

MTD Sales
72.94 L

Brand Share %
13.80 %

Information:

MTD : 01-09-2025 To 02-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.80 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	42.08	23.89 %
Wash-Mac	27.69	21.42 %
Air-Cond	3.17	1.42 %
Total	72.94	13.80 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	12.07	13.67 %
SOUTH-03	11.59	16.33 %
TRICHY-01	9.65	9.60 %
WEST-02	8.53	23.55 %
CHENNAI-02	6.56	15.58 %
CHENNAI-01	6.11	8.21 %
WEST-01	5.71	14.75 %
NORTH ARCOT	4.63	18.88 %
SOUTH ARCOT	4.58	14.00 %
KL-SOUTH	3.51	17.43 %
Total	72.94	13.80 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	7.31	24.64 %
Wash-Mac	4.26	20.69 %
Air-Cond	0.49	1.30 %
Total	12.07	13.67 %

Branch *	MTD Sales L	Brand Share %
TUT2	0.58	12.47 %
NGR1	0.51	10.53 %
RPM1	0.34	11.12 %
APK2	0.27	9.34 %
APK1	0.20	13.79 %
TKS1	0.15	4.32 %
MAR1	0.14	12.36 %
KYR1	0.13	8.77 %
PDI1	0.13	10.67 %
KVT1	0.09	1.97 %
ASM1		0.00 %
COL1		0.00 %
KGL1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
SGT1		0.00 %
TKS2		0.00 %
TKY1		0.00 %
TVL1		0.00 %
VLY1		0.00 %
Total	12.07	13.67 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	6.97	27.10 %
Wash-Mac	4.06	23.87 %
Air-Cond	0.56	1.99 %
Total	11.59	16.33 %

Branch *	MTD Sales L	Brand Share %
MDU6	0.48	13.67 %
MLR1	0.25	10.95 %
MDU5	0.20	11.09 %
TPT1	0.20	9.68 %
KYK1	0.16	11.99 %
ATG1	0.16	12.44 %
SVG1	0.16	5.02 %
PKM1	0.13	11.74 %
TDI1	0.13	8.79 %
ADP1	0.12	8.16 %
TMM1	0.08	5.37 %
BTU1		0.00 %
CMR1		0.00 %
DGL2		0.00 %
KKD2		0.00 %
KPT1		0.00 %
MNM1		0.00 %
MPA1		0.00 %
NTM1		0.00 %
PNV1		0.00 %
PVI1		0.00 %
PNI1	-0.14	-320.64 %
Total	11.59	16.33 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	5.42	21.45 %
Wash-Mac	3.72	25.16 %
Air-Cond	0.51	0.84 %
Total	9.65	9.60 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.45	5.81 %
MDI1	0.30	13.60 %
TVR2	0.21	4.46 %
TYR1	0.16	7.31 %
TTP1	0.14	11.67 %
APM1	0.13	7.72 %
TVR1	0.10	9.77 %
KIK1		0.00 %
KUM1		0.00 %
NCK1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
TRY2		0.00 %
TZSD		0.00 %
Total	9.65	9.60 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	4.92	29.88 %
Wash-Mac	3.09	23.63 %
Air-Cond	0.53	7.86 %
Total	8.53	23.55 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.29	10.30 %
ATU1		0.00 %
CMI1		0.00 %
DPR1		0.00 %
DPR2		0.00 %
KMM1		0.00 %
KRI1		0.00 %
MCR1		0.00 %
OML1		0.00 %
PMP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
TCG1		0.00 %
VKL1		0.00 %
Total	8.53	23.55 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	3.28	28.51 %
Wash-Mac	2.75	22.61 %
Air-Cond	0.53	2.86 %
Total	6.56	15.58 %

Branch *	MTD Sales L	Brand Share %
CH21	0.67	10.79 %
CH15	0.39	9.17 %
CH12	0.20	12.88 %
CH41	0.20	10.38 %
CH18	0.15	6.75 %
CH34	0.12	3.73 %
CH06	0.10	5.52 %
CH09		0.00 %
CH24		0.00 %
CH32		0.00 %
CH36		0.00 %
CH43		0.00 %
CH46		0.00 %
Total	6.56	15.58 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	3.01	17.45 %
Fridge	2.81	16.20 %
Air-Cond	0.30	0.75 %
Total	6.11	8.21 %

Branch *	MTD Sales L	Brand Share %
CH19	0.53	9.52 %
CH16	0.41	6.84 %
CH11	0.27	9.71 %
CH45	0.24	9.71 %
SKL1	0.14	10.72 %
CH28	0.13	4.18 %
CH35	0.12	12.52 %
KNR1	0.12	10.18 %
CH37		0.00 %
AVD1		0.00 %
CH07		0.00 %
CH08		0.00 %
CH14		0.00 %
CH26		0.00 %
CH30		0.00 %
CH48		0.00 %
GUD1		0.00 %
MRM1		0.00 %
WHC3		0.00 %
Total	6.11	8.21 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	3.14	19.89 %
Wash-Mac	2.32	16.44 %
Air-Cond	0.25	2.83 %
Total	5.71	14.75 %

Branch *	MTD Sales L	Brand Share %
GBM1	0.14	9.82 %
KGI1	0.12	13.60 %
SYM2	0.10	8.76 %
ANR1		0.00 %
CBE1		0.00 %
CBE3		0.00 %
CBE4		0.00 %
CBE6		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
PDM1		0.00 %
SNR1		0.00 %
TPR4		0.00 %
UAM1		0.00 %
WZSD		0.00 %
TPR3	-0.11	-6.96 %
Total	5.71	14.75 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	2.44	42.87 %
Fridge	2.19	22.31 %
Total	4.63	18.88 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.16	4.05 %
TRR1	0.13	8.78 %
AKM1		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CYR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRT1		0.00 %
VEL1		0.00 %
VSI1		0.00 %
WJD1	-0.11	-8.61 %
Total	4.63	18.88 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	2.94	21.86 %
Wash-Mac	1.64	16.23 %
Total	4.58	14.00 %

Branch *	MTD Sales L	Brand Share %
POY1	0.35	13.53 %
TDM1	0.21	11.62 %
CDM1	0.16	9.71 %
NVL2	0.14	4.34 %
POY2	0.14	3.87 %
VPM2	0.09	3.23 %
MKM1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
Total	4.58	14.00 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	3.11	27.93 %
Wash-Mac	0.40	8.99 %
Total	3.51	17.43 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.20	6.35 %
Total	3.51	17.43 %