

MTD Sales
436.71 L

Brand Share %
15.27 %

Information:

MTD : 01-10-2025 To 06-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.27 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	223.31	24.42 %
Wash-Mac	156.46	17.35 %
Air-Cond	55.60	5.41 %
Oven	1.34	8.25 %
Total	436.71	15.27 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	75.55	15.80 %
SOUTH-03	62.50	16.48 %
TRICHY-01	58.80	16.26 %
CHENNAI-01	57.33	14.30 %
WEST-02	49.82	16.35 %
WEST-01	42.42	17.84 %
SOUTH ARCOT	37.01	16.38 %
CHENNAI-02	32.27	11.05 %
NORTH ARCOT	15.59	10.03 %
KL-SOUTH	5.41	23.39 %
Total	436.71	15.27 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	36.53	25.57 %
Wash-Mac	27.02	19.63 %
Air-Cond	11.58	5.96 %
Oven	0.41	12.50 %
Total	75.55	15.80 %

Branch *	MTD Sales L	Brand Share %
KVT1	1.88	8.73 %
RND1	1.83	10.72 %
TKY1	1.43	10.62 %
UDN1	1.21	14.25 %
PKD1	0.95	8.89 %
ASM1	0.85	11.92 %
APK1	0.75	8.83 %
TKS2	0.75	4.00 %
SNL1	0.60	6.20 %
VNR1	0.49	6.81 %
TYI1	0.46	7.14 %
ARM1	0.46	11.18 %
KYR1	0.40	6.55 %
APK2	0.34	4.47 %
KGL1	0.30	7.18 %
SVK1	0.16	1.04 %
PDI1		0.00 %
S2SD		0.00 %
VKM1		0.00 %
Total	75.55	15.80 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	34.27	25.68 %
Wash-Mac	21.79	18.48 %
Air-Cond	6.20	4.91 %
Oven	0.24	14.35 %
Total	62.50	16.48 %

Branch *	MTD Sales L	Brand Share %
KKD3	3.12	14.12 %
SVG1	1.89	12.28 %
KRR1	1.60	13.48 %
MDU6	0.58	7.37 %
TMM1	0.55	6.84 %
USL1	0.49	8.50 %
SGP1	0.32	10.40 %
KKD2	0.27	5.95 %
MDU4	0.17	1.54 %
KPT1	0.12	6.46 %
TPT1	0.12	1.27 %
MLR1		0.00 %
PKM1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
PNI1		0.00 %
Total	62.50	16.48 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	29.11	27.76 %
Wash-Mac	20.45	20.74 %
Air-Cond	9.15	5.86 %
Oven	0.10	4.96 %
Total	58.80	16.26 %

Branch *	MTD Sales L	Brand Share %
AYR1	1.06	10.59 %
PTK1	0.80	5.86 %
MSI1	0.79	11.63 %
NGT1	0.60	5.34 %
TYR1	0.37	3.02 %
KRN1	0.16	3.05 %
JKM1	0.12	1.48 %
NCK1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	58.80	16.26 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	26.42	24.36 %
Wash-Mac	18.33	16.99 %
Air-Cond	12.58	6.90 %
Total	57.33	14.30 %

Branch *	MTD Sales L	Brand Share %
CH16	5.13	15.22 %
CH42	3.65	14.63 %
CH28	3.39	15.00 %
CH14	3.07	11.31 %
CH30	2.51	13.19 %
CH07	2.13	10.84 %
CH45	1.66	15.03 %
AVD1	1.56	15.14 %
SKL1	1.52	12.43 %
GUD1	1.36	13.55 %
CH48	1.33	10.82 %
CGL1	1.03	13.91 %
CH35	0.68	8.58 %
CH40	0.64	12.40 %
CH11	0.33	2.42 %
CH38	0.25	4.38 %
CH29	0.17	4.40 %
CH37	0.16	3.51 %
TKM1	0.16	2.24 %
CH26		0.00 %
CZWH		0.00 %
GUD2		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	57.33	14.30 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	26.86	23.00 %
Wash-Mac	21.31	16.07 %
Air-Cond	1.66	3.07 %
Total	49.82	16.35 %

Branch *	MTD Sales L	Brand Share %
SLM3	3.48	13.81 %
NKL2	2.05	10.70 %
EDP1	0.42	13.40 %
SGG1	0.40	5.41 %
HRR1	0.29	6.00 %
PDR1	0.25	4.19 %
CMI1	0.24	14.90 %
BMD1	0.12	2.15 %
APN1		0.00 %
DPR2		0.00 %
EPI1		0.00 %
KMM1		0.00 %
RSP1		0.00 %
SGI1		0.00 %
SLM2		0.00 %
TCG1		0.00 %
Total	49.82	16.35 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	23.90	27.41 %
Wash-Mac	15.08	15.35 %
Air-Cond	3.20	6.32 %
Oven	0.23	13.74 %
Total	42.42	17.84 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.69	12.15 %
MPM1	1.33	14.01 %
TPR2	0.56	4.44 %
GDR1	0.48	10.24 %
TPR4	0.43	12.31 %
KMD1	0.37	4.85 %
KGI1	0.31	10.75 %
SNR1	0.17	3.00 %
PPI1	0.16	3.02 %
ANR1		0.00 %
KGM1		0.00 %
Total	42.42	17.84 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	17.49	23.08 %
Wash-Mac	13.40	21.10 %
Air-Cond	6.13	7.14 %
Total	37.01	16.38 %

Branch *	MTD Sales L	Brand Share %
POY2	3.28	11.98 %
POY1	3.01	10.62 %
VPM2	1.32	10.62 %
TRK1	1.00	10.18 %
KML1	0.75	8.92 %
MKM1	0.52	10.98 %
STP1	0.23	7.15 %
TVM1		0.00 %
VCM1		0.00 %
Total	37.01	16.38 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	16.87	19.76 %
Wash-Mac	11.58	13.55 %
Air-Cond	3.59	3.01 %
Oven	0.23	11.83 %
Total	32.27	11.05 %

Branch *	MTD Sales L	Brand Share %
CH03	4.68	15.15 %
CH34	1.36	11.60 %
CH24	0.80	6.49 %
CH06	0.50	4.60 %
CH32	0.38	10.59 %
CH33	0.38	2.95 %
CH41	0.28	2.74 %
CH43	0.27	2.58 %
CH46	0.27	2.82 %
UKI1	0.25	3.57 %
CH27	0.18	3.43 %
CH23	0.16	3.39 %
CH31	0.16	2.58 %
CH09	0.16	1.56 %
CH20	0.14	1.35 %
CH01		0.00 %
CH17		0.00 %
CH36		0.00 %
MC05		0.00 %
MJR1		0.00 %
PON1		0.00 %
Total	32.27	11.05 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	7.94	15.18 %
Wash-Mac	6.15	11.25 %
Air-Cond	1.51	3.15 %
Total	15.59	10.03 %

Branch *	MTD Sales L	Brand Share %
TRL1	1.14	8.66 %
TRR1	1.04	9.98 %
SBR1	0.90	9.85 %
VSI1	0.46	9.59 %
AKM1	0.33	7.37 %
GDM1	0.23	4.23 %
WJD1	0.17	3.62 %
BGR1	0.16	4.43 %
ANI1		0.00 %
CPT1		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	15.59	10.03 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	3.92	53.96 %
Wash-Mac	1.36	26.19 %
Oven	0.13	38.52 %
Total	5.41	23.39 %

Branch *	MTD Sales L	Brand Share %
Total	5.41	23.39 %