

MTD Sales
487.91 L

Brand Share %
14.99 %

Information:

MTD : 01-10-2025 To 08-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.99 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	247.05	23.66 %
Wash-Mac	175.93	17.20 %
Air-Cond	63.21	5.40 %
Oven	1.72	9.11 %
Total	487.91	14.99 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	85.52	15.24 %
SOUTH-03	68.25	15.80 %
TRICHY-01	66.81	16.30 %
CHENNAI-01	63.48	13.98 %
WEST-02	55.08	16.13 %
WEST-01	48.31	17.76 %
SOUTH ARCOT	39.57	15.77 %
CHENNAI-02	38.33	11.35 %
NORTH ARCOT	16.18	9.48 %
KL-SOUTH	6.37	24.74 %
Total	487.91	14.99 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	41.23	25.10 %
Wash-Mac	30.94	19.42 %
Air-Cond	12.94	5.53 %
Oven	0.41	11.38 %
Total	85.52	15.24 %

Branch *	MTD Sales L	Brand Share %
RND1	2.69	13.43 %
KVT1	2.32	8.58 %
TKY1	1.43	10.39 %
PKD1	1.31	10.65 %
UDN1	1.21	12.83 %
ASM1	1.19	14.18 %
APK1	1.02	10.76 %
TKS2	0.75	3.40 %
SNL1	0.60	5.76 %
VNR1	0.49	5.93 %
TYI1	0.46	5.69 %
ARM1	0.46	9.29 %
KYR1	0.40	6.00 %
APK2	0.34	3.76 %
KGL1	0.30	6.04 %
COL1	0.21	8.87 %
SVK1	0.16	0.94 %
VKM1	0.15	2.36 %
PDI1		0.00 %
S2SD		0.00 %
Total	85.52	15.24 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	36.48	23.89 %
Wash-Mac	24.62	18.08 %
Air-Cond	6.91	4.90 %
Oven	0.24	12.49 %
Total	68.25	15.80 %

Branch *	MTD Sales L	Brand Share %
KKD3	3.61	13.46 %
SVG1	2.21	12.98 %
KRR1	1.60	12.10 %
CBM1	1.22	11.07 %
DGL2	0.76	13.46 %
TMM1	0.71	7.43 %
USL1	0.64	9.95 %
MDU6	0.58	6.70 %
MDU4	0.32	2.59 %
SGP1	0.32	9.57 %
KKD2	0.27	5.12 %
PKM1	0.15	4.19 %
KPT1	0.12	4.19 %
TPT1	0.12	1.15 %
MLR1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
PNI1		0.00 %
Total	68.25	15.80 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	32.52	26.60 %
Wash-Mac	23.32	21.19 %
Air-Cond	10.88	6.19 %
Oven	0.10	4.69 %
Total	66.81	16.30 %

Branch *	MTD Sales L	Brand Share %
MSI1	1.10	14.20 %
AYR1	1.06	10.59 %
PTK1	0.80	4.86 %
NGT1	0.60	4.15 %
TYR1	0.37	2.74 %
JKM1	0.25	2.63 %
KRN1	0.16	2.93 %
PBR1	0.14	1.34 %
NCK1		0.00 %
NMM1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	66.81	16.30 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	27.82	22.69 %
Wash-Mac	22.21	17.71 %
Air-Cond	13.45	6.60 %
Total	63.48	13.98 %

Branch *	MTD Sales L	Brand Share %
CH28	3.67	13.49 %
CH14	3.54	11.86 %
CH07	2.13	9.76 %
CH30	2.12	11.00 %
CH48	1.89	11.44 %
AVD1	1.56	14.63 %
SKL1	1.52	11.73 %
GUD1	1.36	11.39 %
CGL1	1.03	12.45 %
CH35	0.83	9.39 %
CH40	0.64	12.40 %
TKM1	0.60	7.82 %
CH11	0.33	2.06 %
CH38	0.25	3.85 %
CH29	0.17	3.55 %
CH37	0.16	2.68 %
CH26		0.00 %
CZWH		0.00 %
GUD2		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	63.48	13.98 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	30.45	22.84 %
Wash-Mac	22.70	15.65 %
Air-Cond	1.93	3.15 %
Total	55.08	16.13 %

Branch *	MTD Sales L	Brand Share %
SLM3	3.48	11.80 %
NKL2	2.60	12.24 %
EDP1	0.42	13.40 %
SGG1	0.40	4.81 %
HRR1	0.29	5.26 %
PDR1	0.25	4.03 %
CM11	0.24	13.87 %
TCG1	0.14	2.00 %
BMD1	0.12	1.99 %
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	55.08	16.13 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	26.33	26.16 %
Wash-Mac	17.69	15.72 %
Air-Cond	3.82	6.73 %
Oven	0.47	22.85 %
Total	48.31	17.76 %

Branch *	MTD Sales L	Brand Share %
CBE2	6.97	13.49 %
PLI1	1.68	14.31 %
TPR2	1.22	8.51 %
AVI1	0.83	13.67 %
CBE5	0.76	14.59 %
GDR1	0.48	8.45 %
KMD1	0.37	4.77 %
KGI1	0.31	10.40 %
SNR1	0.31	4.38 %
PPI1	0.30	5.75 %
ANR1		0.00 %
KGM1		0.00 %
WZSD		0.00 %
Total	48.31	17.76 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	19.07	22.54 %
Wash-Mac	14.06	19.79 %
Air-Cond	6.45	6.86 %
Total	39.57	15.77 %

Branch *	MTD Sales L	Brand Share %
POY2	3.58	11.97 %
POY1	3.01	9.74 %
NVL2	2.93	14.57 %
TRK1	1.46	12.86 %
VPM2	1.32	10.37 %
KML1	0.75	7.94 %
MKM1	0.52	9.62 %
STP1	0.23	6.06 %
TVM1		0.00 %
VCM1		0.00 %
Total	39.57	15.77 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	19.91	20.17 %
Wash-Mac	12.71	12.88 %
Air-Cond	5.34	3.87 %
Oven	0.37	14.88 %
Total	38.33	11.35 %

Branch *	MTD Sales L	Brand Share %
CH03	5.02	13.18 %
CH34	1.36	9.63 %
CH24	0.80	6.11 %
CH06	0.67	5.18 %
CH33	0.56	3.87 %
UKI1	0.42	5.80 %
CH31	0.42	5.53 %
CH20	0.41	3.58 %
CH32	0.38	10.59 %
CH41	0.28	2.35 %
CH43	0.27	2.29 %
CH46	0.27	2.47 %
PON1	0.23	3.52 %
CH27	0.18	3.31 %
CH23	0.16	3.19 %
CH09	0.16	1.37 %
CH01		0.00 %
CH17		0.00 %
CH36		0.00 %
MC05		0.00 %
MJR1		0.00 %
Total	38.33	11.35 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	8.35	14.73 %
Wash-Mac	6.32	10.71 %
Air-Cond	1.51	2.77 %
Total	16.18	9.48 %

Branch *	MTD Sales L	Brand Share %
TRL1	1.14	7.49 %
TRR1	1.04	9.16 %
SBR1	1.03	9.44 %
VSI1	0.46	8.53 %
AKM1	0.33	7.21 %
VEL2	0.28	1.89 %
GDM1	0.23	3.99 %
WJD1	0.17	3.36 %
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	9.48 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	4.88	57.37 %
Wash-Mac	1.36	24.59 %
Oven	0.13	38.52 %
Total	6.37	24.74 %

Branch *	MTD Sales L	Brand Share %
Total	6.37	24.74 %