

MTD Sales
293.93 L

Brand Share %
14.89 %

Information:

MTD : 01-12-2025 To 08-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.89 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	140.58	16.77 %
Fridge	129.41	20.72 %
Air-Cond	20.80	4.21 %
Oven	3.14	18.68 %
Total	293.93	14.89 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	55.16	16.67 %
SOUTH-03	40.87	16.17 %
CHENNAI-01	36.84	12.67 %
TRICHY-01	36.28	16.30 %
WEST-01	33.94	20.33 %
WEST-02	30.59	13.99 %
CHENNAI-02	24.83	12.15 %
SOUTH ARCOT	21.03	14.70 %
NORTH ARCOT	10.52	8.65 %
KL-SOUTH	3.86	17.76 %
Total	293.93	14.89 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	26.83	19.20 %
Fridge	23.40	23.32 %
Air-Cond	4.27	4.87 %
Oven	0.65	21.83 %
Total	55.16	16.67 %

Branch *	MTD Sales L	Brand Share %
KVT1	2.93	13.39 %
TUT2	2.49	14.12 %
TKS2	1.58	10.95 %
TCN1	1.02	11.26 %
PKD1	0.84	14.72 %
UDN1	0.79	12.19 %
SVK1	0.68	7.67 %
APK1	0.66	11.05 %
TKY1	0.63	13.20 %
SDI1	0.35	6.56 %
PDI1	0.17	3.20 %
APK2	0.16	4.57 %
VKM1	0.15	2.63 %
KYR1	0.15	2.91 %
ARM1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
S2SD		0.00 %
TYI1		0.00 %
Total	55.16	16.67 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	21.83	19.34 %
Fridge	16.90	19.14 %
Air-Cond	1.34	2.76 %
Oven	0.80	25.74 %
Total	40.87	16.17 %

Branch *	MTD Sales L	Brand Share %
DGL1	2.85	14.12 %
MDU6	2.27	14.09 %
MDU3	1.14	12.79 %
KKD3	1.06	9.16 %
TMM1	1.05	12.05 %
DGL2	1.00	13.10 %
CBM1	0.95	11.94 %
ATG1	0.72	8.40 %
PNV2	0.59	11.86 %
PVI1	0.48	13.82 %
NTM1	0.40	10.40 %
SVG1	0.31	5.41 %
MLR1	0.24	6.50 %
KRR1	0.19	2.08 %
TDI1	0.17	6.68 %
SGP1	0.16	4.38 %
KPT1	0.15	6.34 %
MDU4	0.15	2.90 %
TPT1	0.13	2.23 %
PNI1	0.11	6.37 %
MNM1		0.00 %
PKM1		0.00 %
SZSD		0.00 %
BNR1	-0.02	-0.44 %
Total	40.87	16.17 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	16.66	20.24 %
Wash-Mac	15.86	13.87 %
Air-Cond	3.83	4.19 %
Oven	0.49	17.94 %
Total	36.84	12.67 %

Branch *	MTD Sales L	Brand Share %
CH19	2.98	13.49 %
CH42	2.89	10.40 %
CH16	2.32	13.12 %
CH48	1.73	13.53 %
AVD1	0.94	7.76 %
GUD1	0.87	10.87 %
CH11	0.81	12.13 %
CH22	0.79	9.98 %
CH30	0.66	7.46 %
CGL1	0.60	9.81 %
MRM1	0.60	6.49 %
CZWH	0.58	5.40 %
CH38	0.54	12.51 %
GUD2	0.31	5.12 %
CH37	0.30	5.29 %
KNR1	0.19	5.82 %
CH35	0.18	2.88 %
CH26		0.00 %
CH40		0.00 %
MC10		0.00 %
SKL1		0.00 %
TKM1		0.00 %
WHC3		0.00 %
Total	36.84	12.67 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	17.99	21.47 %
Fridge	13.83	18.49 %
Air-Cond	4.09	6.53 %
Oven	0.37	27.96 %
Total	36.28	16.30 %

