

MTD Sales
66.42 L

Brand Share %
14.82 %

Information:

MTD : 01-11-2025 To 02-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.82 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	33.50	18.81 %
Fridge	32.71	22.01 %
Air-Cond	0.22	0.18 %
Total	66.42	14.82 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-02	10.50	19.02 %
CHENNAI-01	9.61	11.43 %
SOUTH-01	9.51	13.34 %
SOUTH-03	7.71	15.99 %
WEST-01	6.46	15.48 %
WEST-02	6.22	15.20 %
NORTH ARCOT	5.53	18.62 %
TRICHY-01	5.04	12.11 %
SOUTH ARCOT	4.25	13.32 %
KL-SOUTH	1.61	44.42 %
Total	66.42	14.82 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	5.93	31.36 %
Fridge	4.57	25.45 %
Total	10.50	19.02 %

Branch *	MTD Sales L	Brand Share %
CH15	1.02	14.46 %
CH18	0.55	12.58 %
CH21	0.41	13.54 %
CH24	0.29	5.24 %
CH44	0.12	8.15 %
CH36		0.00 %
Total	10.50	19.02 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	6.04	20.34 %
Fridge	3.57	14.45 %
Total	9.61	11.43 %

Branch *	MTD Sales L	Brand Share %
CH16	1.03	10.85 %
CH05	0.54	7.89 %
CH08	0.51	13.34 %
CH07	0.48	9.91 %
CH28	0.43	11.64 %
CH39	0.36	9.74 %
CH35	0.33	12.74 %
AVD1	0.29	8.09 %
CH14	0.28	10.82 %
CH42	0.25	4.39 %
CH45	0.24	6.34 %
KNR1	0.21	7.25 %
CH30	0.21	11.63 %
CH22	0.14	9.31 %
CH19	0.12	3.11 %
CGL1		0.00 %
CH26		0.00 %
CH40		0.00 %
GUD2		0.00 %
SKL1		0.00 %
TKM1		0.00 %
CH48	-0.14	-3.36 %
Total	9.61	11.43 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	6.50	20.12 %
Fridge	3.04	15.03 %
Air-Cond	-0.03	-0.19 %
Total	9.51	13.34 %

Branch *	MTD Sales L	Brand Share %
TUT1	0.95	10.94 %
TKS2	0.41	11.79 %
RND1	0.41	13.23 %
MAR1	0.18	9.59 %
VLY1	0.18	10.42 %
TCN1	0.18	11.00 %
ASM1	0.15	9.90 %
APK1	0.11	5.60 %
TVL1	0.10	1.59 %
PKD1	0.08	3.12 %
APK2		0.00 %
ARM1		0.00 %
COL1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
RPM1		0.00 %
SGT1		0.00 %
SKD1		0.00 %
TKY1		0.00 %
TVL2		0.00 %
VNR1		0.00 %
Total	9.51	13.34 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	4.74	26.92 %
Wash-Mac	2.96	14.03 %
Total	7.71	15.99 %

Branch *	MTD Sales L	Brand Share %
KKD3	0.70	12.55 %
MDU6	0.55	9.92 %
MDU1	0.18	3.50 %
TEN1	0.16	14.68 %
MDU2	0.14	3.67 %
ATG1	0.11	11.02 %
TMM1	0.10	7.92 %
BNR1		0.00 %
BTU1		0.00 %
CMR1		0.00 %
KPT1		0.00 %
MNM1		0.00 %
MPA1		0.00 %
NKI1		0.00 %
ODM1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
WHMD		0.00 %
Total	7.71	15.99 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	3.27	20.60 %
Wash-Mac	3.19	14.79 %
Total	6.46	15.48 %

Branch *	MTD Sales L	Brand Share %
CBE6	0.35	14.68 %
KMR1	0.32	8.94 %
TPR1	0.22	14.06 %
SNR1	0.18	5.58 %
CBE4	0.18	4.76 %
UAM1	0.12	6.67 %
PDM1	0.09	5.45 %
SUL1	0.09	6.50 %
CNR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KMD1		0.00 %
UMP1		0.00 %
Total	6.46	15.48 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	3.77	20.48 %
Wash-Mac	2.45	15.45 %
Total	6.22	15.20 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.50	8.22 %
KRI1	0.20	13.55 %
NKL2	0.18	6.43 %
VPD1	0.18	13.60 %
SLM2	0.12	11.03 %
KMM1	0.09	12.69 %
CMI1		0.00 %
DPR1		0.00 %
DPR2		0.00 %
HRR1		0.00 %
HSR1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
VKL1		0.00 %
WHKP		0.00 %
Total	6.22	15.20 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	3.22	27.84 %
Wash-Mac	2.31	18.69 %
Total	5.53	18.62 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.30	9.57 %
TRR1	0.24	12.33 %
CYR1	0.15	11.34 %
KPM1	0.10	6.35 %
ANI1		0.00 %
BGR1		0.00 %
CGM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VSI1		0.00 %
WJP1		0.00 %
VNB1	-0.19	-80.92 %
Total	5.53	18.62 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	2.49	16.27 %
Fridge	2.29	23.29 %
Air-Cond	0.25	1.55 %
Total	5.04	12.11 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.83	9.48 %
TNJ1	0.47	12.53 %
MVM1	0.36	11.86 %
PBR2	0.19	5.72 %
TTP1	0.13	14.60 %
MDI1	0.10	5.26 %
AYR1	0.10	5.63 %
TVR2	0.09	5.02 %
KIK1		0.00 %
NCK1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
PTK1		0.00 %
TNJ2		0.00 %
TRY4		0.00 %
WTRZ		0.00 %
Total	5.04	12.11 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	3.02	28.42 %
Wash-Mac	1.23	12.43 %
Total	4.25	13.32 %

Branch *	MTD Sales L	Brand Share %
KKI2	0.30	7.49 %
CUD1	0.26	10.21 %
PRT1	0.16	11.37 %
KML1		0.00 %
NVL2		0.00 %
POY1		0.00 %
POY2		0.00 %
SJI2		0.00 %
TDM1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
VPM1		0.00 %
WHUT		0.00 %
Total	4.25	13.32 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	1.21	68.14 %
Wash-Mac	0.39	36.39 %
Total	1.61	44.42 %

Branch *	MTD Sales L	Brand Share %
Total	1.61	44.42 %