

MTD Sales
37.60 L

Brand Share %
12.94 %

Information:

MTD : 01-09-2025 To 01-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **12.94 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	20.71	21.23 %
Wash-Mac	15.80	21.83 %
Air-Cond	1.09	0.90 %
Total	37.60	12.94 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	6.79	13.39 %
SOUTH-03	5.63	14.54 %
TRICHY-01	5.41	8.15 %
WEST-02	4.35	22.50 %
CHENNAI-02	3.31	16.29 %
CHENNAI-01	3.21	9.81 %
NORTH ARCOT	2.88	19.47 %
SOUTH ARCOT	2.33	13.52 %
KL-SOUTH	2.08	22.44 %
WEST-01	1.60	7.63 %
Total	37.60	12.94 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	4.48	23.94 %
Wash-Mac	2.31	20.32 %
Total	6.79	13.39 %

Branch *	MTD Sales L	Brand Share %
TUT2	0.20	8.38 %
PKD1	0.17	8.51 %
APK2	0.15	7.02 %
TKS1	0.15	9.21 %
KVT1	0.09	3.17 %
ASM1		0.00 %
COL1		0.00 %
PDI1		0.00 %
RPM1		0.00 %
SDI1		0.00 %
SGT1		0.00 %
STU2		0.00 %
SVK1		0.00 %
TKS2		0.00 %
TKY1		0.00 %
TVL1		0.00 %
UDN1		0.00 %
VLY1		0.00 %
Total	6.79	13.39 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	2.96	23.27 %
Wash-Mac	2.37	23.31 %
Air-Cond	0.31	1.94 %
Total	5.63	14.54 %

Branch *	MTD Sales L	Brand Share %
ADP1	0.12	8.87 %
CBM1	0.09	7.86 %
ATG1		0.00 %
BTU1		0.00 %
CMR1		0.00 %
DGL1		0.00 %
DGL2		0.00 %
KKD2		0.00 %
MDU5		0.00 %
MLR1		0.00 %
MNM1		0.00 %
MPA1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PNV1		0.00 %
PVI1		0.00 %
SVG1		0.00 %
TDI1		0.00 %
TEN1		0.00 %
TMM1		0.00 %
TPT1		0.00 %
PNI1	-0.14	-320.64 %
Total	5.63	14.54 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	2.70	26.31 %
Fridge	2.45	16.88 %
Air-Cond	0.25	0.61 %
Total	5.41	8.15 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.17	6.33 %
TYR1	0.16	11.11 %
MVM1	0.10	6.28 %
TRY3	0.10	5.43 %
APM1		0.00 %
KIK1		0.00 %
KRN1		0.00 %
KUM1		0.00 %
NCK1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TNJ2		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TVR1		0.00 %
Total	5.41	8.15 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	2.62	30.76 %
Wash-Mac	1.74	25.68 %
Total	4.35	22.50 %

Branch *	MTD Sales L	Brand Share %
APN1		0.00 %
ATU1		0.00 %
CMI1		0.00 %
DPR1		0.00 %
DPR2		0.00 %
ERD2		0.00 %
KMM1		0.00 %
KRI1		0.00 %
MCR1		0.00 %
OML1		0.00 %
PMP1		0.00 %
SGI1		0.00 %
VKL1		0.00 %
Total	4.35	22.50 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	1.51	22.69 %
Wash-Mac	1.28	22.68 %
Air-Cond	0.53	6.54 %
Total	3.31	16.29 %

Branch *	MTD Sales L	Brand Share %
CH15	0.27	10.66 %
CH41	0.20	11.64 %
CH34	0.12	8.56 %
CH06	0.10	11.03 %
CH09		0.00 %
CH17		0.00 %
CH18		0.00 %
CH24		0.00 %
CH32		0.00 %
CH36		0.00 %
CH43		0.00 %
CH44		0.00 %
CH46		0.00 %
MJR1		0.00 %
PON1		0.00 %
Total	3.31	16.29 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	2.15	24.67 %
Fridge	1.06	11.66 %
Total	3.21	9.81 %

Branch *	MTD Sales L	Brand Share %
CH16	0.21	9.37 %
CH28	0.13	7.88 %
AVD1		0.00 %
CH07		0.00 %
CH08		0.00 %
CH14		0.00 %
CH22		0.00 %
CH30		0.00 %
CH45		0.00 %
CH48		0.00 %
GUD1		0.00 %
KNR1		0.00 %
MRM1		0.00 %
TKM1		0.00 %
WHC3		0.00 %
Total	3.21	9.81 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	1.50	23.60 %
Wash-Mac	1.38	39.32 %
Total	2.88	19.47 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.16	8.47 %
TRR1	0.13	9.95 %
VEL2	0.12	6.96 %
BGR1		0.00 %
CGM1		0.00 %
CYR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRT1		0.00 %
WJD1	-0.11	-16.10 %
Total	2.88	19.47 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	1.70	21.76 %
Wash-Mac	0.64	11.17 %
Total	2.33	13.52 %

Branch *	MTD Sales L	Brand Share %
CUD1	0.16	-19.48 %
POY2	0.14	5.40 %
CDM1		0.00 %
KKI2		0.00 %
MKM1		0.00 %
NVL2		0.00 %
SJI1		0.00 %
TDM1		0.00 %
TRK1		0.00 %
VPM2		0.00 %
Total	2.33	13.52 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	1.74	36.93 %
Wash-Mac	0.34	17.62 %
Total	2.08	22.44 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
Total	2.08	22.44 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	0.90	10.81 %
Fridge	0.70	8.22 %
Total	1.60	7.63 %

Branch *	MTD Sales L	Brand Share %
KMR1	0.26	12.60 %
CBE2	0.17	6.29 %
GBM1	0.14	11.52 %
SYM2	0.10	10.06 %
ANR1		0.00 %
CBE1		0.00 %
CBE3		0.00 %
CBE4		0.00 %
CBE6		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KMD1		0.00 %
PDM1		0.00 %
PLI1		0.00 %
SNR1		0.00 %
TPR1		0.00 %
TPR2		0.00 %
TPR4		0.00 %
UAM1		0.00 %
TPR3	-0.23	-36.76 %
Total	1.60	7.63 %