

MTD Sales
141.10 L

Brand Share %
15.05 %

Information:

MTD : 01-09-2025 To 04-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.05 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	80.86	25.46 %
Wash-Mac	54.45	22.30 %
Air-Cond	5.80	1.54 %
Total	141.10	15.05 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	28.41	15.44 %
SOUTH-03	19.06	15.51 %
TRICHY-01	16.64	11.24 %
WEST-02	15.20	22.75 %
CHENNAI-01	13.72	10.72 %
CHENNAI-02	12.34	15.86 %
WEST-01	11.10	16.65 %
SOUTH ARCOT	9.43	15.07 %
NORTH ARCOT	8.42	19.67 %
KL-SOUTH	6.77	17.91 %
Total	141.10	15.05 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	17.13	28.40 %
Wash-Mac	10.24	22.53 %
Air-Cond	1.03	1.32 %
Total	28.41	15.44 %

Branch *	MTD Sales L	Brand Share %
KVT1	0.95	9.50 %
RPM1	0.75	14.72 %
TUT2	0.73	9.70 %
TVL1	0.67	7.17 %
NGR1	0.67	6.76 %
PKD1	0.67	11.72 %
RND1	0.52	9.07 %
TYI1	0.43	13.69 %
MAR1	0.35	4.36 %
VLY1	0.26	3.46 %
ARM1	0.17	14.74 %
STU2	0.15	6.07 %
ASM1	0.13	13.91 %
VNR1	0.09	7.65 %
COL1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
TKY1		0.00 %
TVL2		0.00 %
Total	28.41	15.44 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	10.10	23.18 %
Wash-Mac	7.63	24.63 %
Air-Cond	1.33	2.75 %
Total	19.06	15.51 %

Branch *	MTD Sales L	Brand Share %
MLR1	0.53	15.00 %
USL1	0.40	13.43 %
SVG1	0.40	9.65 %
KKD2	0.39	13.81 %
TPT1	0.37	10.31 %
TDI1	0.36	14.95 %
TEN2	0.29	10.52 %
ATG1	0.29	13.63 %
TMM1	0.25	8.08 %
BNR1	0.22	10.48 %
KYK1	0.16	6.80 %
KRR1	0.15	11.29 %
NTM1	0.11	5.80 %
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	19.06	15.51 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	10.37	25.21 %
Wash-Mac	5.76	23.69 %
Air-Cond	0.51	0.62 %
Total	16.64	11.24 %

Branch *	MTD Sales L	Brand Share %
TRY1	3.22	6.60 %
MVM1	0.90	10.50 %
PTK1	0.70	10.86 %
TRY3	0.60	15.05 %
TVR2	0.43	6.35 %
AYR1	0.41	12.70 %
TYR1	0.31	5.21 %
APM1	0.29	13.81 %
TRY2	0.25	4.46 %
NGT1	0.20	4.00 %
KIK1	0.16	3.19 %
NMM1	0.15	9.87 %
TTP1	0.14	11.67 %
KUM1		0.00 %
PBR1		0.00 %
TZSD		0.00 %
Total	16.64	11.24 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	7.50	25.79 %
Wash-Mac	6.12	23.48 %
Air-Cond	1.58	13.54 %
Total	15.20	22.75 %

Branch *	MTD Sales L	Brand Share %
MCR1	0.32	10.66 %
ATU1	0.19	8.08 %
HSR1	0.16	7.62 %
APN1	0.16	11.66 %
HRR1	0.16	13.72 %
CMI1		0.00 %
DPR1		0.00 %
DPR2		0.00 %
KRI1		0.00 %
PMP1		0.00 %
SGI1		0.00 %
VKL1		0.00 %
WZWH		0.00 %
Total	15.20	22.75 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	6.77	20.57 %
Wash-Mac	6.13	19.03 %
Air-Cond	0.83	1.31 %
Total	13.72	10.72 %

Branch *	MTD Sales L	Brand Share %
CH05	1.04	14.84 %
CH28	0.93	11.27 %
CH16	0.76	7.89 %
CH19	0.63	7.76 %
CH14	0.52	5.73 %
CH08	0.51	7.82 %
GUD1	0.37	9.50 %
AVD1	0.28	10.54 %
CH30	0.28	6.81 %
CH11	0.27	8.04 %
CH39	0.25	13.17 %
CGL1	0.20	6.57 %
KNR1	0.12	7.02 %
TKM1	0.10	6.81 %
CH26	0.05	6.34 %
CH07		0.00 %
CH29		0.00 %
CH48		0.00 %
MC10		0.00 %
MRM1		0.00 %
WHC3		0.00 %
Total	13.72	10.72 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	6.45	31.32 %
Wash-Mac	5.36	23.16 %
Air-Cond	0.53	1.55 %
Total	12.34	15.86 %

Branch *	MTD Sales L	Brand Share %
CH18	0.77	12.79 %
CH15	0.75	9.93 %
CH21	0.67	8.90 %
CH41	0.53	15.02 %
CH06	0.41	12.00 %
CH44	0.37	9.62 %
CH34	0.24	4.60 %
CH27	0.15	9.96 %
CH31	0.13	9.92 %
CH23	0.10	8.71 %
CH09		0.00 %
CH24		0.00 %
CH32		0.00 %
CH36		0.00 %
UKI1		0.00 %
CH43		0.00 %
Total	12.34	15.86 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	6.63	22.74 %
Wash-Mac	4.48	18.28 %
Air-Cond	-0.01	-0.04 %
Total	11.10	16.65 %

Branch *	MTD Sales L	Brand Share %
SUL1	0.27	10.58 %
PPI1	0.23	14.77 %
KMD1	0.20	10.54 %
SNR1	0.17	3.33 %
KGI1	0.12	8.46 %
UAM1	0.12	11.09 %
SYM2	0.10	5.68 %
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	11.10	16.65 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	6.36	27.65 %
Wash-Mac	3.07	17.50 %
Total	9.43	15.07 %

Branch *	MTD Sales L	Brand Share %
POY1	0.65	10.73 %
KML1	0.41	14.51 %
POY2	0.34	5.64 %
NVL2	0.32	7.25 %
MKM1	0.24	9.09 %
VPM2	0.09	2.42 %
TVM2		0.00 %
VCM1		0.00 %
Total	9.43	15.07 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	4.26	41.92 %
Fridge	4.17	24.10 %
Total	8.42	19.67 %

Branch *	MTD Sales L	Brand Share %
SBR1	0.59	14.41 %
KPM2	0.47	7.39 %
TRR1	0.36	10.99 %
ANI1	0.17	9.73 %
WJD1	0.10	3.82 %
AKM1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRT1		0.00 %
VNB1		0.00 %
VSI1		0.00 %
Total	8.42	19.67 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	5.38	26.26 %
Wash-Mac	1.38	14.20 %
Total	6.77	17.91 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.62	8.52 %
Total	6.77	17.91 %