

MTD Sales
1,156.77 L

Brand Share %
15.16 %

Information:

MTD : 01-11-2025 To 30-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.16 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	538.25	22.94 %
Wash-Mac	509.08	17.88 %
Air-Cond	101.09	4.25 %
Oven	8.35	14.47 %
Total	1,156.77	15.16 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	199.60	16.54 %
CHENNAI-01	180.07	15.49 %
SOUTH-03	153.40	16.49 %
TRICHY-01	137.29	15.78 %
WEST-01	117.09	18.81 %
WEST-02	104.13	14.50 %
CHENNAI-02	104.08	11.01 %
SOUTH ARCOT	88.10	15.76 %
NORTH ARCOT	59.35	10.80 %
KL-SOUTH	13.65	20.23 %
Total	1,156.77	15.16 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	91.22	23.95 %
Wash-Mac	83.72	18.69 %
Air-Cond	22.38	6.09 %
Oven	2.28	21.69 %
Total	199.60	16.54 %

Branch *	MTD Sales L	Brand Share %
KVT1	9.37	14.69 %
TKS2	8.55	13.25 %
TUT2	7.93	14.11 %
PKD1	3.78	13.22 %
ERL2	2.53	12.04 %
UDN1	1.99	8.73 %
SNL1	1.89	8.46 %
APK1	1.89	8.78 %
ARM1	1.78	14.29 %
TKY1	1.70	13.56 %
COL1	1.04	15.05 %
KGL1	0.96	9.24 %
SVK1	0.89	2.29 %
S2SD	0.84	12.08 %
KYR1	0.70	5.14 %
PDI1	0.45	2.63 %
TYI1	0.30	1.81 %
KSM1	0.15	2.18 %
VKM1		0.02 %
WHTV	-0.35	4.52 %
Total	199.60	16.54 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	76.76	23.27 %
Wash-Mac	71.61	17.51 %
Air-Cond	30.55	7.36 %
Oven	1.15	12.90 %
Total	180.07	15.49 %

Branch *	MTD Sales L	Brand Share %
CH16	12.65	13.64 %
CH42	11.73	13.95 %
CH45	6.11	14.45 %
GUD1	5.66	11.46 %
CH30	4.87	12.34 %
CH11	2.57	6.12 %
CH38	1.39	5.31 %
CZWH	1.23	3.63 %
TKM1	1.12	7.34 %
CH26	0.55	7.45 %
CH29	0.34	6.72 %
GUD2	0.24	0.95 %
CH37	0.17	0.88 %
MC09		0.00 %
MC10		0.00 %
Total	180.07	15.49 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	74.81	24.73 %
Wash-Mac	71.62	19.63 %
Air-Cond	6.45	2.52 %
Oven	0.52	8.16 %
Total	153.40	16.49 %

Branch *	MTD Sales L	Brand Share %
DGL1	9.72	13.46 %
MDU6	6.55	14.57 %
ATG1	5.94	14.72 %
MDU3	5.82	11.52 %
TMM1	3.80	11.80 %
DKI1	3.31	14.31 %
PVI1	3.16	15.15 %
KRR1	2.47	9.68 %
CBM1	2.28	9.91 %
DGL2	1.75	9.85 %
TPT1	0.96	4.61 %
TDI1	0.74	8.87 %
PNI1	0.65	7.67 %
SGP1	0.16	1.74 %
MDU4	0.16	0.93 %
MLR1	0.14	1.19 %
PKM1		0.00 %
Total	153.40	16.49 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	63.38	22.58 %
Fridge	61.72	24.54 %
Air-Cond	11.30	3.39 %
Oven	0.88	18.58 %
Total	137.29	15.78 %

Branch *	MTD Sales L	Brand Share %
TRY1	20.62	13.51 %
MDI1	4.33	13.92 %
PTK1	3.95	11.49 %
TTP1	2.20	13.56 %
AYR1	1.83	9.23 %
TRY2	1.31	5.09 %
PBR1	1.22	8.27 %
JKM1	1.10	6.25 %
TYR1	1.05	5.72 %
TZSD	0.71	10.91 %
NCK1	0.67	6.59 %
KRN1	0.51	4.10 %
TVR1	0.50	3.23 %
NGT1	0.26	0.95 %
NMM1		0.00 %
PDK1		0.00 %
Total	137.29	15.78 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	56.58	25.85 %
Wash-Mac	52.53	18.13 %
Air-Cond	6.81	6.38 %
Oven	1.17	16.41 %
Total	117.09	18.81 %

