

MTD Sales
32.96 L

Brand Share %
14.79 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **14.79 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	19.32	25.44 %
Wash-Mac	13.38	15.66 %
Air-Cond	0.25	0.41 %
Total	32.96	14.79 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	5.26	13.82 %
SOUTH-01	4.71	13.03 %
SOUTH-03	4.20	16.08 %
CHENNAI-02	3.98	16.73 %
TRICHY-01	3.46	13.93 %
WEST-01	3.39	15.55 %
WEST-02	3.25	17.93 %
NORTH ARCOT	2.43	16.41 %
SOUTH ARCOT	1.99	11.10 %
KL-SOUTH	0.28	22.44 %
Total	32.96	14.79 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	2.83	20.17 %
Wash-Mac	2.43	17.96 %
Total	5.26	13.82 %

Branch *	MTD Sales L	Brand Share %
CH05	0.42	14.54 %
CH08	0.28	10.83 %
CH07	0.27	10.30 %
CH39	0.23	9.22 %
AVD1	0.17	14.40 %
CH28	0.16	7.12 %
CH19	0.12	-103.38 %
CH14	0.10	9.09 %
CGL1		0.00 %
CH11		0.00 %
CH26		0.00 %
CH30		0.00 %
CH35		0.00 %
CH40		0.00 %
CH48		0.00 %
GUD2		0.00 %
KNR1		0.00 %
MRM1		0.00 %
SKL1		0.00 %
Total	5.26	13.82 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	3.05	19.18 %
Fridge	1.66	17.62 %
Total	4.71	13.03 %

Branch *	MTD Sales L	Brand Share %
RND1	0.17	7.22 %
ASM1	0.15	13.77 %
TKS1	0.14	9.90 %
TUT2	0.12	7.13 %
TVL1	0.10	3.23 %
UDN1	0.10	9.46 %
PKD1	0.08	6.73 %
APK1		0.00 %
APK2		0.00 %
ARM1		0.00 %
COL1		0.00 %
ERL2		0.00 %
KGL1		0.00 %
KSM1		0.00 %
MAR1		0.00 %
PDI1		0.00 %
RPM1		0.00 %
SGT1		0.00 %
SKD1		0.00 %
SVK1		0.00 %
TKS2		0.00 %
TKY1		0.00 %
TVL2		0.00 %
VNR1		0.00 %
MMT1	-0.24	-46.02 %
Total	4.71	13.03 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	3.17	31.23 %
Wash-Mac	1.03	10.51 %
Total	4.20	16.08 %

Branch *	MTD Sales L	Brand Share %
KKD3	0.46	9.69 %
MDU1	0.18	6.11 %
USL1	0.09	14.76 %
ATG1		0.00 %
BNR1		0.00 %
CMR1		0.00 %
KPT1		0.00 %
MDU2		0.00 %
MDU3		0.00 %
MPA1		0.00 %
NKI1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
TEN1		0.00 %
TPT1		0.00 %
WHMD		0.00 %
TMM1	-0.08	-18.16 %
Total	4.20	16.08 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	2.18	25.81 %
Fridge	1.80	29.43 %
Total	3.98	16.73 %

Branch *	MTD Sales L	Brand Share %
CH34	0.30	12.45 %
CH18	0.25	9.53 %
CH24	0.16	5.59 %
CH12	0.10	11.89 %
CH21		0.00 %
CH36		0.00 %
CH43		0.00 %
CH46		0.00 %
GPD1		0.00 %
MJR1		0.00 %
UKI1		0.00 %
Total	3.98	16.73 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	1.66	19.51 %
Fridge	1.54	22.60 %
Air-Cond	0.25	2.68 %
Total	3.46	13.93 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.61	10.11 %
PBR2	0.19	8.84 %
TRY2	0.10	11.33 %
TVR2	0.09	13.28 %
AYR1		0.00 %
KIK1		0.00 %
MDI1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
PTK1		0.00 %
TNJ2		0.00 %
TRY4		0.00 %
TTP1		0.00 %
WTRZ		0.00 %
Total	3.46	13.93 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	2.16	27.03 %
Wash-Mac	1.23	12.17 %
Total	3.39	15.55 %

Branch *	MTD Sales L	Brand Share %
KMR1	0.32	12.45 %
SNR1	0.18	9.16 %
CBE6	0.15	12.44 %
UAM1	0.12	10.47 %
CBE3		0.00 %
CBE4		0.00 %
CBE5		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SUL1		0.00 %
TPR2		0.00 %
UMP1		0.00 %
Total	3.39	15.55 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	2.40	28.20 %
Wash-Mac	0.85	12.32 %
Total	3.25	17.93 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.21	5.51 %
CMI1		0.00 %
DPR1		0.00 %
DPR2		0.00 %
HRR1		0.00 %
HSR1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
NKL2		0.00 %
OML1		0.00 %
PLC1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SLM2		0.00 %
SLM3		0.00 %
VKL1		0.00 %
WHKP		0.00 %
Total	3.25	17.93 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	1.72	29.14 %
Wash-Mac	0.71	12.65 %
Total	2.43	16.41 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.16	8.04 %
TRR1	0.13	9.36 %
AKM1		0.00 %
CGM1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VSI1		0.00 %
WJP1		0.00 %
Total	2.43	16.41 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	1.75	27.09 %
Wash-Mac	0.24	3.86 %
Total	1.99	11.10 %

Branch *	MTD Sales L	Brand Share %
CUD1	0.16	8.11 %
CDM1		0.00 %
KKI2		0.00 %
KML1		0.00 %
NVL2		0.00 %
POY1		0.00 %
POY2		0.00 %
PRT1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
WHUT		0.00 %
Total	1.99	11.10 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	0.28	56.02 %
Total	0.28	22.44 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
TVP1		0.00 %
Total	0.28	22.44 %