

MTD Sales
220.59 L

Brand Share %
14.95 %

Information:

MTD : 01-10-2025 To 04-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.95 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	105.50	23.26 %
Wash-Mac	85.19	19.66 %
Air-Cond	29.06	5.00 %
Oven	0.85	10.56 %
Total	220.59	14.95 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	40.60	15.66 %
SOUTH-03	32.75	15.97 %
CHENNAI-01	32.72	14.15 %
TRICHY-01	28.16	15.43 %
WEST-02	22.31	16.35 %
WEST-01	19.18	18.05 %
CHENNAI-02	17.48	10.60 %
SOUTH ARCOT	15.29	16.01 %
NORTH ARCOT	9.53	10.96 %
KL-SOUTH	2.57	34.17 %
Total	220.59	14.95 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	18.35	25.99 %
Wash-Mac	14.94	22.24 %
Air-Cond	7.03	5.86 %
Oven	0.28	18.34 %
Total	40.60	15.66 %

Branch *	MTD Sales L	Brand Share %
TUT2	1.42	14.22 %
RND1	0.99	9.59 %
PKD1	0.95	14.64 %
KVT1	0.95	7.39 %
TKY1	0.75	13.39 %
APK1	0.52	10.94 %
TKS2	0.48	6.74 %
TYI1	0.46	11.76 %
SNL1	0.43	7.58 %
ASM1	0.40	9.59 %
VNR1	0.31	7.21 %
STU2	0.30	14.83 %
KYR1	0.24	11.31 %
APK2	0.16	3.52 %
KGL1		0.00 %
PDI1		0.00 %
S2SD		0.00 %
SVK1		0.00 %
UDN1		0.00 %
VKM1		0.00 %
VLY1		0.00 %
Total	40.60	15.66 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	16.51	23.78 %
Wash-Mac	11.61	20.69 %
Air-Cond	4.53	5.77 %
Oven	0.10	10.44 %
Total	32.75	15.97 %

Branch *	MTD Sales L	Brand Share %
MDU2	2.92	14.77 %
TEN2	0.99	14.19 %
SVG1	0.83	12.26 %
TMM1	0.43	8.72 %
USL1	0.37	10.59 %
MDU6	0.30	7.43 %
ODM1	0.30	14.16 %
PNV1	0.17	10.10 %
KYK1	0.16	9.91 %
KKD2	0.14	3.34 %
KPT1		0.00 %
KRR1		0.00 %
MDU4		0.00 %
MLR1		0.00 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
TPT1		0.00 %
PNI1		0.00 %
Total	32.75	15.97 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	14.67	23.17 %
Wash-Mac	11.00	19.23 %
Air-Cond	7.04	6.42 %
Total	32.72	14.15 %

Branch *	MTD Sales L	Brand Share %
CH14	1.48	9.97 %
CH07	1.13	8.70 %
AVD1	0.62	11.53 %
GUD1	0.43	8.85 %
SKL1	0.39	6.79 %
CH48	0.37	5.00 %
CH35	0.32	6.35 %
CGL1	0.25	5.68 %
CH40	0.24	5.15 %
CH37	0.16	6.69 %
TKM1	0.16	4.08 %
CH11		0.00 %
CH26		0.00 %
CH29		0.00 %
CH38		0.00 %
CZWH		0.00 %
GUD2		0.00 %
Total	32.72	14.15 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	12.19	24.75 %
Wash-Mac	11.41	23.87 %
Air-Cond	4.55	5.37 %
Total	28.16	15.43 %

Branch *	MTD Sales L	Brand Share %
TVR2	1.16	11.97 %
KIK1	0.81	12.78 %
PTK1	0.63	10.01 %
MSI1	0.50	12.47 %
AYR1	0.43	14.35 %
TYR1	0.26	4.48 %
KRN1	0.16	6.07 %
NGT1	0.14	2.60 %
APM1		0.00 %
JKM1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	28.16	15.43 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	11.46	21.26 %
Wash-Mac	10.58	18.02 %
Air-Cond	0.27	1.15 %
Total	22.31	16.35 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.91	9.91 %
SLM3	0.66	14.48 %
KVP1	0.36	13.76 %
ATU1	0.35	8.10 %
PDR1	0.25	9.09 %
HRR1	0.17	6.28 %
EDP1	0.15	14.14 %
VKL1	0.14	8.36 %
APN1		0.00 %
BMD1		0.00 %
DPR2		0.00 %
EPI1		0.00 %
KMM1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
SLM2		0.00 %
TCG1		0.00 %
Total	22.31	16.35 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	10.20	26.00 %
Wash-Mac	7.41	16.82 %
Air-Cond	1.34	6.06 %
Oven	0.23	26.16 %
Total	19.18	18.05 %

Branch *	MTD Sales L	Brand Share %
MPM1	0.64	12.88 %
TPR2	0.56	8.19 %
PLI1	0.43	9.24 %
CBE4	0.30	4.93 %
KMD1	0.17	5.90 %
SNR1	0.17	5.59 %
CBE5	0.17	10.61 %
PPI1	0.16	5.54 %
DPM2	0.14	10.44 %
GDR1	0.14	7.36 %
KGI1	0.14	11.79 %
ANR1		0.00 %
KGM1		0.00 %
Total	19.18	18.05 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	9.02	19.83 %
Wash-Mac	6.26	13.61 %
Air-Cond	1.97	2.74 %
Oven	0.23	16.69 %
Total	17.48	10.60 %

Branch *	MTD Sales L	Brand Share %
CH03	1.61	11.72 %
CH34	0.57	9.31 %
CH06	0.50	8.02 %
CH24	0.43	5.41 %
CH32	0.38	13.44 %
CH43	0.27	4.01 %
CH46	0.27	3.40 %
CH33	0.20	3.22 %
CH23	0.16	8.46 %
CH09	0.16	3.41 %
CH20	0.14	2.21 %
UKI1	0.14	2.49 %
CH17		0.00 %
CH27		0.00 %
CH31		0.00 %
CH36		0.00 %
CH41		0.00 %
MJR1		0.00 %
PON1		0.00 %
Total	17.48	10.60 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	7.20	23.66 %
Wash-Mac	6.64	24.47 %
Air-Cond	1.45	3.88 %
Total	15.29	16.01 %

Branch *	MTD Sales L	Brand Share %
POY1	1.59	11.47 %
CDM1	0.67	13.56 %
VPM2	0.48	10.96 %
VPM1	0.34	12.12 %
KML1	0.11	2.77 %
STP1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
Total	15.29	16.01 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	4.73	17.45 %
Fridge	3.93	13.71 %
Air-Cond	0.87	2.82 %
Total	9.53	10.96 %

Branch *	MTD Sales L	Brand Share %
TRL1	1.12	13.47 %
TRR1	0.80	12.69 %
SBR1	0.62	12.18 %
WJD1	0.17	4.79 %
AKM1	0.15	5.84 %
ANI1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
WJP1		0.00 %
Total	9.53	10.96 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	1.96	61.06 %
Wash-Mac	0.61	29.29 %
Total	2.57	34.17 %

Branch *	MTD Sales L	Brand Share %
Total	2.57	34.17 %