Branch *	MTD Sales L	Brand Share %
CBE4	3.63	11.05 %
PLI1	2.54	9.22 %
TPR3	2.08	12.10 %
UMP1	1.69	9.50 %
CBE5	1.49	11.97 %
KMD1	1.45	8.52 %
SNR1	0.93	3.13 %
GBM1	0.91	7.86 %
KGI1	0.88	8.80 %
CNR1	0.54	6.58 %
PPI1	0.47	4.47 %
ANR1	0.28	6.08 %
KGM1	0.21	2.01 %
Total	117.09	18.81 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	53.18	21.21 %
Wash-Mac	47.88	15.26 %
Air-Cond	2.79	1.86 %
Oven	0.28	7.56 %
Total	104.13	14.50 %

Branch *	MTD Sales L	Brand Share %
SLM1	7.50	11.95 %
SLM3	4.97	12.58 %
HSR2	2.02	4.84 %
EDP1	1.53	13.79 %
VKL1	1.31	10.16 %
WZWH	1.11	11.10 %
APN1	1.03	10.14 %
TCG1	0.92	5.05 %
KMM1	0.88	6.78 %
PDR1	0.68	5.49 %
EPI1	0.58	3.57 %
RSP1	0.48	3.52 %
BMD1	0.37	3.84 %
SLM2	0.34	1.07 %
SGG1	0.23	2.88 %
HRR1	0.19	2.66 %
SGI1	0.18	1.68 %
DPR2		0.00 %
WHKP	-0.15	11.14 %
Total	104.13	14.50 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	47.17	15.08 %
Fridge	43.01	18.08 %
Air-Cond	12.58	3.26 %
Oven	1.32	14.96 %
Total	104.08	11.01 %

Branch *	MTD Sales L	Brand Share %
CH12	10.01	14.70 %
CH18	6.56	12.18 %
CH17	6.12	11.94 %
CH34	5.28	14.42 %
CH24	5.07	9.96 %
CH06	1.90	6.06 %
CH20	1.70	3.02 %
CH33	1.46	4.50 %
CH41	1.43	4.11 %
CH09	1.40	4.46 %
CH36	1.01	7.26 %
UKI1	1.01	5.99 %
CH27	0.98	9.19 %
CH43	0.77	2.13 %
CH32	0.73	7.24 %
CH46	0.70	3.56 %
CH23	0.67	2.68 %
MJR1	0.65	1.68 %
CH31	0.27	1.90 %
CH01		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	104.08	11.01 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	42.04	24.91 %
Wash-Mac	40.22	20.91 %
Air-Cond	5.84	2.99 %
Total	88.10	15.76 %

Branch *	MTD Sales L	Brand Share %
NVL2	5.29	14.44 %
POY2	3.53	5.73 %
KML1	2.28	11.25 %
ULP1	1.72	6.64 %
TVM1	1.27	6.37 %
VCM1	0.47	2.11 %
STP1	0.36	5.09 %
Total	88.10	15.76 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	30.72	17.09 %
Wash-Mac	26.04	12.19 %
Air-Cond	2.06	1.36 %
Oven	0.52	12.13 %
Total	59.35	10.80 %

Branch *	MTD Sales L	Brand Share %
SBR1	6.80	14.81 %
TRL1	5.92	13.52 %
TRR1	4.48	12.38 %
AKM1	3.71	13.52 %
VEL2	3.67	6.49 %
ARC2	2.63	9.74 %
VEL1	1.27	4.87 %
PLR1	0.95	10.85 %
VNB1	0.84	6.13 %
PTU1	0.81	10.78 %
VSI1	0.78	3.31 %
CPT1	0.66	6.05 %
UGI1	0.62	7.20 %
SLG1	0.48	4.05 %
KPM1	0.28	1.30 %
WJD1	0.25	1.43 %
ANI1	0.24	1.65 %
BGR1		0.00 %
GDM1		0.00 %
WJP1		0.00 %
Total	59.35	10.80 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	8.21	32.38 %
Wash-Mac	4.89	22.06 %
Air-Cond	0.32	1.68 %
Oven	0.23	31.14 %
Total	13.65	20.23 %

Branch *	MTD Sales L	Brand Share %
TVP1	5.63	12.82 %
TVSD		0.00 %
Total	13.65	20.23 %