

MTD Sales
465.72 L

Brand Share %
15.19 %

Information:

MTD : 01-10-2025 To 07-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.19 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	237.59	24.17 %
Wash-Mac	166.62	17.25 %
Air-Cond	60.03	5.46 %
Oven	1.48	8.40 %
Total	465.72	15.19 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	81.78	15.66 %
SOUTH-03	66.10	16.30 %
TRICHY-01	63.07	16.43 %
CHENNAI-01	59.79	14.02 %
WEST-02	52.99	16.27 %
WEST-01	45.40	17.62 %
SOUTH ARCOT	37.83	15.79 %
CHENNAI-02	36.55	11.51 %
NORTH ARCOT	16.18	9.95 %
KL-SOUTH	6.03	24.35 %
Total	465.72	15.19 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	39.60	25.59 %
Wash-Mac	29.17	19.54 %
Air-Cond	12.60	5.86 %
Oven	0.41	11.73 %
Total	81.78	15.66 %

Branch *	MTD Sales L	Brand Share %
KVT1	2.32	9.59 %
RND1	1.83	10.44 %
TKY1	1.43	10.62 %
PKD1	1.31	11.32 %
UDN1	1.21	13.50 %
ASM1	1.02	13.65 %
APK1	0.75	8.31 %
TKS2	0.75	3.77 %
SNL1	0.60	5.83 %
VNR1	0.49	6.68 %
TYI1	0.46	6.04 %
ARM1	0.46	10.35 %
KYR1	0.40	6.00 %
APK2	0.34	3.90 %
KGL1	0.30	6.98 %
COL1	0.21	8.87 %
SVK1	0.16	0.96 %
VKM1	0.15	2.52 %
PDI1		0.00 %
S2SD		0.00 %
Total	81.78	15.66 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	35.44	25.19 %
Wash-Mac	23.91	18.51 %
Air-Cond	6.51	4.86 %
Oven	0.24	13.14 %
Total	66.10	16.30 %

Branch *	MTD Sales L	Brand Share %
KKD3	3.61	15.04 %
SVG1	2.06	12.76 %
KRR1	1.60	13.13 %
DGL2	0.76	14.89 %
TMM1	0.71	7.86 %
MDU6	0.58	6.99 %
USL1	0.49	7.98 %
SGP1	0.32	9.57 %
KKD2	0.27	5.25 %
MDU4	0.17	1.43 %
KPT1	0.12	4.59 %
TPT1	0.12	1.21 %
MLR1		0.00 %
PKM1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
PNI1		0.00 %
Total	66.10	16.30 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	30.73	26.94 %
Wash-Mac	22.04	20.98 %
Air-Cond	10.21	6.28 %
Oven	0.10	4.69 %
Total	63.07	16.43 %

Branch *	MTD Sales L	Brand Share %
AYR1	1.06	10.59 %
MSI1	0.96	13.50 %
PTK1	0.80	5.40 %
NGT1	0.60	4.81 %
TYR1	0.37	2.83 %
KRN1	0.16	2.93 %
JKM1	0.12	1.41 %
NCK1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	63.07	16.43 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	27.30	23.60 %
Wash-Mac	19.58	17.01 %
Air-Cond	12.91	6.69 %
Total	59.79	14.02 %

Branch *	MTD Sales L	Brand Share %
CH16	5.13	14.30 %
CH42	3.97	15.18 %
CH28	3.67	14.59 %
CH14	3.41	11.90 %
CH07	2.13	10.41 %
CH30	2.12	11.62 %
CH45	1.66	12.42 %
AVD1	1.56	15.14 %
SKL1	1.52	12.02 %
CH48	1.50	10.33 %
GUD1	1.36	11.98 %
CGL1	1.03	13.91 %
CH35	0.83	9.68 %
CH40	0.64	12.40 %
CH11	0.33	2.29 %
CH38	0.25	4.06 %
CH29	0.17	4.10 %
CH37	0.16	3.21 %
TKM1	0.16	2.24 %
CH26		0.00 %
CZWH		0.00 %
GUD2		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	59.79	14.02 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	29.12	23.03 %
Wash-Mac	22.21	15.94 %
Air-Cond	1.66	2.84 %
Total	52.99	16.27 %

