

MTD Sales
93.57 L

Brand Share %
14.25 %

Information:

MTD : 01-11-2025 To 04-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.25 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	41.59	17.02 %
Fridge	37.14	17.62 %
Air-Cond	13.94	7.16 %
Oven	0.90	12.84 %
Total	93.57	14.25 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	14.36	12.78 %
SOUTH-01	14.32	13.64 %
SOUTH-03	13.07	16.38 %
WEST-01	11.84	18.94 %
WEST-02	9.45	16.80 %
TRICHY-01	8.94	12.24 %
CHENNAI-02	8.12	10.90 %
SOUTH ARCOT	7.30	17.72 %
NORTH ARCOT	5.13	11.21 %
KL-SOUTH	1.02	16.34 %
Total	93.57	14.25 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	6.06	15.99 %
Air-Cond	4.24	9.11 %
Fridge	3.96	14.77 %
Oven	0.10	9.29 %
Total	14.36	12.78 %

Branch *	MTD Sales L	Brand Share %
CH16	1.52	12.82 %
CH14	0.89	13.69 %
CH42	0.67	7.17 %
CH08	0.62	10.42 %
AVD1	0.48	11.35 %
CH28	0.20	3.78 %
SKL1	0.19	7.65 %
CH11	0.16	5.25 %
CH26		0.00 %
CH29		0.00 %
CH37		0.00 %
CZWH		0.00 %
GUD2		0.00 %
MC09		0.00 %
TKM1		0.00 %
MRM1	-0.03	-4.50 %
CH30	-0.21	-11.98 %
CH38	-0.71	-60.60 %
Total	14.36	12.78 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	6.06	13.75 %
Fridge	4.74	14.54 %
Air-Cond	3.39	12.24 %
Oven	0.13	21.87 %
Total	14.32	13.64 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.71	11.40 %
KVT1	0.85	13.03 %
TUT2	0.53	12.37 %
VNR2	0.44	10.99 %
MAR1	0.36	14.20 %
TKS2	0.34	7.67 %
RND1	0.33	5.81 %
SVK1	0.21	5.35 %
APK2	0.17	9.65 %
ARM1	0.16	7.82 %
TCN1	0.16	7.40 %
ASM1	0.14	6.38 %
APK1		0.00 %
ERL2		0.00 %
KGL1		0.00 %
KSM1		0.00 %
PDI1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
SGT1		0.00 %
SNL1		0.00 %
TYI1		0.00 %
VKM1		0.00 %
Total	14.32	13.64 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	6.66	20.48 %
Fridge	5.45	20.13 %
Air-Cond	0.97	5.04 %
Total	13.07	16.38 %

Branch *	MTD Sales L	Brand Share %
MDU6	1.10	12.63 %
KKD3	0.67	7.93 %
MDU5	0.36	14.17 %
DGL2	0.17	7.98 %
USL1	0.17	12.05 %
DKI1	0.17	11.52 %
MDU4	0.16	7.30 %
SVG1	0.15	9.68 %
ODM1	0.09	8.23 %
KYK1		0.00 %
MLR1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
TEN2		0.00 %
TPT1		0.00 %
WHMD		0.00 %
CBM1	-0.43	-34.07 %
Total	13.07	16.38 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	6.02	27.89 %
Wash-Mac	4.70	15.38 %
Air-Cond	0.88	9.74 %
Oven	0.24	18.13 %
Total	11.84	18.94 %

Branch *	MTD Sales L	Brand Share %
CBE4	0.71	14.01 %
MPM1	0.30	13.40 %
TPR3	0.28	12.66 %
CBE6	0.26	8.14 %
KMD1	0.17	11.25 %
PPI1	0.11	9.91 %
CNR1	0.10	9.45 %
ANR1		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
PLI1		0.00 %
SNR1		0.00 %
UMP1		0.00 %
TPR4	-0.03	-7.21 %
Total	11.84	18.94 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	6.67	23.38 %
Wash-Mac	2.52	12.66 %
Air-Cond	0.26	3.54 %
Total	9.45	16.80 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.43	9.51 %
SLM3	0.26	10.31 %
HSR2	0.16	2.64 %
ATU1		0.00 %
BMD1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
EPI1		0.00 %
HRR1		0.00 %
KMM1		0.00 %
KRI1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
SLM2		0.00 %
VKL1		0.00 %
WHKP		0.00 %
Total	9.45	16.80 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	4.11	18.55 %
Fridge	2.81	15.15 %
Air-Cond	2.03	6.33 %
Total	8.94	12.24 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.57	12.34 %
TNJ1	0.80	11.01 %
TRY3	0.60	11.06 %
KIK1	0.37	10.00 %
KUM1	0.25	10.59 %
MDI1	0.20	8.53 %
AYR1	0.15	7.40 %
TYR1	0.15	7.44 %
JKM1		0.00 %
KRN1		0.00 %
NCK1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
PTK1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	8.94	12.24 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	5.04	20.28 %
Fridge	1.56	7.25 %
Air-Cond	1.20	4.45 %
Oven	0.33	24.98 %
Total	8.12	10.90 %

Branch *	MTD Sales L	Brand Share %
CH06	0.65	14.17 %
CH24	0.32	4.99 %
CH21	0.21	7.01 %
CH33	0.18	10.18 %
CH34	0.17	3.64 %
CH12	0.14	4.87 %
CH09		0.00 %
CH20		0.00 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
CH36		0.00 %
CH41		0.00 %
CH43		0.00 %
CH46		0.00 %
MJR1		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	8.12	10.90 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	3.37	27.05 %
Fridge	2.96	21.18 %
Air-Cond	0.98	6.80 %
Total	7.30	17.72 %

Branch *	MTD Sales L	Brand Share %
POY2	0.45	6.56 %
PRT1	0.30	10.03 %
KML1		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 %
MKM1	-0.03	-4.54 %
Total	7.30	17.72 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	2.56	14.33 %
Fridge	2.48	14.21 %
Oven	0.09	25.20 %
Total	5.13	11.21 %

Branch *	MTD Sales L	Brand Share %
TRL1	0.50	6.72 %
VEL2	0.50	10.52 %
SBR1	0.37	10.66 %
CYR1	0.16	9.47 %
WJD1	0.09	3.73 %
ANI1		0.00 %
BGR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRR1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VNB1		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	5.13	11.21 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.51	25.55 %
Fridge	0.51	18.49 %
Total	1.02	16.34 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.21	5.14 %
Total	1.02	16.34 %