

MTD Sales
185.78 L

Brand Share %
15.36 %

Information:

MTD : 01-09-2025 To 06-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.36 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	104.62	24.85 %
Wash-Mac	74.84	22.73 %
Air-Cond	6.31	1.37 %
Total	185.78	15.36 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	34.40	14.92 %
SOUTH-03	30.25	16.67 %
TRICHY-01	22.23	12.59 %
WEST-02	19.98	24.28 %
CHENNAI-02	16.43	15.74 %
CHENNAI-01	16.20	9.79 %
WEST-01	15.86	17.12 %
NORTH ARCOT	11.50	20.28 %
SOUTH ARCOT	10.52	13.84 %
KL-SOUTH	8.40	19.30 %
Total	185.78	15.36 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	20.81	26.68 %
Wash-Mac	12.56	21.70 %
Air-Cond	1.03	1.09 %
Total	34.40	14.92 %

Branch *	MTD Sales L	Brand Share %
KVT1	1.37	9.90 %
NGR1	1.12	7.87 %
TVL1	0.99	8.72 %
SKD1	0.85	14.12 %
TUT2	0.73	7.55 %
TKS2	0.68	15.07 %
PKD1	0.67	9.11 %
RND1	0.52	6.57 %
MAR1	0.35	3.75 %
VLV1	0.26	3.10 %
ARM1	0.17	6.55 %
STU2	0.15	5.65 %
ASM1	0.13	9.47 %
COL1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
TKY1		0.00 %
TVL2		0.00 %
Total	34.40	14.92 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	16.85	24.78 %
Wash-Mac	12.07	24.66 %
Air-Cond	1.33	2.06 %
Total	30.25	16.67 %

Branch *	MTD Sales L	Brand Share %
SVG1	0.54	12.74 %
PVI1	0.50	3.94 %
KYK1	0.49	10.76 %
USL1	0.49	11.85 %
TEN2	0.29	8.20 %
ATG1	0.29	8.20 %
NTM1	0.26	11.59 %
MPA1	0.24	5.08 %
BNR1	0.22	9.52 %
MNM1	0.14	1.41 %
BTU1		0.00 %
CMR1		0.00 %
KPT1		0.00 %
ODM1		0.00 %
PNV1		0.00 %
SZSD		0.00 %
PNI1	-0.14	-22.81 %
Total	30.25	16.67 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	14.17	26.41 %
Wash-Mac	7.30	23.17 %
Air-Cond	0.76	0.84 %
Total	22.23	12.59 %

Branch *	MTD Sales L	Brand Share %
TRY1	3.44	6.67 %
PBR2	1.28	14.69 %
TVR2	1.17	11.81 %
PTK1	0.84	10.94 %
TYR1	0.51	7.31 %
TRY2	0.38	5.60 %
APM1	0.29	9.34 %
NMM1	0.28	15.23 %
NGT1	0.20	3.66 %
KIK1	0.16	2.86 %
TTP1	0.14	9.96 %
KUM1	0.09	1.37 %
PBR1		0.00 %
TZSD		0.00 %
Total	22.23	12.59 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	9.76	26.74 %
Wash-Mac	8.64	27.22 %
Air-Cond	1.58	11.26 %
Total	19.98	24.28 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.83	14.47 %
ATU1	0.33	9.18 %
HSR1	0.33	10.15 %
MCR1	0.32	10.05 %
APN1	0.16	11.66 %
HRR1	0.16	9.95 %
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	19.98	24.28 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	8.37	27.84 %
Wash-Mac	7.28	24.50 %
Air-Cond	0.78	1.76 %
Total	16.43	15.74 %

Branch *	MTD Sales L	Brand Share %
CH18	1.08	13.57 %
CH15	0.90	8.85 %
CH06	0.68	14.52 %
CH44	0.57	11.39 %
CH34	0.44	7.06 %
CH21	0.41	5.19 %
CH31	0.25	12.15 %
PON1	0.24	13.91 %
CH27	0.15	11.56 %
CH32	0.11	9.31 %
CH23	0.10	8.71 %
CH09		0.00 %
CH01		0.00 %
CH24		0.00 %
CH36		0.00 %
CH43		0.00 %
Total	16.43	15.74 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	8.70	19.56 %
Fridge	6.67	16.21 %
Air-Cond	0.83	1.04 %
Total	16.20	9.79 %

Branch *	MTD Sales L	Brand Share %
CH28	1.17	11.55 %
CH05	1.14	11.51 %
CH16	0.95	8.12 %
CH11	0.73	13.65 %
CZWH	0.70	11.92 %
CH19	0.63	5.29 %
CH22	0.59	11.74 %
CH14	0.52	5.49 %
CH30	0.42	8.22 %
CH08	0.41	4.92 %
CH39	0.25	14.44 %
GUD1	0.23	5.73 %
CGL1	0.19	5.65 %
CH48	0.15	2.30 %
TKM1	0.10	5.63 %
KNR1	0.02	0.66 %
CH07		0.00 %
CH29		0.00 %
CH40		0.00 %
MC10		0.00 %
MRM1		0.00 %
WHC3		0.00 %
Total	16.20	9.79 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	8.19	22.21 %
Wash-Mac	7.68	20.67 %
Air-Cond	-0.01	-0.03 %
Total	15.86	17.12 %

Branch *	MTD Sales L	Brand Share %
SUL1	0.50	14.99 %
CBE1	0.25	13.94 %
CBE4	0.22	5.63 %
SNR1	0.17	2.61 %
DPM2	0.12	7.14 %
KGI1	0.12	8.46 %
UAM1	0.12	8.19 %
SYM2	0.10	5.84 %
CBE5	0.09	7.08 %
TPR3	0.06	2.66 %
ANR1		0.00 %
CBE3		0.00 %
CNR1		0.00 %
GDR1		0.00 %
PDM1		0.00 %
TPR4		0.00 %
WZSD		0.00 %
Total	15.86	17.12 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	6.41	27.71 %
Wash-Mac	5.09	34.91 %
Total	11.50	20.28 %

Branch *	MTD Sales L	Brand Share %
SBR1	0.83	13.40 %
TRR1	0.74	15.31 %
KPM2	0.47	6.63 %
WJD1	0.30	10.22 %
VSI1	0.25	12.62 %
CGM1	0.20	12.93 %
ANI1	0.17	8.04 %
AKM1		0.00 %
BGR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
TRT1		0.00 %
Total	11.50	20.28 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	7.00	23.23 %
Wash-Mac	3.52	16.49 %
Total	10.52	13.84 %

Branch *	MTD Sales L	Brand Share %
ULP1	1.07	15.13 %
POY1	0.78	10.39 %
CDM1	0.52	15.27 %
POY2	0.51	6.74 %
KKI2	0.48	13.52 %
NVL2	0.48	7.82 %
KML1	0.41	12.65 %
TRK1	0.29	12.84 %
MKM1	0.24	7.23 %
TVM2	0.10	14.87 %
VPM2	0.09	2.09 %
VCM1		0.00 %
Total	10.52	13.84 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	6.40	27.15 %
Wash-Mac	2.00	16.85 %
Total	8.40	19.30 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.62	8.14 %
Total	8.40	19.30 %