Branch *	MTD Sales L	Brand Share %
SLM3	3.48	12.54 %
NKL2	2.25	11.55 %
EDP1	0.42	13.40 %
SGG1	0.40	5.21 %
HRR1	0.29	5.26 %
PDR1	0.25	4.03 %
CMI1	0.24	14.90 %
TCG1	0.14	2.13 %
BMD1	0.12	2.04 %
APN1		0.00 %
DPR2		0.00 %
EPI1		0.00 %
KMM1		0.00 %
RSP1		0.00 %
SGI1		0.00 %
SLM2		0.00 %
WZWH		0.00 %
Total	52.99	16.27 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	25.22	26.70 %
Wash-Mac	16.26	15.19 %
Air-Cond	3.54	6.51 %
Oven	0.37	20.43 %
Total	45.40	17.62 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.69	11.25 %
MPM1	1.33	13.31 %
TPR2	0.85	6.43 %
AVI1	0.83	14.81 %
GDR1	0.48	9.49 %
KMD1	0.37	4.85 %
KGI1	0.31	10.40 %
PPI1	0.30	5.75 %
SNR1	0.17	2.90 %
ANR1		0.00 %
KGM1		0.00 %
WZSD		0.00 %
Total	45.40	17.62 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	18.30	22.70 %
Wash-Mac	13.40	20.11 %
Air-Cond	6.13	6.73 %
Total	37.83	15.79 %

Branch *	MTD Sales L	Brand Share %
POY2	3.28	11.38 %
POY1	3.01	10.41 %
NVL2	2.82	14.38 %
VPM2	1.32	10.62 %
TRK1	1.00	9.31 %
KML1	0.75	8.62 %
MKM1	0.52	9.62 %
STP1	0.23	6.60 %
TVM1		0.00 %
VCM1		0.00 %
Total	37.83	15.79 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	18.98	20.43 %
Wash-Mac	12.36	13.34 %
Air-Cond	4.98	3.83 %
Oven	0.23	11.66 %
Total	36.55	11.51 %

Branch *	MTD Sales L	Brand Share %
CH03	5.02	14.11 %
CH34	1.36	10.28 %
CH06	0.67	5.51 %
CH24	0.63	5.11 %
CH32	0.38	10.59 %
CH33	0.38	2.75 %
CH41	0.28	2.58 %
CH43	0.27	2.34 %
CH46	0.27	2.75 %
UKI1	0.25	3.57 %
PON1	0.23	3.90 %
CH27	0.18	3.31 %
CH23	0.16	3.28 %
CH31	0.16	2.37 %
CH09	0.16	1.49 %
CH20	0.14	1.35 %
CH01		0.00 %
CH17		0.00 %
CH36		0.00 %
MC05		0.00 %
MJR1		0.00 %
Total	36.55	11.51 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	8.35	15.07 %
Wash-Mac	6.32	11.25 %
Air-Cond	1.51	3.00 %
Total	16.18	9.95 %

Branch *	MTD Sales L	Brand Share %
TRL1	1.14	8.25 %
TRR1	1.04	9.26 %
SBR1	1.03	10.22 %
VSI1	0.46	8.98 %
AKM1	0.33	7.21 %
VEL2	0.28	1.97 %
GDM1	0.23	4.14 %
WJD1	0.17	3.66 %
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 %
VNB1		0.00 %
WJP1		0.00 %
Total	16.18	9.95 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	4.54	56.55 %
Wash-Mac	1.36	24.59 %
Oven	0.13	38.52 %
Total	6.03	24.35 %

Branch *	MTD Sales L	Brand Share %
Total	6.03	24.35 %