

MTD Sales
144.56 L

Brand Share %
15.67 %

Information:

MTD : 01-10-2025 To 02-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.67 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	69.10	24.39 %
Wash-Mac	57.92	20.46 %
Air-Cond	17.08	4.86 %
Oven	0.46	10.09 %
Total	144.56	15.67 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	28.19	17.20 %
SOUTH-03	20.24	18.51 %
TRICHY-01	19.60	18.18 %
CHENNAI-01	18.99	13.50 %
WEST-02	13.97	15.26 %
WEST-01	13.49	19.35 %
CHENNAI-02	12.06	11.09 %
SOUTH ARCOT	10.39	15.53 %
NORTH ARCOT	6.74	11.31 %
KL-SOUTH	0.90	20.76 %
Total	144.56	15.67 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	13.10	30.78 %
Wash-Mac	10.47	22.28 %
Air-Cond	4.52	6.18 %
Oven	0.09	8.06 %
Total	28.19	17.20 %

Branch *	MTD Sales L	Brand Share %
RPM1	3.05	15.53 %
TKS1	1.02	12.31 %
KVT1	0.85	11.74 %
TUT2	0.79	15.63 %
ASM1	0.40	14.10 %
RND1	0.39	8.57 %
APK1	0.30	11.15 %
TY11	0.27	10.63 %
APK2	0.16	4.36 %
TKS2	0.16	2.74 %
KGL1		0.00 %
PDI1		0.00 %
S2SD		0.00 %
STU2		0.00 %
SVK1		0.00 %
UDN1		0.00 %
VKM1		0.00 %
VLY1		0.00 %
Total	28.19	17.20 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	9.14	25.59 %
Wash-Mac	7.81	24.60 %
Air-Cond	3.29	7.92 %
Total	20.24	18.51 %

Branch *	MTD Sales L	Brand Share %
ATG1	0.45	13.63 %
TMM1	0.43	10.85 %
TEN2	0.30	7.07 %
ADP1	0.17	8.67 %
DGL1	0.17	4.68 %
MDU6	0.17	7.78 %
PNI1	0.15	14.28 %
KKD2	0.14	10.19 %
KPT1		0.00 %
KRR1		0.00 %
MDU4		0.00 %
MLR1		0.00 %
PKM1		0.00 %
SGP1		0.00 %
TDI1		0.00 %
TPT1		0.00 %
Total	20.24	18.51 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	9.32	29.28 %
Wash-Mac	8.53	28.76 %
Air-Cond	1.75	3.80 %
Total	19.60	18.18 %

Branch *	MTD Sales L	Brand Share %
TVR2	1.01	15.11 %
TYR1	0.26	10.44 %
MSI1	0.17	11.41 %
NGT1	0.14	4.00 %
APM1		0.00 %
JKM1		0.00 %
KRN1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
PTK1		0.00 %
TRY2		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	19.60	18.18 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	8.41	22.43 %
Wash-Mac	6.58	18.43 %
Air-Cond	4.00	5.99 %
Total	18.99	13.50 %

Branch *	MTD Sales L	Brand Share %
CH08	1.69	14.40 %
CH19	1.15	14.04 %
CH28	0.91	10.85 %
CH14	0.88	8.27 %
CH07	0.61	8.37 %
CH48	0.37	8.61 %
GUD1	0.26	8.66 %
SKL1	0.24	5.95 %
AVD1	0.23	5.77 %
CH37	0.16	13.45 %
CH11		0.00 %
CH26		0.00 %
CH29		0.00 %
CH35		0.00 %
CH38		0.00 %
GUD2		0.00 %
TKM1		0.00 %
Total	18.99	13.50 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	7.22	17.79 %
Fridge	6.75	18.75 %
Total	13.97	15.26 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.75	11.25 %
SLM1	0.60	8.75 %
ATU1	0.35	10.21 %
OML1	0.27	12.83 %
PDR1	0.25	13.89 %
KVP1	0.23	11.95 %
HRR1	0.17	6.99 %
EDP1	0.15	14.14 %
VKL1	0.14	9.38 %
APN1		0.00 %
BMD1		0.00 %
DPR2		0.00 %
EPI1		0.00 %
KMM1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
SLM2		0.00 %
SLM3		0.00 %
TCG1		0.00 %
Total	13.97	15.26 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	7.50	27.13 %
Wash-Mac	5.16	18.32 %
Air-Cond	0.69	5.16 %
Oven	0.13	29.46 %
Total	13.49	19.35 %

Branch *	MTD Sales L	Brand Share %
TPR2	0.42	7.42 %
TPR1	0.32	12.94 %
PLI1	0.28	12.83 %
GBM1	0.24	7.69 %
MPM1	0.21	9.09 %
PPI1	0.16	6.76 %
DPM2	0.14	11.40 %
GDR1	0.14	8.40 %
ANR1		0.00 %
CBE4		0.00 %
KGI1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
Total	13.49	19.35 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	6.60	21.69 %
Wash-Mac	3.25	10.71 %
Air-Cond	1.97	4.19 %
Oven	0.23	26.20 %
Total	12.06	11.09 %

Branch *	MTD Sales L	Brand Share %
CH03	1.34	13.67 %
CH06	0.50	13.15 %
CH24	0.43	6.71 %
CH46	0.27	3.67 %
CH33	0.20	4.10 %
CH20	0.14	3.04 %
CH43	0.14	4.40 %
CH09		0.00 %
CH17		0.00 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
CH36		0.00 %
CH41		0.00 %
MJR1		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	12.06	11.09 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	5.12	24.78 %
Fridge	4.69	23.16 %
Air-Cond	0.58	2.25 %
Total	10.39	15.53 %

Branch *	MTD Sales L	Brand Share %
POY1	0.80	10.61 %
POY2	0.64	7.24 %
VPM2	0.48	13.10 %
VPM1	0.34	13.39 %
CDM1	0.28	13.11 %
MKM1	0.24	9.79 %
KML1		0.00 %
STP1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
Total	10.39	15.53 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	3.56	20.03 %
Fridge	2.91	14.27 %
Air-Cond	0.27	1.28 %
Total	6.74	11.31 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.99	13.26 %
TRR1	0.45	11.99 %
WJD1	0.17	5.49 %
AKM1		0.00 %
ANI1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
WJP1		0.00 %
Total	6.74	11.31 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	0.69	67.35 %
Wash-Mac	0.21	15.21 %
Total	0.90	20.76 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.21	6.29 %
PAS1		0.00 %
Total	0.90	20.76 %