

MTD Sales
30.14 L

Brand Share %
13.36 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **13.36 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	14.10	16.50 %
Fridge	12.16	16.02 %
Air-Cond	3.46	5.62 %
Oven	0.42	15.62 %
Total	30.14	13.36 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	5.66	14.66 %
SOUTH-01	4.40	12.14 %
WEST-01	4.40	19.70 %
SOUTH-03	3.63	13.73 %
SOUTH ARCOT	3.04	16.97 %
TRICHY-01	2.58	10.30 %
WEST-02	2.58	14.08 %
CHENNAI-02	2.36	9.72 %
NORTH ARCOT	1.17	7.76 %
KL-SOUTH	0.31	24.30 %
Total	30.14	13.36 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	2.59	19.17 %
Fridge	2.28	16.25 %
Air-Cond	0.69	6.53 %
Oven	0.10	18.80 %
Total	5.66	14.66 %

Branch *	MTD Sales L	Brand Share %
CH48	0.22	10.21 %
CH28	0.17	7.69 %
CH16	0.15	3.80 %
CH30	0.10	9.94 %
AVD1		0.00 %
CGL1		0.00 %
CH08		0.00 %
CH11		0.00 %
CH22		0.00 %
CH26		0.00 %
CH37		0.00 %
CH38		0.00 %
CH42		0.00 %
CZWH		0.00 %
GUD1		0.00 %
GUD2		0.00 %
SKL1		0.00 %
Total	5.66	14.66 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	2.10	13.19 %
Fridge	1.58	16.79 %
Air-Cond	0.59	5.49 %
Oven	0.13	100.00 %
Total	4.40	12.14 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.18	5.73 %
TKS2	0.17	11.52 %
ASM1	0.14	12.42 %
VNR2	0.13	9.12 %
RND1	0.10	4.26 %
APK1		0.00 %
APK2		0.00 %
ARM1		0.00 %
COL1		0.00 %
ERL2		0.00 %
KGL1		0.00 %
KSM1		0.00 %
KVT1		0.00 %
NGR1		0.00 %
PDI1		0.00 %
PKD1		0.00 %
SDI1		0.00 %
SGT1		0.00 %
SKD1		0.00 %
SNL1		0.00 %
STU2		0.00 %
TKY1		0.00 %
TYI1		0.00 %
VKM1		0.00 %
VL1		0.00 %
Total	4.40	12.14 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	2.09	26.23 %
Wash-Mac	1.70	16.83 %
Air-Cond	0.61	16.51 %
Total	4.40	19.70 %

Branch *	MTD Sales L	Brand Share %
MPM1	0.15	13.16 %
CBE2	0.01	0.22 %
CBE3		0.00 %
CBE4		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
PLI1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
TPR2		0.00 %
TPR3		0.00 %
UMP1		0.00 %
CBE6	-0.04	-3.37 %
Total	4.40	19.70 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	1.93	18.96 %
Wash-Mac	1.43	14.56 %
Air-Cond	0.28	4.55 %
Total	3.63	13.73 %

Branch *	MTD Sales L	Brand Share %
MDU6	0.34	12.19 %
KKD3	0.28	5.78 %
ADP1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
KPT1		0.00 %
KRR1		0.00 %
KYK1		0.00 %
MDU5		0.00 %
MLR1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
TEN1		0.00 %
TEN2		0.00 %
TPT1		0.00 %
USL1		0.00 %
WHMD		0.00 %
Total	3.63	13.73 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	2.04	33.33 %
Fridge	0.65	10.13 %
Air-Cond	0.35	6.53 %
Total	3.04	16.97 %

Branch *	MTD Sales L	Brand Share %
CDM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
NVL2		0.00 %
POY2		0.00 %
PRT1		0.00 %
STP1		0.00 %
TRK1		0.00 %
TVM1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
VPM2		0.00 %
Total	3.04	16.97 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	1.06	12.38 %
Fridge	0.91	13.32 %
Air-Cond	0.62	6.49 %
Total	2.58	10.30 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.62	10.28 %
MDI1	0.20	9.56 %
KIK1	0.20	11.55 %
KUM1	0.16	12.12 %
JKM1		0.00 %
KRN1		0.00 %
MSI1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
PTK1		0.00 %
TNJ1		0.00 %
TNJ2		0.00 %
TRY2		0.00 %
TRY4		0.00 %
TTP1		0.00 %
TYR1		0.00 %
WTRZ		0.00 %
Total	2.58	10.30 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	1.34	19.37 %
Fridge	1.24	14.53 %
Total	2.58	14.08 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.34	9.13 %
APN1		0.00 %
ATU1		0.00 %
BMD1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
EPI1		0.00 %
HRR1		0.00 %
HSR1		0.00 %
HSR2		0.00 %
KMM1		0.00 %
KRI1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SLM1		0.00 %
SLM2		0.00 %
TRM1		0.00 %
VKL1		0.00 %
VPD1		0.00 %
WHKP		0.00 %
Total	2.58	14.08 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	1.01	16.58 %
Wash-Mac	0.93	11.00 %
Air-Cond	0.32	3.49 %
Oven	0.09	19.57 %
Total	2.36	9.72 %

Branch *	MTD Sales L	Brand Share %
CH18	0.19	7.45 %
CH06	0.19	10.38 %
CH09		0.00 %
CH20		0.00 %
CH21		0.00 %
CH23		0.00 %
CH24		0.00 %
CH27		0.00 %
CH33		0.00 %
CH34		0.00 %
CH36		0.00 %
CH41		0.00 %
CH43		0.00 %
CH44		0.00 %
CH46		0.00 %
GPD1		0.00 %
MJR1		0.00 %
UKI1		0.00 %
Total	2.36	9.72 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	0.61	10.88 %
Fridge	0.46	7.86 %
Oven	0.09	35.81 %
Total	1.17	7.76 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.15	12.91 %
ABR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
TRL1		0.00 %
TRR1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
WJP1		0.00 %
Total	1.17	7.76 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.31	63.58 %
Total	0.31	24.30 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
TVP1		0.00 %
Total	0.31	24.30 %