

MTD Sales
248.41 L

Brand Share %
14.95 %

Information:

MTD : 01-10-2025 To 05-10-2025

* 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	119.05	23.31 %
Wash-Mac	95.48	19.16 %
Air-Cond	33.04	5.14 %
Oven	0.85	8.96 %
Total	248.41	14.95 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	46.55	16.47 %
SOUTH-03	37.94	16.02 %
CHENNAI-01	36.19	13.70 %
TRICHY-01	30.97	15.50 %
WEST-02	24.75	15.76 %
WEST-01	23.68	18.54 %
CHENNAI-02	19.85	10.49 %
SOUTH ARCOT	15.29	15.44 %
NORTH ARCOT	10.61	10.92 %
KL-SOUTH	2.57	32.42 %
Total	248.41	14.95 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	22.19	27.79 %
Wash-Mac	16.24	21.65 %
Air-Cond	7.84	6.23 %
Oven	0.28	15.70 %
Total	46.55	16.47 %

Branch *	MTD Sales L	Brand Share %
TUT2	1.42	13.39 %
KVT1	1.38	9.28 %
RND1	1.30	12.04 %
PKD1	0.95	13.58 %
TKY1	0.75	13.10 %
TKS2	0.63	8.28 %
APK1	0.52	10.23 %
TYI1	0.46	9.86 %
SNL1	0.43	7.19 %
ASM1	0.40	9.20 %
APK2	0.34	6.73 %
VNR1	0.31	7.21 %
STU2	0.30	14.83 %
ARM1	0.30	14.63 %
KYR1	0.24	11.31 %
KSM1	0.22	14.50 %
VLY1	0.17	4.26 %
KGL1		0.00 %
PDI1		0.00 %
S2SD		0.00 %
SVK1		0.00 %
UDN1		0.00 %
VKM1		0.00 %
Total	46.55	16.47 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	18.92	23.78 %
Wash-Mac	14.39	21.62 %
Air-Cond	4.53	5.05 %
Oven	0.10	9.54 %
Total	37.94	16.02 %

Branch *	MTD Sales L	Brand Share %
KKD3	1.83	13.60 %
SVG1	0.83	11.82 %
MPA1	0.70	13.65 %
TMM1	0.43	7.90 %
USL1	0.37	9.52 %
MDU6	0.30	6.01 %
KKD2	0.27	6.46 %
MDU4	0.17	2.41 %
KYK1	0.16	6.84 %
KPT1		0.00 %
KRR1		0.00 %
MLR1		0.00 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
TPT1		0.00 %
PNI1		0.00 %
Total	37.94	16.02 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	16.47	22.76 %
Wash-Mac	11.67	17.46 %
Air-Cond	8.06	6.51 %
Total	36.19	13.70 %

Branch *	MTD Sales L	Brand Share %
CH28	2.47	14.90 %
CH42	2.21	14.26 %
CH14	1.77	10.03 %
CH07	1.60	10.63 %
AVD1	0.79	13.88 %
CGL1	0.56	10.04 %
GUD1	0.43	7.76 %
SKL1	0.39	5.84 %
CH48	0.37	4.36 %
CH11	0.33	4.89 %
CH35	0.32	5.52 %
CH40	0.24	5.15 %
CH37	0.16	4.98 %
TKM1	0.16	3.31 %
CH26		0.00 %
CH29		0.00 %
CH38		0.00 %
CZWH		0.00 %
GUD2		0.00 %
MC10		0.00 %
Total	36.19	13.70 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	13.28	25.39 %
Wash-Mac	12.25	23.55 %
Air-Cond	5.44	5.76 %
Total	30.97	15.50 %

Branch *	MTD Sales L	Brand Share %
TVR2	1.16	11.41 %
KIK1	0.94	14.16 %
PTK1	0.63	10.45 %
MSI1	0.50	12.47 %
AYR1	0.43	14.35 %
TYR1	0.26	4.29 %
KRN1	0.16	5.20 %
NGT1	0.14	2.36 %
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	30.97	15.50 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	12.80	20.76 %
Wash-Mac	11.30	16.90 %
Air-Cond	0.64	2.33 %
Total	24.75	15.76 %

Branch *	MTD Sales L	Brand Share %
NKL2	1.09	10.45 %
SLM3	0.66	9.66 %
ATU1	0.59	12.87 %
KVP1	0.36	13.76 %
PDR1	0.25	7.49 %
HRR1	0.17	5.67 %
EDP1	0.15	14.14 %
VKL1	0.14	7.13 %
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	24.75	15.76 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	12.40	26.09 %
Wash-Mac	9.13	16.53 %
Air-Cond	1.91	8.02 %
Oven	0.23	20.87 %
Total	23.68	18.54 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.79	11.88 %
MPM1	0.64	10.93 %
CBE4	0.62	8.51 %
TPR2	0.56	6.47 %
KMD1	0.17	4.58 %
SNR1	0.17	4.89 %
PPI1	0.16	4.98 %
GDR1	0.14	6.52 %
KGI1	0.14	11.79 %
ANR1		0.00 %
KGM1		0.00 %
Total	23.68	18.54 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	9.46	18.77 %
Wash-Mac	7.86	14.40 %
Air-Cond	2.29	2.77 %
Oven	0.23	15.60 %
Total	19.85	10.49 %

Branch *	MTD Sales L	Brand Share %
CH03	1.76	9.77 %
CH34	1.10	14.90 %
CH24	0.80	8.84 %
CH06	0.50	6.54 %
CH32	0.38	13.44 %
CH43	0.27	3.19 %
CH46	0.27	3.30 %
CH33	0.20	2.94 %
CH23	0.16	7.05 %
CH31	0.16	3.30 %
CH09	0.16	2.13 %
CH20	0.14	1.97 %
UKI1	0.14	2.49 %
CH17		0.00 %
CH27		0.00 %
CH36		0.00 %
CH41		0.00 %
MC05		0.00 %
MJR1		0.00 %
PON1		0.00 %
Total	19.85	10.49 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	7.20	23.43 %
Wash-Mac	6.64	23.30 %
Air-Cond	1.45	3.70 %
Total	15.29	15.44 %

Branch *	MTD Sales L	Brand Share %
POY1	1.59	10.95 %
CDM1	0.67	13.15 %
VPM2	0.48	10.12 %
VPM1	0.34	11.11 %
KML1	0.11	2.57 %
STP1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
Total	15.29	15.44 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	5.38	17.51 %
Fridge	4.37	13.30 %
Air-Cond	0.87	2.61 %
Total	10.61	10.92 %

Branch *	MTD Sales L	Brand Share %
TRL1	1.12	11.98 %
SBR1	0.62	11.43 %
WJD1	0.17	4.46 %
AKM1	0.15	5.30 %
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	10.61	10.92 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	1.96	58.26 %
Wash-Mac	0.61	29.29 %
Total	2.57	32.42 %

Branch *	MTD Sales L	Brand Share %
Total	2.57	32.42 %