1.07	2.73 %
UDN1	1.05	2.81 %
PKD1	0.93	1.20 %
SDI1	0.49	1.58 %
COL1	0.49	4.92 %
VNR1	0.27	0.88 %
VLY1	0.15	0.28 %
MMT1	0.12	0.34 %
S2SD		0.00 %
TVL2		0.00 %
Total	109.19	4.92 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	57.17	8.93 %
Wash-Mac	39.32	5.62 %
Air-Cond	5.72	2.56 %
Total	102.22	6.51 %

Branch *	MTD Sales L	Brand Share %
ERD2	5.16	3.78 %
SLM3	4.34	5.56 %
VPD1	2.76	4.92 %
TCG1	2.21	5.26 %
PLC1	1.48	5.29 %
EDP1	0.36	1.67 %
ERD1	0.24	0.21 %
DPR2	0.15	0.84 %
PDR1	0.13	0.54 %
PMP1	0.11	0.55 %
KMM1	0.10	0.40 %
BMD1		0.00 %
HRR1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	102.22	6.51 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	46.48	6.37 %
Wash-Mac	36.17	5.17 %
Air-Cond	9.16	1.97 %
Total	91.81	4.83 %

Branch *	MTD Sales L	Brand Share %
DGL1	9.43	5.14 %
MDU1	7.43	2.78 %
MDU2	5.69	4.40 %
MDU6	4.18	3.81 %
TMM1	3.05	4.59 %
KRR1	2.90	4.56 %
ATG1	2.43	4.06 %
TEN2	2.07	4.94 %
DGL2	1.64	3.83 %
BNR1	1.48	5.71 %
MNM1	1.37	5.62 %
KKD3	1.36	1.83 %
TPT1	1.16	3.42 %
PVI1	0.83	2.83 %
TDI1	0.66	3.46 %
MLR1	0.48	1.70 %
KYK1	0.36	1.39 %
DKI1	0.14	0.28 %
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	91.81	4.83 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	45.83	10.58 %
Wash-Mac	37.33	7.11 %
Air-Cond	7.04	4.17 %
D-Freez	0.22	6.41 %
Total	90.42	8.00 %

Branch *	MTD Sales L	Brand Share %
GBM1	1.21	3.97 %
KMD1	0.61	2.51 %
KGI1	0.57	4.32 %
PDM1	0.54	1.96 %
CBE3	0.50	3.01 %
ANR1	0.39	3.79 %
PPI1	0.27	1.06 %
CNR1	0.24	2.14 %
CBE5		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KGM1		0.00 %
SYM2		0.00 %
WZSD		0.00 %
Total	90.42	8.00 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	32.87	7.63 %
Fridge	31.37	8.46 %
Air-Cond	6.60	1.45 %
Total	70.84	5.63 %

Branch *	MTD Sales L	Brand Share %
CH15	7.66	5.54 %
CH03	6.75	4.98 %
CH09	2.62	5.42 %
MJR1	2.55	4.58 %
CH12	1.88	2.30 %
CH27	0.67	3.76 %
PON1	0.40	1.70 %
GPD1	0.19	0.67 %
CH32	0.14	2.29 %
CH41	0.13	0.27 %
CH01		0.00 %
CH31		0.00 %
CH46		0.00 %
MC05		0.00 %
UKI1		0.00 %
CH20	-0.18	-0.34 %
Total	70.84	5.63 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	41.22	8.42 %
Wash-Mac	17.95	4.09 %
Air-Cond	11.40	2.38 %
Total	70.57	5.00 %

Branch *	MTD Sales L	Brand Share %
TRY1	8.91	4.04 %
TNJ1	4.04	4.57 %
TVR2	3.87	5.45 %
KUM1	3.64	4.58 %
PTK1	3.17	5.93 %
MVM1	2.10	2.70 %
NGT1	1.94	4.75 %
TNJ2	1.72	2.64 %
AYR1	1.40	3.99 %
MSI1	1.16	4.05 %
TRY4	1.08	1.62 %
KIK1	0.87	2.10 %
TRY3	0.73	1.32 %
PBR1	0.50	1.55 %
TTP1	0.27	1.54 %
TVR1	0.13	0.54 %
ORU1		0.00 %
TRY2		0.00 %
TZSD		0.00 %
Total	70.57	5.00 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	31.08	10.39 %
Wash-Mac	21.01	7.46 %
Air-Cond	6.90	2.70 %
Total	58.99	7.00 %

Branch *	MTD Sales L	Brand Share %
CDM1	3.11	5.55 %
POY2	1.40	1.70 %
VPM1	0.41	3.09 %
NVL2	0.12	0.21 %
TVM1	0.12	0.79 %
KLM1		0.00 %
SJI1		0.00 %
TVM2		0.00 %
Total	58.99	7.00 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	24.27	8.92 %
Wash-Mac	19.89	6.40 %
Air-Cond	4.71	2.11 %
D-Freez	0.45	12.49 %
Total	49.33	6.09 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.39	4.01 %
KPM1	1.87	5.54 %
AKM1	1.40	3.22 %
TRT1	0.95	2.45 %
CYR1	0.56	2.22 %
CGM1	0.39	2.39 %
SBR1	0.29	0.57 %
PLR1	0.25	1.33 %
WJP1	0.22	0.82 %
SLG1	0.15	0.73 %
VEL1	0.13	0.34 %
PTU1	0.11	1.53 %
ABR1		0.00 %
CPT1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
Total	49.33	6.09 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	3.00	15.18 %
Fridge	2.48	6.87 %
Air-Cond	2.03	6.65 %
D-Freez	0.21	9.84 %
Total	7.73	8.72 %

Branch *	MTD Sales L	Brand Share %
WTVF		0.00 %
Total	7.73	8.72 %