

MTD Sales
64.85 L

Brand Share %
14.30 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **14.30 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	30.79	17.29 %
Fridge	25.51	17.17 %
Air-Cond	7.93	6.53 %
Oven	0.62	11.49 %
Total	64.85	14.30 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	13.06	15.37 %
SOUTH-01	9.25	12.91 %
WEST-01	8.26	19.34 %
SOUTH-03	6.95	14.23 %
CHENNAI-02	6.82	12.14 %
WEST-02	5.88	14.24 %
SOUTH ARCOT	5.29	16.39 %
TRICHY-01	4.66	11.16 %
NORTH ARCOT	3.80	12.64 %
KL-SOUTH	0.86	23.74 %
Total	64.85	14.30 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	5.25	17.68 %
Fridge	4.95	20.04 %
Air-Cond	2.76	9.30 %
Oven	0.10	11.07 %
Total	13.06	15.37 %

Branch *	MTD Sales L	Brand Share %
CH16	1.26	12.97 %
CH42	0.63	11.01 %
CH28	0.53	14.27 %
CH08	0.28	7.13 %
AVD1	0.26	7.31 %
CH11	0.16	6.34 %
CH48	0.15	3.49 %
CH30	0.10	5.58 %
CGL1		0.00 %
CH26		0.00 %
CH37		0.00 %
CH38		0.00 %
CZWH		0.00 %
GUD2		0.00 %
SKL1		0.00 %
TKM1		0.00 %
Total	13.06	15.37 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	4.58	14.17 %
Fridge	3.01	14.87 %
Air-Cond	1.53	8.21 %
Oven	0.13	29.45 %
Total	9.25	12.91 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.16	13.38 %
TVL1	0.59	9.39 %
RND1	0.33	10.65 %
PKD1	0.32	12.06 %
KVT1	0.30	7.31 %
NGR1	0.24	6.77 %
MAR1	0.23	12.05 %
SVK1	0.21	7.06 %
TKS2	0.17	4.86 %
ARM1	0.16	9.97 %
TCN1	0.16	9.32 %
ASM1	0.14	8.93 %
APK1		0.00 %
APK2		0.00 %
ERL2		0.00 %
KGL1		0.00 %
KSM1		0.00 %
PDI1		0.00 %
SDI1		0.00 %
SGT1		0.00 %
SNL1		0.00 %
TYI1		0.00 %
VKM1		0.00 %
Total	9.25	12.91 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	3.97	25.01 %
Wash-Mac	3.58	16.61 %
Air-Cond	0.61	14.23 %
Oven	0.10	9.87 %
Total	8.26	19.34 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.74	11.20 %
CBE4	0.44	11.31 %
MPM1	0.15	10.18 %
CBE6	0.10	4.11 %
ANR1		0.00 %
CBE3		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
PLI1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
TPR3		0.00 %
UMP1		0.00 %
Total	8.26	19.34 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	3.50	16.57 %
Fridge	2.85	16.15 %
Air-Cond	0.61	6.44 %
Total	6.95	14.23 %

Branch *	MTD Sales L	Brand Share %
MDU6	0.74	12.71 %
KKD3	0.28	4.93 %
DGL2	0.17	8.41 %
ADP1	0.16	13.08 %
DGL1	0.15	8.36 %
CBM1		0.00 %
CMR1		0.00 %
KRR1		0.00 %
KYK1		0.00 %
MDU4		0.00 %
MDU5		0.00 %
MLR1		0.00 %
MNM1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
TDI1		0.00 %
TEN1		0.00 %
TEN2		0.00 %
TPT1		0.00 %
USL1		0.00 %
WHMD		0.00 %
ODM1	-0.16	-171.30 %
Total	6.95	14.23 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	4.00	21.15 %
Fridge	1.71	9.54 %
Air-Cond	0.92	4.99 %
Oven	0.19	20.04 %
Total	6.82	12.14 %

Branch *	MTD Sales L	Brand Share %
CH03	0.53	11.68 %
CH24	0.32	5.75 %
CH21	0.21	6.89 %
CH33	0.18	8.67 %
CH34	0.17	4.14 %
CH09		0.00 %
CH20		0.00 %
CH23		0.00 %
CH27		0.00 %
CH36		0.00 %
CH41		0.00 %
CH43		0.00 %
CH46		0.00 %
MJR1		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	6.82	12.14 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	3.10	16.85 %
Wash-Mac	2.52	15.91 %
Air-Cond	0.26	3.95 %
Total	5.88	14.24 %

Branch *	MTD Sales L	Brand Share %
MTR1	0.16	11.92 %
HSR2	0.16	2.95 %
APN1		0.00 %
ATU1		0.00 %
BMD1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
EPI1		0.00 %
HRR1		0.00 %
KMM1		0.00 %
KRI1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SLM1		0.00 %
SLM2		0.00 %
VKL1		0.00 %
WHKP		0.00 %
Total	5.88	14.24 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	2.69	27.20 %
Fridge	2.26	21.23 %
Air-Cond	0.35	3.05 %
Total	5.29	16.39 %

Branch *	MTD Sales L	Brand Share %
POY2	0.45	7.72 %
KML1		0.00 %
MKM1		0.00 %
PRT1		0.00 %
SJI2		0.00 %
STP1		0.00 %
TRK1		0.00 %
TVM1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
VPM2		0.00 %
Total	5.29	16.39 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	2.48	16.18 %
Fridge	1.30	13.20 %
Air-Cond	0.89	5.41 %
Total	4.66	11.16 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.94	10.73 %
PBR2	0.34	10.44 %
KUM1	0.25	12.44 %
MDI1	0.20	10.39 %
KIK1	0.20	8.37 %
AYR1	0.15	8.83 %
JKM1		0.00 %
KRN1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
PTK1		0.00 %
TRY2		0.00 %
TRY4		0.00 %
TTP1		0.00 %
TYR1		0.00 %
Total	4.66	11.16 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	2.03	17.51 %
Wash-Mac	1.68	13.61 %
Oven	0.09	25.20 %
Total	3.80	12.64 %

Branch *	MTD Sales L	Brand Share %
TRL1	0.33	8.20 %
SBR1	0.21	12.00 %
CYR1	0.16	12.44 %
WJD1	0.09	3.80 %
ANI1		0.00 %
BGR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRR1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VNB1		0.00 %
WJP1		0.00 %
Total	3.80	12.64 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.51	47.41 %
Fridge	0.34	19.37 %
Total	0.86	23.74 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.21	10.74 %
Total	0.86	23.74 %