

MTD Sales
62.49 L

Brand Share %
20.22 %

Information:

MTD : 01-12-2025 To 03-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **20.22 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	32.63	21.22 %
Fridge	25.36	23.42 %
Air-Cond	3.62	8.45 %
Oven	0.88	20.80 %
Total	62.49	20.22 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	13.96	25.38 %
SOUTH-03	11.74	22.24 %
WEST-01	10.04	24.22 %
TRICHY-01	7.86	25.40 %
CHENNAI-01	4.75	11.29 %
WEST-02	4.73	12.78 %
SOUTH ARCOT	4.22	32.26 %
CHENNAI-02	2.87	14.36 %
NORTH ARCOT	1.91	14.00 %
KL-SOUTH	0.42	13.39 %
Total	62.49	20.22 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	8.03	25.25 %
Fridge	4.23	28.18 %
Air-Cond	1.24	16.59 %
Oven	0.46	64.01 %
Total	13.96	25.38 %

Branch *	MTD Sales L	Brand Share %
TKS2	0.36	11.78 %
TUT2	0.25	9.84 %
RND1	0.20	10.95 %
UDN1	0.19	16.32 %
APK1	0.15	13.59 %
VKM1	0.15	20.10 %
VLV1	0.10	11.82 %
APK2		0.00 %
ARM1		0.00 %
ERL2		0.00 %
KGL1		0.00 %
KYR1		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 %
Total	13.96	25.38 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	6.48	23.51 %
Fridge	5.13	26.46 %
Oven	0.13	14.40 %
Total	11.74	22.24 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.64	12.50 %
MDU6	0.52	16.59 %
KKD3	0.34	14.19 %
USL1	0.28	15.72 %
KYK1	0.25	16.49 %
MLR1	0.24	14.47 %
ATG1	0.21	12.14 %
CBM1	0.20	13.65 %
MDU3	0.17	11.82 %
SGP1	0.16	18.56 %
KPT1		0.00 %
KRR1		0.00 %
MDU4		0.00 %
MNM1		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	11.74	22.24 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	5.15	30.24 %
Wash-Mac	4.61	23.11 %
Air-Cond	0.28	6.43 %
Total	10.04	24.22 %

Branch *	MTD Sales L	Brand Share %
TPR2	0.35	19.36 %
PDM1	0.20	19.47 %
PPI1	0.18	14.48 %
SYM2	0.11	18.40 %
CBE5	0.10	13.00 %
AVI1		0.00 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
SNR1		0.00 %
TPR3		0.00 %
UMP1		0.00 %
WZSD		0.00 %
Total	10.04	24.22 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	4.22	34.07 %
Fridge	2.62	25.28 %
Air-Cond	0.93	11.63 %
Oven	0.10	39.12 %
Total	7.86	25.40 %

Branch *	MTD Sales L	Brand Share %
TRY4	0.64	18.45 %
KIK1	0.26	10.29 %
TNJ1	0.19	19.09 %
PTK1	0.19	10.21 %
APM1		0.00 %
AYR1		0.00 %
JKM1		0.00 %
KRN1		0.00 %
NCK1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
TRY2		0.00 %
TVR1		0.00 %
TYR1		0.00 %
Total	7.86	25.40 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	2.83	14.45 %
Fridge	1.92	13.75 %
Total	4.75	11.29 %

Branch *	MTD Sales L	Brand Share %
CH48	0.34	13.53 %
CH05	0.19	8.43 %
CH19	0.18	3.72 %
CH30	0.18	10.03 %
CH14	0.16	15.40 %
CH37	0.15	16.55 %
AVD1		0.00 %
CGL1		0.00 %
CH08		0.00 %
CH11		0.00 %
CH22		0.00 %
CH26		0.00 %
CH29		0.00 %
CH35		0.00 %
CH38		0.00 %
CH39		0.00 %
CZWH		0.00 %
GUD1		0.00 %
GUD2		0.00 %
KNR1		0.00 %
SKL1		0.00 %
TKM1		0.00 %
Total	4.75	11.29 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	2.30	11.67 %
Fridge	2.06	14.31 %
Air-Cond	0.27	11.80 %
Oven	0.10	16.57 %
Total	4.73	12.78 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.43	8.94 %
ERD1	0.42	16.44 %
SLM1	0.25	13.10 %
KRI1	0.22	18.38 %
EPI1	0.10	16.36 %
VPD1	0.10	10.77 %
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 %
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	4.73	12.78 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	1.73	30.28 %
Fridge	1.59	32.56 %
Air-Cond	0.90	38.48 %
Total	4.22	32.26 %

Branch *	MTD Sales L	Brand Share %
TRK1	0.32	17.03 %
MKM1		0.00 %
POY2		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VPM2		0.00 %
Total	4.22	32.26 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	1.65	19.62 %
Wash-Mac	1.12	14.59 %
Oven	0.10	11.38 %
Total	2.87	14.36 %

Branch *	MTD Sales L	Brand Share %
CH21	0.17	13.40 %
CH41	0.11	10.22 %
CH06		0.00 %
CH09		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	2.87	14.36 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	1.05	13.12 %
Fridge	0.86	19.61 %
Total	1.91	14.00 %

Branch *	MTD Sales L	Brand Share %
TRL1	0.28	16.47 %
ABR1	0.14	15.73 %
SBR1	0.11	7.34 %
ARC2		0.00 %
BGR1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
TRT1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	1.91	14.00 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.26	18.96 %
Fridge	0.16	34.18 %
Total	0.42	13.39 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.10	4.24 %
PAS1		0.00 %
Total	0.42	13.39 %