

MTD Sales
522.26 L

Brand Share %
15.02 %

Information:

MTD : 01-10-2025 To 09-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.02 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	264.94	23.85 %
Wash-Mac	186.80	17.22 %
Air-Cond	68.27	5.42 %
Oven	2.25	10.90 %
Total	522.26	15.02 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	91.72	15.30 %
SOUTH-03	74.62	16.30 %
TRICHY-01	72.74	16.52 %
CHENNAI-01	68.24	13.85 %
WEST-02	57.93	16.04 %
WEST-01	51.87	17.84 %
SOUTH ARCOT	41.79	15.94 %
CHENNAI-02	39.83	10.94 %
NORTH ARCOT	16.90	9.42 %
KL-SOUTH	6.62	23.44 %
Total	522.26	15.02 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	44.62	25.47 %
Wash-Mac	32.62	19.38 %
Air-Cond	14.07	5.58 %
Oven	0.41	10.84 %
Total	91.72	15.30 %

Branch *	MTD Sales L	Brand Share %
RND1	2.69	12.79 %
KVT1	2.49	8.53 %
PKD1	1.54	11.62 %
APK1	1.47	14.59 %
TKY1	1.43	10.26 %
APK2	1.20	11.82 %
ASM1	1.19	13.96 %
TKS2	0.75	3.13 %
ARM1	0.63	11.07 %
SNL1	0.60	5.37 %
VNR1	0.49	5.59 %
TYI1	0.46	5.29 %
KYR1	0.40	5.89 %
KGL1	0.30	6.04 %
COL1	0.21	8.87 %
SVK1	0.16	0.92 %
VKM1	0.15	2.25 %
PDI1		0.00 %
S2SD		0.00 %
Total	91.72	15.30 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	39.90	24.42 %
Wash-Mac	26.78	18.40 %
Air-Cond	7.62	5.19 %
Oven	0.33	16.53 %
Total	74.62	16.30 %

Branch *	MTD Sales L	Brand Share %
MDU2	5.39	14.93 %
KKD3	4.45	14.98 %
SVG1	2.21	12.58 %
KRR1	1.80	13.03 %
CBM1	1.22	11.07 %
TMM1	0.85	8.18 %
USL1	0.64	9.95 %
MDU6	0.58	6.08 %
MDU4	0.32	2.38 %
SGP1	0.32	8.42 %
KKD2	0.27	5.12 %
PKM1	0.15	4.19 %
KPT1	0.12	3.65 %
TPT1	0.12	1.02 %
MLR1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
PNI1		0.00 %
Total	74.62	16.30 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	35.31	26.90 %
Wash-Mac	25.27	21.49 %
Air-Cond	11.83	6.27 %
Oven	0.33	12.21 %
Total	72.74	16.52 %

Branch *	MTD Sales L	Brand Share %
MSI1	1.10	14.20 %
AYR1	1.06	10.18 %
PTK1	0.94	5.15 %
NGT1	0.60	3.97 %
TYR1	0.37	2.59 %
JKM1	0.25	2.49 %
KRN1	0.16	2.85 %
PBR1	0.14	1.31 %
NCK1		0.00 %
NMM1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	72.74	16.52 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	30.51	23.03 %
Wash-Mac	23.29	17.33 %
Air-Cond	14.35	6.43 %
Oven	0.09	3.48 %
Total	68.24	13.85 %

Branch *	MTD Sales L	Brand Share %
CH16	5.71	14.31 %
CH14	4.66	14.19 %
CH28	3.84	13.80 %
CH07	2.13	9.32 %
CH30	2.12	10.61 %
CH48	1.89	11.22 %
GUD1	1.64	11.74 %
SKL1	1.52	9.78 %
CGL1	1.03	12.45 %
CH35	0.83	8.86 %
TKM1	0.76	9.44 %
CH40	0.64	12.40 %
CH11	0.33	2.06 %
CZWH	0.30	2.15 %
CH38	0.25	3.19 %
CH29	0.17	3.55 %
CH37	0.16	2.49 %
CH26		0.00 %
GUD2		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	68.24	13.85 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	32.38	23.17 %
Wash-Mac	23.62	15.46 %
Air-Cond	1.93	2.90 %
Total	57.93	16.04 %

Branch *	MTD Sales L	Brand Share %
SLM3	3.63	11.88 %
NKL2	3.12	13.24 %
SGG1	0.40	4.68 %
HRR1	0.29	4.39 %
PDR1	0.25	3.33 %
CMI1	0.24	13.87 %
TCG1	0.14	1.75 %
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	57.93	16.04 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	27.61	25.76 %
Wash-Mac	18.82	15.80 %
Air-Cond	4.87	7.84 %
Oven	0.57	24.11 %
Total	51.87	17.84 %

Branch *	MTD Sales L	Brand Share %
CBE2	7.40	13.12 %
PLI1	1.68	13.20 %
TPR2	1.22	8.29 %
CBE5	0.76	14.59 %
PPI1	0.49	8.94 %
GDR1	0.48	8.29 %
KMD1	0.37	4.58 %
KGI1	0.31	10.40 %
SNR1	0.31	4.04 %
ANR1	0.17	6.11 %
KGM1		0.00 %
WZSD		0.00 %
Total	51.87	17.84 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	20.15	22.78 %
Wash-Mac	14.87	20.10 %
Air-Cond	6.77	6.88 %
Total	41.79	15.94 %

Branch *	MTD Sales L	Brand Share %
POY2	3.58	11.90 %
POY1	3.57	11.14 %
NVL2	3.13	14.46 %
TRK1	1.59	12.81 %
VPM2	1.32	9.50 %
TDM1	1.20	14.75 %
KML1	0.75	8.68 %
MKM1	0.52	9.40 %
STP1	0.23	6.06 %
TVM1		0.00 %
VCM1		0.00 %
Total	41.79	15.94 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	20.43	19.65 %
Wash-Mac	13.69	13.05 %
Air-Cond	5.34	3.50 %
Oven	0.37	14.26 %
Total	39.83	10.94 %

Branch *	MTD Sales L	Brand Share %
CH03	5.22	12.94 %
CH34	1.67	10.93 %
CH24	1.22	8.74 %
CH06	0.67	4.91 %
CH33	0.56	3.57 %
UKI1	0.42	5.71 %
CH31	0.42	5.22 %
CH20	0.41	3.21 %
CH32	0.38	10.59 %
CH41	0.28	2.17 %
CH43	0.27	1.98 %
CH46	0.27	2.44 %
PON1	0.23	3.42 %
CH27	0.18	2.86 %
CH23	0.16	2.87 %
CH09	0.16	1.20 %
CH01		0.00 %
CH17		0.00 %
CH36		0.00 %
MC05		0.00 %
MJR1		0.00 %
Total	39.83	10.94 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	9.01	14.89 %
Wash-Mac	6.37	10.27 %
Air-Cond	1.51	2.69 %
Total	16.90	9.42 %

Branch *	MTD Sales L	Brand Share %
TRR1	1.43	11.79 %
TRL1	1.34	8.65 %
SBR1	1.03	9.36 %
AKM1	0.33	7.21 %
VEL2	0.28	1.82 %
GDM1	0.23	4.09 %
WJD1	0.17	2.69 %
BGR1	0.16	4.14 %
VSI1	0.16	2.78 %
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	16.90	9.42 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	5.02	58.03 %
Wash-Mac	1.47	24.81 %
Oven	0.13	38.52 %
Total	6.62	23.44 %

Branch *	MTD Sales L	Brand Share %
Total	6.62	23.44 %