

MTD Sales
267.79 L

Brand Share %
14.76 %

Information:

MTD : 01-12-2025 To 07-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.76 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	130.42	16.92 %
Fridge	116.68	20.52 %
Air-Cond	18.02	3.92 %
Oven	2.68	17.18 %
Total	267.79	14.76 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	51.36	16.74 %
SOUTH-03	37.46	15.94 %
CHENNAI-01	33.89	12.97 %
TRICHY-01	32.87	15.68 %
WEST-01	30.13	19.58 %
WEST-02	28.56	14.39 %
CHENNAI-02	22.34	11.96 %
SOUTH ARCOT	19.41	14.59 %
NORTH ARCOT	9.08	8.23 %
KL-SOUTH	2.69	13.81 %
Total	267.79	14.76 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	25.85	19.53 %
Fridge	20.93	23.28 %
Air-Cond	3.91	4.79 %
Oven	0.65	23.55 %
Total	51.36	16.74 %

Branch *	MTD Sales L	Brand Share %
KVT1	2.93	14.04 %
TKS2	1.58	11.93 %
MMT1	1.03	14.05 %
TCN1	1.02	11.62 %
UDN1	0.79	12.40 %
SVK1	0.68	8.16 %
SNL1	0.67	14.41 %
TKY1	0.63	13.20 %
STU2	0.39	13.48 %
APK1	0.28	5.38 %
PDI1	0.17	3.31 %
APK2	0.16	5.24 %
VKM1	0.15	2.68 %
KYR1	0.15	3.02 %
ARM1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
TYI1		0.00 %
Total	51.36	16.74 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	20.03	19.30 %
Fridge	15.29	18.52 %
Air-Cond	1.34	2.93 %
Oven	0.80	27.63 %
Total	37.46	15.94 %

Branch *	MTD Sales L	Brand Share %
DGL1	2.37	12.97 %
MDU6	2.12	13.84 %
TMM1	1.05	12.62 %
MDU3	0.91	11.11 %
KKD3	0.89	8.25 %
CBM1	0.80	11.14 %
DGL2	0.74	10.92 %
ATG1	0.72	9.40 %
KYK1	0.53	14.02 %
NTM1	0.40	10.40 %
SVG1	0.31	5.72 %
PVI1	0.31	11.00 %
MLR1	0.24	6.50 %
KRR1	0.19	2.14 %
TDI1	0.17	7.50 %
SGP1	0.16	4.66 %
KPT1	0.15	6.34 %
PNV2	0.15	3.44 %
MDU4	0.15	2.90 %
ODM1	0.15	9.60 %
TPT1	0.13	2.44 %
PNI1	0.11	6.37 %
MNM1		0.00 %
PKM1		0.00 %
SZSD		0.00 %
BNR1	-0.02	-0.45 %
Total	37.46	15.94 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	15.25	14.73 %
Fridge	14.99	20.68 %
Air-Cond	3.16	3.82 %
Oven	0.49	17.94 %
Total	33.89	12.97 %

Branch *	MTD Sales L	Brand Share %
CH42	2.89	10.98 %
CH19	2.68	14.10 %
CH16	2.07	12.70 %
CH48	1.41	12.91 %
AVD1	0.94	9.50 %
GUD1	0.87	12.21 %
CH11	0.81	13.33 %
CH22	0.79	11.23 %
CGL1	0.60	10.11 %
MRM1	0.60	6.68 %
CH38	0.54	13.27 %
CH30	0.49	6.10 %
GUD2	0.31	5.87 %
CH37	0.30	5.46 %
CH35	0.18	3.51 %
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	33.89	12.97 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	16.40	21.04 %
Fridge	13.18	18.39 %
Air-Cond	3.20	5.42 %
Oven	0.10	9.43 %
Total	32.87	15.68 %

Branch *	MTD Sales L	Brand Share %
TNJ1	1.84	12.90 %
MDI1	1.00	14.36 %
KIK1	0.88	9.30 %
PTK1	0.86	8.08 %
JKM1	0.39	5.54 %
MSI1	0.32	8.59 %
TTP1	0.30	13.18 %
NGT1	0.19	2.70 %
AYR1	0.15	6.47 %
TRY2	0.15	2.31 %
NMM1	0.15	5.19 %
KRN1		0.00 %
NCK1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	32.87	15.68 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	15.20	19.28 %
Fridge	13.33	26.04 %
Air-Cond	1.36	6.04 %
Oven	0.24	18.27 %
Total	30.13	19.58 %

Branch *	MTD Sales L	Brand Share %
PDM1	0.39	10.97 %
PPI1	0.33	12.80 %
SNR1	0.33	4.56 %
CBE5	0.22	8.69 %
TPR3	0.20	5.17 %
GDR1	0.11	4.96 %
ANR1		0.00 %
GBM1		0.00 %
KGM1		0.00 %
WZSD		0.00 %
Total	30.13	19.58 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	13.88	21.34 %
Wash-Mac	13.71	13.69 %
Air-Cond	0.89	2.78 %
Oven	0.10	6.78 %
Total	28.56	14.39 %

Branch *	MTD Sales L	Brand Share %
NKL2	1.85	13.29 %
SLM3	1.14	14.51 %
SLM2	0.75	8.61 %
KRI1	0.54	10.49 %
TCG1	0.32	5.79 %
PDR1	0.25	4.82 %
HSR1	0.23	2.26 %
DPR1	0.19	4.54 %
VKL1	0.18	3.12 %
PMP1	0.16	4.05 %
EPI1	0.10	2.21 %
BMD1		0.00 %
DPR2		0.00 %
HRR1		0.00 %
KMM1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
WZWH		0.00 %
Total	28.56	14.39 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	10.21	14.67 %
Fridge	9.15	17.15 %
Air-Cond	2.67	4.31 %
Oven	0.31	16.14 %
Total	22.34	11.96 %

Branch *	MTD Sales L	Brand Share %
CH12	1.58	13.48 %
CH21	1.09	6.03 %
CH34	0.85	12.68 %
CH46	0.50	14.08 %
MJR1	0.47	9.06 %
CH09	0.43	5.14 %
CH44	0.36	8.36 %
CH24	0.26	3.74 %
CH43	0.19	3.02 %
CH20	0.19	4.66 %
CH41	0.11	1.49 %
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	22.34	11.96 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	10.23	22.91 %
Wash-Mac	8.28	16.51 %
Air-Cond	0.90	2.38 %
Total	19.41	14.59 %

Branch *	MTD Sales L	Brand Share %
POY2	1.22	7.30 %
KLM1	1.17	14.75 %
VPM2	0.98	14.05 %
CUD1	0.68	6.74 %
KKI2	0.44	4.81 %
VPM1	0.31	13.33 %
VCM1	0.30	5.65 %
TVM1	0.24	11.24 %
MKM1		0.00 %
STP1		0.00 %
Total	19.41	14.59 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	4.34	8.86 %
Fridge	4.16	13.19 %
Air-Cond	0.58	2.02 %
Total	9.08	8.23 %

Branch *	MTD Sales L	Brand Share %
TRL1	1.13	12.85 %
SBR1	0.78	11.52 %
TRT1	0.40	7.05 %
AKM1	0.34	3.98 %
VEL1	0.24	4.62 %
ARC2	0.20	5.40 %
CGM1	0.19	7.15 %
VEL2	0.19	1.89 %
BGR1	0.16	5.04 %
ANI1		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	9.08	8.23 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	1.53	25.19 %
Wash-Mac	1.16	21.45 %
Total	2.69	13.81 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.35	3.13 %
Total	2.69	13.81 %