

MTD Sales
52.10 L

Brand Share %
20.65 %

Information:

MTD : 01-12-2025 To 02-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **20.65 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	27.97	21.92 %
Fridge	20.35	23.19 %
Air-Cond	3.10	9.23 %
Oven	0.68	20.45 %
Total	52.10	20.65 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	10.79	23.88 %
SOUTH-03	9.56	21.75 %
WEST-01	8.69	25.52 %
TRICHY-01	7.16	27.07 %
WEST-02	4.16	13.92 %
SOUTH ARCOT	3.90	31.84 %
CHENNAI-01	3.74	11.37 %
CHENNAI-02	2.37	15.22 %
NORTH ARCOT	1.47	15.51 %
KL-SOUTH	0.26	10.20 %
Total	52.10	20.65 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	6.28	23.88 %
Fridge	3.33	27.57 %
Air-Cond	0.72	12.12 %
Oven	0.46	54.62 %
Total	10.79	23.88 %

Branch *	MTD Sales L	Brand Share %
TKS2	0.36	12.93 %
KVT1	0.34	9.43 %
TUT2	0.25	9.28 %
RND1	0.20	19.51 %
VKM1	0.15	20.10 %
VLY1	0.10	11.82 %
APK2		0.00 %
ARM1		0.00 %
ERL2		0.00 %
KGL1		0.00 %
KYR1		0.00 %
MMT1		0.00 %
PDI1		0.00 %
PKD1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
SNL1		0.00 %
SVK1		0.00 %
TVL2		0.00 %
TYI1		0.00 %
UDN1		0.00 %
Total	10.79	23.88 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	5.22	22.33 %
Fridge	4.21	26.42 %
Oven	0.13	22.68 %
Total	9.56	21.75 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.82	18.74 %
MDU6	0.52	20.63 %
MDU1	0.47	13.62 %
KKD3	0.34	15.34 %
USL1	0.28	17.64 %
KYK1	0.25	16.49 %
MLR1	0.24	14.47 %
DGL2	0.19	15.15 %
MDU3	0.17	11.82 %
SGP1	0.16	18.56 %
CBM1	0.10	7.99 %
ATG1		0.00 %
KRR1		0.00 %
MDU4		0.00 %
MNM1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
PNV2		0.00 %
PVI1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
TMM1		0.00 %
TPT1		0.00 %
BNR1	-0.02	-4.47 %
Total	9.56	21.75 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	4.33	24.96 %
Fridge	4.08	28.81 %
Air-Cond	0.28	11.51 %
Total	8.69	25.52 %

Branch *	MTD Sales L	Brand Share %
TPR2	0.17	11.52 %
UAM1	0.11	14.61 %
SYM2	0.11	18.40 %
CBE5	0.10	13.00 %
AVI1		0.00 %
CBE3		0.00 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
TPR3		0.00 %
UMP1		0.00 %
WZSD		0.00 %
Total	8.69	25.52 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	4.03	39.62 %
Fridge	2.20	25.12 %
Air-Cond	0.93	12.57 %
Total	7.16	27.07 %

Branch *	MTD Sales L	Brand Share %
PTK1	0.19	10.21 %
KIK1	0.16	7.35 %
APM1		0.00 %
AYR1		0.00 %
JKM1		0.00 %
KRN1		0.00 %
NCK1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
TRY2		0.00 %
TVR1		0.00 %
TYR1		0.00 %
Total	7.16	27.07 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	2.08	13.73 %
Fridge	1.71	14.44 %
Air-Cond	0.27	11.80 %
Oven	0.10	16.57 %
Total	4.16	13.92 %

Branch *	MTD Sales L	Brand Share %
ERD1	0.27	13.96 %
SLM1	0.25	16.93 %
ERD2	0.23	5.47 %
EPI1	0.10	20.02 %
VPD1	0.10	12.13 %
BMD1		0.00 %
CMI1		0.00 %
DPR1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
HRR1		0.00 %
HSR1		0.00 %
HSR2		0.00 %
KMM1		0.00 %
KRI1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGI1		0.00 %
SLM2		0.00 %
SLM3		0.00 %
TRM1		0.00 %
VKL1		0.00 %
Total	4.16	13.92 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	1.73	29.90 %
Fridge	1.27	31.47 %
Air-Cond	0.90	38.48 %
Total	3.90	31.84 %

Branch *	MTD Sales L	Brand Share %
CUD1	0.26	19.50 %
TRK1	0.16	9.31 %
MKM1		0.00 %
POY2		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VPM2		0.00 %
Total	3.90	31.84 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	2.15	14.04 %
Fridge	1.59	13.43 %
Total	3.74	11.37 %

Branch *	MTD Sales L	Brand Share %
CH16	0.58	19.35 %
CH05	0.19	10.98 %
CH19	0.18	7.11 %
CH30	0.18	12.56 %
CH37	0.15	16.55 %
AVD1		0.00 %
CGL1		0.00 %
CH08		0.00 %
CH11		0.00 %
CH22		0.00 %
CH26		0.00 %
CH35		0.00 %
CH38		0.00 %
CH39		0.00 %
CH42		0.00 %
CH48		0.00 %
CZWH		0.00 %
GUD1		0.00 %
GUD2		0.00 %
KNR1		0.00 %
SKL1		0.00 %
TKM1		0.00 %
Total	3.74	11.37 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	1.25	19.75 %
Wash-Mac	1.12	17.18 %
Total	2.37	15.22 %

Branch *	MTD Sales L	Brand Share %
CH21	0.17	14.79 %
CH41	0.11	10.22 %
CH06		0.00 %
CH09		0.00 %
CH12		0.00 %
CH17		0.00 %
CH18		0.00 %
CH20		0.00 %
CH32		0.00 %
CH36		0.00 %
CH43		0.00 %
CH44		0.00 %
GPD1		0.00 %
MJR1		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	2.37	15.22 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	0.76	11.45 %
Fridge	0.71	28.60 %
Total	1.47	15.51 %

Branch *	MTD Sales L	Brand Share %
TRL1	0.28	18.18 %
ABR1	0.14	16.77 %
ARC2		0.00 %
BGR1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
SBR1		0.00 %
TRR1		0.00 %
TRT1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	1.47	15.51 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.26	26.50 %
Total	0.26	10.20 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.10	4.80 %
PAS1		0.00 %
Total	0.26	10.20 %