

MTD Sales
205.53 L

Brand Share %
14.95 %

Information:

MTD : 01-12-2025 To 05-12-2025

* 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 %
Wash-Mac	96.91	17.12 %
Fridge	93.35	21.67 %
Air-Cond	13.11	3.57 %
Oven	2.17	19.17 %
Total	205.53	14.95 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	39.70	17.11 %
TRICHY-01	28.13	16.11 %
SOUTH-03	26.89	15.23 %
CHENNAI-01	25.19	13.41 %
WEST-02	22.36	14.25 %
WEST-01	21.11	18.75 %
SOUTH ARCOT	17.56	15.63 %
CHENNAI-02	15.46	12.55 %
NORTH ARCOT	7.16	8.62 %
KL-SOUTH	1.96	12.44 %
Total	205.53	14.95 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	21.20	20.31 %
Fridge	14.71	22.60 %
Air-Cond	3.25	5.37 %
Oven	0.56	26.19 %
Total	39.70	17.11 %

Branch *	MTD Sales L	Brand Share %
TUT2	1.40	10.37 %
TKS2	1.23	12.73 %
UDN1	0.79	13.86 %
ASM1	0.63	12.97 %
SVK1	0.54	8.62 %
STU2	0.39	14.94 %
ERL2	0.23	7.99 %
APK2	0.16	6.45 %
APK1	0.15	4.44 %
VKM1	0.15	3.33 %
KYR1	0.15	4.27 %
ARM1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
PDI1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
TYI1		0.00 %
Total	39.70	17.11 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	13.75	22.27 %
Fridge	12.16	20.40 %
Air-Cond	2.13	4.05 %
Oven	0.10	15.50 %
Total	28.13	16.11 %

Branch *	MTD Sales L	Brand Share %
TNJ1	1.84	14.57 %
PTK1	0.86	8.96 %
KIK1	0.72	9.59 %
JKM1	0.39	6.13 %
NGT1	0.19	2.86 %
MSI1	0.16	5.71 %
TRY2	0.15	2.59 %
NMM1	0.15	6.08 %
TTP1	0.13	6.71 %
AYR1		0.00 %
KRN1		0.00 %
NCK1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	28.13	16.11 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	13.43	18.03 %
Fridge	12.26	19.40 %
Oven	0.66	31.61 %
Air-Cond	0.54	1.46 %
Total	26.89	15.23 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.80	9.72 %
DGL1	1.44	10.78 %
MDU6	1.10	11.41 %
KKD3	0.89	12.03 %
MPA1	0.83	12.85 %
TMM1	0.72	11.96 %
ATG1	0.52	8.74 %
MDU3	0.48	7.30 %
CBM1	0.35	7.65 %
MLR1	0.24	7.27 %
KRR1	0.19	2.33 %
SGP1	0.16	5.13 %
SVG1	0.16	3.26 %
KPT1	0.15	8.87 %
PNV2	0.15	4.33 %
MDU4	0.15	4.03 %
TPT1	0.13	3.20 %
PNI1	0.11	5.57 %
PVI1	0.05	3.33 %
MNM1		0.00 %
PKM1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
BNR1	-0.02	-0.83 %
Total	26.89	15.23 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	11.68	22.95 %
Wash-Mac	10.30	14.51 %
Air-Cond	2.85	4.44 %
Oven	0.36	20.30 %
Total	25.19	13.41 %

Branch *	MTD Sales L	Brand Share %
CH19	1.81	11.63 %
CH42	1.79	8.58 %
CH48	1.15	14.35 %
CH30	0.67	11.31 %
GUD1	0.59	11.09 %
CH22	0.49	9.30 %
MRM1	0.42	8.67 %
CGL1	0.32	8.91 %
CH37	0.30	8.17 %
CH35	0.18	4.40 %
CH38	0.17	7.53 %
GUD2	0.14	3.40 %
CH26		0.00 %
CH40		0.00 %
CZWH		0.00 %
KNR1		0.00 %
MC10		0.00 %
SKL1		0.00 %
TKM1		0.00 %
WHC3		0.00 %
Total	25.19	13.41 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	11.71	23.50 %
Wash-Mac	10.01	13.03 %
Air-Cond	0.54	1.84 %
Oven	0.10	8.76 %
Total	22.36	14.25 %

Branch *	MTD Sales L	Brand Share %
ERD2	1.26	11.79 %
SLM2	0.75	9.52 %
KRI1	0.54	13.99 %
TCG1	0.32	7.30 %
PDR1	0.25	6.57 %
DPR1	0.19	4.83 %
SLM3	0.18	3.27 %
EPI1	0.10	3.11 %
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 %
WZWH		0.00 %
Total	22.36	14.25 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	10.01	25.22 %
Wash-Mac	9.92	18.41 %
Air-Cond	1.08	6.06 %
Oven	0.10	8.34 %
Total	21.11	18.75 %

Branch *	MTD Sales L	Brand Share %
CBE1	0.89	12.96 %
TPR2	0.62	14.35 %
CBE6	0.55	13.15 %
UAM1	0.50	14.29 %
SYM2	0.22	12.52 %
SUL1	0.19	6.99 %
KMD1	0.18	8.31 %
CNR1	0.11	11.91 %
GDR1	0.11	8.15 %
CBE5	0.10	5.61 %
ANR1		0.00 %
GBM1		0.00 %
KGM1		0.00 %
SNR1		0.00 %
TPR3		0.00 %
WZSD		0.00 %
Total	21.11	18.75 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	9.34	24.86 %
Wash-Mac	7.32	18.03 %
Air-Cond	0.90	2.67 %
Total	17.56	15.63 %

Branch *	MTD Sales L	Brand Share %
POY2	1.08	7.15 %
CUD1	0.68	7.48 %
KKI2	0.44	6.17 %
VPM1	0.31	13.33 %
VCM1	0.14	3.06 %
MKM1		0.00 %
STP1		0.00 %
Total	17.56	15.63 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	7.00	16.04 %
Fridge	6.91	19.33 %
Air-Cond	1.24	2.91 %
Oven	0.31	25.95 %
Total	15.46	12.55 %

Branch *	MTD Sales L	Brand Share %
CH18	1.02	12.52 %
CH17	0.74	12.11 %
CH34	0.69	14.90 %
CH21	0.64	4.03 %
CH09	0.21	3.53 %
CH43	0.19	4.15 %
CH20	0.19	7.14 %
CH24	0.16	2.93 %
CH41	0.11	2.15 %
CH32	0.10	8.25 %
CH01		0.00 %
CH06		0.00 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
CH36		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	15.46	12.55 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	3.59	14.70 %
Wash-Mac	2.99	8.55 %
Air-Cond	0.58	2.52 %
Total	7.16	8.62 %

Branch *	MTD Sales L	Brand Share %
TRL1	0.97	14.26 %
SBR1	0.48	9.27 %
TRT1	0.40	8.14 %
VEL1	0.24	6.54 %
CGM1	0.19	9.86 %
VEL2	0.19	3.25 %
AKM1	0.15	2.05 %
ARC2	0.14	4.66 %
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	7.16	8.62 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.99	21.76 %
Fridge	0.97	20.78 %
Total	1.96	12.44 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.35	3.73 %
Total	1.96	12.44 %