Branch *	MTD Sales L	Brand Share %
TNJ1	1.94	13.52 %
KIK1	1.18	12.12 %
PTK1	0.86	7.55 %
JKM1	0.39	5.54 %
MSI1	0.32	8.59 %
TTP1	0.30	12.51 %
NGT1	0.19	2.43 %
AYR1	0.15	6.14 %
TRY2	0.15	2.31 %
NMM1	0.15	4.88 %
KRN1		0.00 %
NCK1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	36.28	16.30 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	16.88	20.00 %
Fridge	14.86	26.11 %
Air-Cond	1.96	8.06 %
Oven	0.24	18.27 %
Total	33.94	20.33 %

Branch *	MTD Sales L	Brand Share %
TPR3	0.50	11.93 %
PDM1	0.50	13.67 %
KMD1	0.48	12.78 %
PPI1	0.33	12.80 %
SNR1	0.33	4.35 %
CBE5	0.22	8.16 %
GDR1	0.11	4.27 %
ANR1		0.00 %
GBM1		0.00 %
KGM1		0.00 %
WZSD		0.00 %
Total	33.94	20.33 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	15.07	21.18 %
Wash-Mac	14.54	13.35 %
Air-Cond	0.89	2.40 %
Oven	0.10	5.73 %
Total	30.59	13.99 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.54	13.95 %
SLM1	2.14	14.68 %
NKL2	1.85	9.86 %
SLM3	1.14	13.99 %
SLM2	0.93	9.38 %
HSR1	0.62	5.75 %
KRI1	0.54	10.49 %
TCG1	0.32	5.47 %
PDR1	0.25	3.50 %
DPR1	0.19	4.25 %
VKL1	0.18	3.12 %
PMP1	0.16	4.05 %
KMM1	0.16	3.92 %
EPI1	0.10	1.99 %
BMD1		0.00 %
DPR2		0.00 %
HRR1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
WZWH		0.00 %
Total	30.59	13.99 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	11.46	14.75 %
Fridge	10.30	17.30 %
Air-Cond	2.67	4.09 %
Oven	0.40	20.12 %
Total	24.83	12.15 %

Branch *	MTD Sales L	Brand Share %
CH12	1.75	14.13 %
CH18	1.68	14.25 %
CH21	1.40	7.54 %
CH34	0.99	14.00 %
CH44	0.57	12.31 %
CH09	0.54	6.04 %
CH46	0.50	14.08 %
MJR1	0.47	7.82 %
CH20	0.37	8.26 %
CH24	0.26	3.46 %
CH43	0.19	2.55 %
CH41	0.11	1.40 %
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	24.83	12.15 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	11.22	23.38 %
Wash-Mac	8.91	16.01 %
Air-Cond	0.90	2.31 %
Total	21.03	14.70 %

Branch *	MTD Sales L	Brand Share %
POY2	1.22	6.94 %
KLM1	1.17	14.56 %
VPM2	0.98	14.05 %
CUD1	0.68	6.02 %
KKI2	0.44	4.68 %
VPM1	0.31	13.33 %
VCM1	0.30	5.65 %
TVM1	0.24	8.23 %
MKM1		0.00 %
STP1		0.00 %
Total	21.03	14.70 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	5.04	14.13 %
Wash-Mac	4.81	8.70 %
Air-Cond	0.58	1.96 %
Oven	0.10	9.42 %
Total	10.52	8.65 %

Branch *	MTD Sales L	Brand Share %
VEL1	0.93	12.75 %
SBR1	0.78	10.63 %
TRT1	0.40	6.80 %
PTU1	0.37	14.34 %
AKM1	0.34	3.93 %
ARC2	0.20	5.40 %
CGM1	0.19	6.39 %
VEL2	0.19	1.69 %
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	10.52	8.65 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	2.13	28.96 %
Wash-Mac	1.47	25.30 %
Air-Cond	0.26	3.14 %
Total	3.86	17.76 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.36	10.40 %
Total	3.86	17.76 %