

MTD Sales
180.02 L

Brand Share %
14.75 %

Information:

MTD : 01-12-2025 To 04-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.75 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	84.57	16.93 %
Fridge	82.02	21.37 %
Air-Cond	11.58	3.53 %
Oven	1.85	19.79 %
Total	180.02	14.75 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	35.99	17.20 %
TRICHY-01	25.94	16.22 %
SOUTH-03	24.80	15.58 %
CHENNAI-01	21.80	13.57 %
WEST-02	19.67	13.90 %
WEST-01	18.33	17.91 %
SOUTH ARCOT	13.20	13.85 %
CHENNAI-02	12.18	11.60 %
NORTH ARCOT	6.45	8.72 %
KL-SOUTH	1.66	12.18 %
Total	180.02	14.75 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	18.89	20.55 %
Fridge	13.29	22.52 %
Air-Cond	3.25	5.75 %
Oven	0.56	30.91 %
Total	35.99	17.20 %

Branch *	MTD Sales L	Brand Share %
TUT2	1.40	11.81 %
TKS2	1.13	13.39 %
UDN1	0.79	13.86 %
ASM1	0.46	11.71 %
ERL2	0.23	7.99 %
SVK1	0.22	3.82 %
APK2	0.16	6.82 %
APK1	0.15	4.44 %
VKM1	0.15	3.33 %
KYR1	0.15	4.43 %
ARM1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
PDI1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
TYI1		0.00 %
Total	35.99	17.20 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	12.48	21.88 %
Fridge	11.54	20.58 %
Air-Cond	1.82	3.94 %
Oven	0.10	16.61 %
Total	25.94	16.22 %

Branch *	MTD Sales L	Brand Share %
TNJ1	1.53	13.66 %
PTK1	0.86	9.72 %
KIK1	0.56	7.94 %
JKM1	0.39	6.66 %
NGT1	0.19	3.09 %
MSI1	0.16	5.96 %
TRY2	0.15	2.79 %
TTP1	0.13	6.71 %
AYR1		0.00 %
KRN1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
TVR1		0.00 %
Total	25.94	16.22 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	12.22	18.06 %
Fridge	11.87	20.58 %
Oven	0.44	28.32 %
Air-Cond	0.27	0.84 %
Total	24.80	15.58 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.80	10.80 %
DGL1	1.31	11.15 %
MDU6	1.10	12.02 %
KKD3	0.89	12.70 %
MPA1	0.83	14.28 %
TMM1	0.72	12.91 %
ATG1	0.52	9.19 %
MDU3	0.48	8.54 %
CBM1	0.35	8.63 %
MLR1	0.24	7.56 %
NTM1	0.19	8.42 %
SGP1	0.16	5.13 %
SVG1	0.16	3.41 %
KPT1	0.15	8.87 %
PNV2	0.15	4.57 %
MDU4	0.15	4.57 %
TPT1	0.13	3.61 %
KRR1		0.00 %
MNM1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
BNR1	-0.02	-0.83 %
PVI1	-0.20	-18.39 %
Total	24.80	15.58 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	9.85	22.46 %
Wash-Mac	9.01	14.44 %
Air-Cond	2.58	4.86 %
Oven	0.36	26.68 %
Total	21.80	13.57 %

Branch *	MTD Sales L	Brand Share %
CH42	1.79	11.95 %
CH05	1.61	14.32 %
CH19	1.60	10.88 %
CH48	0.99	14.14 %
CH30	0.67	12.55 %
GUD1	0.59	11.48 %
AVD1	0.52	12.78 %
CH22	0.49	9.30 %
MRM1	0.42	9.52 %
CH37	0.15	4.39 %
CGL1	0.15	4.43 %
GUD2	0.14	3.68 %
CH26		0.00 %
CH35		0.00 %
CH38		0.00 %
CH40		0.00 %
CZWH		0.00 %
KNR1		0.00 %
MC10		0.00 %
SKL1		0.00 %
TKM1		0.00 %
WHC3		0.00 %
Total	21.80	13.57 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	10.22	22.91 %
Wash-Mac	8.82	12.75 %
Air-Cond	0.54	2.00 %
Oven	0.10	10.26 %
Total	19.67	13.90 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.80	7.84 %
SLM2	0.45	6.33 %
TCG1	0.32	8.53 %
PDR1	0.25	7.27 %
KRI1	0.22	6.67 %
DPR1	0.19	5.30 %
SLM3	0.18	3.65 %
EPI1	0.10	3.99 %
BMD1		0.00 %
DPR2		0.00 %
HRR1		0.00 %
HSR1		0.00 %
KMM1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
VKL1		0.00 %
Total	19.67	13.90 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	9.15	24.67 %
Wash-Mac	8.00	17.01 %
Air-Cond	1.08	6.27 %
Oven	0.10	9.93 %
Total	18.33	17.91 %

Branch *	MTD Sales L	Brand Share %
CBE1	0.70	11.26 %
AVI1	0.54	14.74 %
TPR2	0.48	11.71 %
PDM1	0.20	11.07 %
SUL1	0.19	6.99 %
KMD1	0.18	8.81 %
SYM2	0.11	6.62 %
CNR1	0.11	11.91 %
CBE5	0.10	6.02 %
ANR1		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
SNR1		0.00 %
TPR3		0.00 %
WZSD		0.00 %
Total	18.33	17.91 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	6.69	21.51 %
Wash-Mac	5.61	16.25 %
Air-Cond	0.90	3.06 %
Total	13.20	13.85 %

Branch *	MTD Sales L	Brand Share %
CUD1	0.68	7.56 %
TDM1	0.49	12.86 %
KKI2	0.44	6.49 %
POY2	0.19	2.14 %
VCM1	0.14	3.06 %
VPM1	0.13	5.87 %
MKM1		0.00 %
STP1		0.00 %
Total	13.20	13.85 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	5.82	16.81 %
Fridge	5.28	17.81 %
Air-Cond	0.88	2.22 %
Oven	0.20	19.31 %
Total	12.18	11.60 %

Branch *	MTD Sales L	Brand Share %
CH17	0.74	12.29 %
CH18	0.68	8.98 %
CH21	0.64	4.35 %
MJR1	0.25	11.92 %
CH09	0.21	3.53 %
CH43	0.19	4.47 %
CH20	0.19	7.14 %
CH24	0.16	3.54 %
CH41	0.11	2.72 %
GPD1	0.10	4.99 %
CH06		0.00 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH36		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	12.18	11.60 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	3.31	15.73 %
Wash-Mac	2.87	9.11 %
Air-Cond	0.26	1.25 %
Total	6.45	8.72 %

Branch *	MTD Sales L	Brand Share %
TRL1	0.86	14.27 %
SBR1	0.48	11.06 %
TRT1	0.40	10.13 %
VEL1	0.24	7.11 %
CGM1	0.19	9.86 %
VEL2	0.19	3.63 %
AKM1	0.15	2.24 %
ARC2	0.14	4.96 %
ANI1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	6.45	8.72 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.84	22.47 %
Fridge	0.82	22.30 %
Total	1.66	12.18 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.35	4.41 %
Total	1.66	12.18 %