

MTD Sales
110.77 L

Brand Share %
14.66 %

Information:

MTD : 01-09-2025 To 03-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.66 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	64.06	24.77 %
Wash-Mac	43.26	22.49 %
Air-Cond	3.45	1.13 %
Total	110.77	14.66 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	20.36	14.94 %
SOUTH-03	15.75	15.63 %
TRICHY-01	14.29	11.07 %
WEST-02	11.93	22.87 %
CHENNAI-01	10.67	10.38 %
CHENNAI-02	10.00	15.22 %
WEST-01	9.15	16.80 %
NORTH ARCOT	7.14	20.65 %
SOUTH ARCOT	6.63	13.01 %
KL-SOUTH	4.85	16.71 %
Total	110.77	14.66 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	12.66	27.66 %
Wash-Mac	7.21	22.61 %
Air-Cond	0.49	0.84 %
Total	20.36	14.94 %

Branch *	MTD Sales L	Brand Share %
KVT1	0.79	10.42 %
NGR1	0.67	7.59 %
PKD1	0.67	14.10 %
TUT2	0.58	8.51 %
TKS1	0.53	11.24 %
RND1	0.52	11.06 %
TVL1	0.36	5.10 %
MAR1	0.35	12.17 %
TYI1	0.29	11.46 %
VLY1	0.26	3.86 %
APK1	0.20	10.38 %
STU2	0.15	11.59 %
VNR1	0.09	10.57 %
ASM1		0.00 %
COL1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
TKY1		0.00 %
TVL2		0.00 %
Total	20.36	14.94 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	8.25	21.57 %
Wash-Mac	6.40	24.76 %
Air-Cond	1.10	2.99 %
Total	15.75	15.63 %

Branch *	MTD Sales L	Brand Share %
MDU6	0.64	14.12 %
TEN2	0.29	10.52 %
ATG1	0.29	14.63 %
SVG1	0.26	7.11 %
TMM1	0.25	10.61 %
KKD2	0.24	11.53 %
BNR1	0.22	11.53 %
TPT1	0.20	6.90 %
KYK1	0.16	7.28 %
KRR1	0.15	13.15 %
PKM1	0.13	11.74 %
ADP1	0.12	5.83 %
NTM1	0.11	7.79 %
BTU1		0.00 %
CMR1		0.00 %
KPT1		0.00 %
MNM1		0.00 %
MPA1		0.00 %
ODM1		0.00 %
PNV1		0.00 %
PVI1		0.00 %
PNI1	-0.14	-320.64 %
Total	15.75	15.63 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	8.58	25.24 %
Wash-Mac	5.20	24.02 %
Air-Cond	0.51	0.69 %
Total	14.29	11.07 %

Branch *	MTD Sales L	Brand Share %
TRY1	3.13	6.79 %
MVM1	0.74	12.78 %
PTK1	0.57	13.69 %
AYR1	0.41	14.18 %
TYR1	0.31	5.63 %
APM1	0.29	13.81 %
TRY2	0.25	4.57 %
TVR2	0.21	3.67 %
KIK1	0.16	3.74 %
TTP1	0.14	11.67 %
TVR1	0.10	8.15 %
KUM1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
TZSD		0.00 %
Total	14.29	11.07 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	6.39	27.01 %
Wash-Mac	5.02	25.37 %
Air-Cond	0.53	6.03 %
Total	11.93	22.87 %

Branch *	MTD Sales L	Brand Share %
ATU1	0.19	10.91 %
APN1	0.16	11.66 %
CMI1		0.00 %
DPR1		0.00 %
DPR2		0.00 %
HRR1		0.00 %
KRI1		0.00 %
MCR1		0.00 %
PMP1		0.00 %
SGI1		0.00 %
TCG1		0.00 %
VKL1		0.00 %
Total	11.93	22.87 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	5.67	22.02 %
Wash-Mac	4.70	19.15 %
Air-Cond	0.30	0.57 %
Total	10.67	10.38 %

Branch *	MTD Sales L	Brand Share %
CH19	0.53	8.11 %
CH08	0.51	9.75 %
CH22	0.49	14.42 %
CH45	0.48	13.43 %
CH16	0.41	5.60 %
GUD1	0.37	9.82 %
CH28	0.33	7.88 %
CH11	0.27	9.09 %
CH14	0.25	3.45 %
CH37	0.18	13.52 %
CH39	0.13	8.80 %
CH26	0.13	14.49 %
KNR1	0.12	10.18 %
TKM1	0.10	12.00 %
CH07		0.00 %
CH29		0.00 %
CH30		0.00 %
CH48		0.00 %
MRM1		0.00 %
WHC3		0.00 %
Total	10.67	10.38 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	5.39	29.85 %
Wash-Mac	4.08	21.16 %
Air-Cond	0.53	1.86 %
Total	10.00	15.22 %

Branch *	MTD Sales L	Brand Share %
CH15	0.75	10.87 %
CH21	0.67	9.15 %
CH18	0.61	13.38 %
CH44	0.37	11.19 %
CH34	0.24	6.26 %
CH12	0.20	7.17 %
CH43	0.14	6.93 %
CH31	0.13	12.64 %
CH09		0.00 %
CH24		0.00 %
CH32		0.00 %
CH36		0.00 %
CH46		0.00 %
UKI1		0.00 %
Total	10.00	15.22 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	5.27	21.61 %
Wash-Mac	3.89	20.00 %
Air-Cond	-0.01	-0.05 %
Total	9.15	16.80 %

Branch *	MTD Sales L	Brand Share %
SUL1	0.27	12.49 %
KMD1	0.20	12.69 %
SNR1	0.17	3.86 %
KG11	0.12	11.34 %
UAM1	0.12	11.09 %
SYM2	0.10	6.89 %
TPR3	0.06	3.42 %
ANR1		0.00 %
CBE3		0.00 %
CBE4		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
PDM1		0.00 %
TPR4		0.00 %
WZSD		0.00 %
Total	9.15	16.80 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	3.61	46.20 %
Fridge	3.53	24.52 %
Total	7.14	20.65 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.47	8.70 %
ANI1	0.17	12.00 %
TRR1	0.13	6.95 %
WJD1	0.10	4.08 %
AKM1		0.00 %
BGR1		0.00 %
CGM1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRT1		0.00 %
VNB1		0.00 %
VSI1		0.00 %
Total	7.14	20.65 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	4.20	22.75 %
Wash-Mac	2.43	16.08 %
Total	6.63	13.01 %

Branch *	MTD Sales L	Brand Share %
ULP1	0.78	13.02 %
POY1	0.44	8.42 %
POY2	0.34	7.35 %
CDM1	0.31	14.58 %
KKI2	0.28	10.29 %
TDM1	0.21	8.80 %
NVL2	0.14	4.06 %
TVM1	0.14	9.72 %
VPM2	0.09	2.55 %
MKM1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
Total	6.63	13.01 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	4.12	25.96 %
Wash-Mac	0.73	10.31 %
Total	4.85	16.71 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.61	14.23 %
KLR1	0.47	8.22 %
Total	4.85	16.71 %