

MTD Sales
185.79 L

Brand Share %
15.18 %

Information:

MTD : 01-10-2025 To 03-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.18 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	88.46	23.61 %
Wash-Mac	72.69	19.84 %
Air-Cond	24.08	5.05 %
Oven	0.56	9.46 %
Total	185.79	15.18 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	34.12	16.09 %
SOUTH-03	28.83	17.26 %
TRICHY-01	24.42	16.39 %
CHENNAI-01	24.29	12.93 %
WEST-02	18.36	15.91 %
WEST-01	16.75	18.75 %
CHENNAI-02	14.76	10.78 %
SOUTH ARCOT	14.54	17.09 %
NORTH ARCOT	8.82	11.64 %
KL-SOUTH	0.90	16.58 %
Total	185.79	15.18 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	15.43	27.13 %
Wash-Mac	12.20	21.90 %
Air-Cond	6.39	6.51 %
Oven	0.09	7.21 %
Total	34.12	16.09 %

Branch *	MTD Sales L	Brand Share %
TKS1	1.16	12.85 %
KVT1	0.81	8.43 %
TKY1	0.75	14.11 %
TKS2	0.48	7.41 %
SNL1	0.43	12.15 %
ASM1	0.40	11.46 %
RND1	0.39	5.29 %
VNR1	0.31	11.20 %
APK1	0.30	6.96 %
TYI1	0.27	8.50 %
APK2	0.16	4.16 %
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	34.12	16.09 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	14.61	25.30 %
Wash-Mac	10.20	21.18 %
Air-Cond	3.92	6.48 %
Oven	0.10	15.30 %
Total	28.83	17.26 %

Branch *	MTD Sales L	Brand Share %
SVG1	0.83	14.67 %
TEN2	0.63	10.49 %
TMM1	0.43	9.59 %
USL1	0.37	11.24 %
MDU6	0.30	9.29 %
ODM1	0.21	13.42 %
KYK1	0.16	13.84 %
PNI1	0.15	7.94 %
KKD2	0.14	3.86 %
KPT1		0.00 %
KRR1		0.00 %
MDU4		0.00 %
MLR1		0.00 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
TPT1		0.00 %
Total	28.83	17.26 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	10.80	26.50 %
Wash-Mac	10.65	25.32 %
Air-Cond	2.98	4.53 %
Total	24.42	16.39 %

Branch *	MTD Sales L	Brand Share %
TVR2	1.16	13.34 %
TNJ2	1.01	14.39 %
KIK1	0.67	14.92 %
PTK1	0.63	11.37 %
MSI1	0.33	9.86 %
TYR1	0.26	4.90 %
KRN1	0.16	6.77 %
NGT1	0.14	2.73 %
APM1		0.00 %
JKM1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	24.42	16.39 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	10.92	21.77 %
Wash-Mac	8.48	18.27 %
Air-Cond	4.89	5.41 %
Total	24.29	12.93 %

Branch *	MTD Sales L	Brand Share %
CH19	1.69	14.71 %
CH28	1.49	13.68 %
CH42	1.37	12.35 %
CH07	1.13	11.75 %
CH14	0.88	7.14 %
CH30	0.84	11.72 %
KNR1	0.72	14.77 %
AVD1	0.40	8.66 %
CH48	0.37	7.42 %
GUD1	0.26	6.48 %
CH40	0.24	5.15 %
SKL1	0.24	5.73 %
CH37	0.16	9.13 %
TKM1	0.16	4.94 %
CH11		0.00 %
CH26		0.00 %
CH29		0.00 %
CH35		0.00 %
CH38		0.00 %
CZWH		0.00 %
GUD2		0.00 %
Total	24.29	12.93 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	9.20	18.52 %
Fridge	8.90	19.91 %
Air-Cond	0.27	1.29 %
Total	18.36	15.91 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.75	9.20 %
SLM1	0.73	8.57 %
ATU1	0.35	9.53 %
PDR1	0.25	10.38 %
HRR1	0.17	6.28 %
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 %
RSP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
SLM2		0.00 %
SLM3		0.00 %
TCG1		0.00 %
Total	18.36	15.91 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	8.93	27.06 %
Wash-Mac	6.35	17.19 %
Air-Cond	1.34	7.12 %
Oven	0.13	23.70 %
Total	16.75	18.75 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.43	11.16 %
TPR2	0.42	6.60 %
CBE4	0.30	7.62 %
SNR1	0.17	6.45 %
PPI1	0.16	6.22 %
DPM2	0.14	10.44 %
GDR1	0.14	7.86 %
KGI1	0.14	14.38 %
ANR1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
SUL1		0.00 %
Total	16.75	18.75 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	7.92	20.73 %
Wash-Mac	4.63	12.24 %
Air-Cond	1.97	3.29 %
Oven	0.23	24.89 %
Total	14.76	10.78 %

Branch *	MTD Sales L	Brand Share %
CH03	1.34	10.93 %
CH06	0.50	9.30 %
CH24	0.43	6.00 %
CH43	0.27	5.63 %
CH46	0.27	3.67 %
CH33	0.20	3.56 %
CH32	0.17	10.53 %
CH09	0.16	3.52 %
CH20	0.14	2.45 %
UKI1	0.14	3.09 %
CH17		0.00 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
CH36		0.00 %
CH41		0.00 %
MJR1		0.00 %
PON1		0.00 %
Total	14.76	10.78 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	6.56	25.41 %
Wash-Mac	6.54	26.13 %
Air-Cond	1.45	4.31 %
Total	14.54	17.09 %

Branch *	MTD Sales L	Brand Share %
POY2	1.62	14.18 %
POY1	1.59	13.86 %
VPM2	0.48	12.28 %
VPM1	0.34	12.65 %
KML1		0.00 %
STP1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
Total	14.54	17.09 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	4.24	18.32 %
Fridge	3.72	14.42 %
Air-Cond	0.87	3.24 %
Total	8.82	11.64 %

Branch *	MTD Sales L	Brand Share %
TRL1	1.12	14.79 %
TRR1	0.45	8.79 %
WJD1	0.17	4.79 %
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	8.82	11.64 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	0.69	41.90 %
Wash-Mac	0.21	13.46 %
Total	0.90	16.58 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.21	5.53 %
PAS1		0.00 %
Total	0.90	16.58 %