

MTD Sales
427.84 L

Brand Share %
14.98 %

Information:

MTD : 01-11-2025 To 09-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.98 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	188.54	17.65 %
Fridge	183.71	21.00 %
Air-Cond	52.70	5.89 %
Oven	2.88	15.73 %
Total	427.84	14.98 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	68.60	16.72 %
CHENNAI-01	60.67	14.30 %
TRICHY-01	52.75	13.66 %
SOUTH-03	52.36	15.58 %
WEST-02	45.22	16.54 %
WEST-01	45.19	18.83 %
CHENNAI-02	41.71	12.14 %
SOUTH ARCOT	38.19	15.84 %
NORTH ARCOT	18.11	10.51 %
KL-SOUTH	5.04	17.32 %
Total	427.84	14.98 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	30.88	23.55 %
Wash-Mac	25.87	16.86 %
Air-Cond	11.62	9.40 %
Oven	0.23	10.41 %
Total	68.60	16.72 %

Branch *	MTD Sales L	Brand Share %
TUT1	7.00	13.42 %
KVT1	3.36	12.68 %
PKD1	1.45	11.45 %
TKS2	1.44	13.03 %
SDI1	0.81	14.91 %
ERL2	0.73	10.14 %
APK1	0.71	6.81 %
UDN1	0.60	7.51 %
SNL1	0.59	8.09 %
KYR1	0.56	12.77 %
SGT1	0.51	14.86 %
ASM1	0.48	8.51 %
SVK1	0.45	3.12 %
COL1	0.27	10.51 %
KGL1	0.19	4.18 %
ARM1	0.16	3.37 %
KSM1		0.00 %
PDI1		0.00 %
S2SD		0.00 %
TYI1		0.00 %
VKM1		0.00 %
WHTV		0.00 %
Total	68.60	16.72 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	25.02	17.13 %
Fridge	21.64	19.24 %
Air-Cond	13.61	8.36 %
Oven	0.39	13.38 %
Total	60.67	14.30 %

Branch *	MTD Sales L	Brand Share %
CH16	4.92	14.75 %
CH05	4.23	13.72 %
CH42	3.50	9.63 %
CH14	3.26	14.18 %
CH28	2.48	10.74 %
CH45	1.88	13.72 %
CH07	1.84	9.99 %
CH30	1.52	13.83 %
GUD1	1.51	10.79 %
CH11	0.90	5.02 %
SKL1	0.79	10.56 %
CH38	0.38	3.34 %
TKM1	0.27	7.03 %
GUD2	0.24	2.66 %
CH29	0.16	7.52 %
CH26		0.00 %
CH37		0.00 %
CZWH		0.00 %
MC09		0.00 %
WHC3		0.00 %
Total	60.67	14.30 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	23.90	21.14 %
Fridge	21.73	21.05 %
Air-Cond	6.47	3.85 %
Oven	0.65	33.90 %
Total	52.75	13.66 %

Branch *	MTD Sales L	Brand Share %
TNJ1	3.12	12.44 %
KUM1	2.85	12.41 %
KIK1	1.70	14.83 %
TTP1	1.06	14.40 %
PTK1	0.86	6.42 %
PBR1	0.63	10.55 %
TYR1	0.59	5.80 %
AYR1	0.47	5.53 %
JKM1	0.19	2.51 %
TRY2	0.16	0.90 %
KRN1	0.15	3.12 %
NGT1	0.13	1.23 %
NCK1		0.00 %
NMM1		0.00 %
PDK1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
WTRZ	-0.17	9.96 %
Total	52.75	13.66 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	27.39	20.27 %
Fridge	21.51	19.99 %
Air-Cond	3.32	3.63 %
Oven	0.15	7.43 %
Total	52.36	15.58 %

Branch *	MTD Sales L	Brand Share %
MDU6	3.06	13.33 %
KKD3	2.87	10.96 %
ATG1	1.38	10.31 %
DKI1	1.36	13.19 %
MDU3	1.19	14.68 %
DGL2	1.14	14.28 %
TMM1	1.06	9.27 %
BNR1	0.60	14.24 %
MPA1	0.52	6.93 %
TPT1	0.47	6.55 %
KPT1	0.29	8.86 %
SGP1	0.16	4.04 %
MDU4	0.16	2.27 %
TDI1	0.14	4.80 %
PNI1	0.14	3.49 %
NTM1	0.04	1.67 %
MLR1		0.00 %
PKM1		0.00 %
SZSD		0.00 %
WHMD		0.00 %
CBM1	-0.01	-0.09 %
Total	52.36	15.58 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	23.78	23.39 %
Wash-Mac	19.61	15.29 %
Air-Cond	1.83	4.34 %
Total	45.22	16.54 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.90	10.30 %
SLM3	1.99	14.00 %
HSR2	1.05	5.22 %
KVP1	0.94	14.97 %
TCG1	0.77	10.52 %
APN1	0.53	13.91 %
SLM2	0.34	3.04 %
EPI1	0.33	5.72 %
RSP1	0.30	5.27 %
PDR1	0.26	5.18 %
HRR1	0.19	6.81 %
BMD1		0.00 %
DPR2		0.00 %
KMM1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
VKL1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	45.22	16.54 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	22.15	25.24 %
Wash-Mac	18.54	17.13 %
Air-Cond	4.04	9.78 %
Oven	0.46	17.04 %
Total	45.19	18.83 %

Branch *	MTD Sales L	Brand Share %
CBE2	7.22	14.97 %
UMP1	0.99	10.38 %
PLI1	0.98	8.30 %
GBM1	0.79	12.48 %
MPM1	0.72	12.60 %
TPR3	0.45	8.25 %
SNR1	0.44	4.22 %
KMD1	0.28	4.71 %
ANR1	0.28	11.02 %
CNR1	0.26	6.01 %
CBE5	0.25	7.32 %
KGM1	0.21	4.24 %
PPI1	0.11	3.67 %
WZSD		0.00 %
Total	45.19	18.83 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	19.92	16.06 %
Fridge	14.89	15.71 %
Air-Cond	6.48	5.31 %
Oven	0.43	16.23 %
Total	41.71	12.14 %

Branch *	MTD Sales L	Brand Share %
CH17	2.52	14.29 %
CH34	2.07	12.58 %
CH06	1.58	12.68 %
CH24	1.19	5.80 %
CH36	0.82	12.48 %
MJR1	0.65	4.32 %
CH09	0.64	6.22 %
UKI1	0.59	10.36 %
CH41	0.54	3.62 %
CH20	0.44	2.44 %
CH32	0.37	14.87 %
CH27	0.19	3.84 %
CH33	0.18	1.50 %
CH43	0.17	2.36 %
CH23		0.00 %
CH31		0.00 %
CH46		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	41.71	12.14 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	18.08	22.69 %
Fridge	15.72	23.19 %
Air-Cond	4.40	4.75 %
Total	38.19	15.84 %

Branch *	MTD Sales L	Brand Share %
VPM2	1.56	12.82 %
POY2	1.51	4.76 %
TDM1	1.36	14.90 %
KML1	1.15	9.24 %
ULP1	0.37	3.38 %
STP1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
Total	38.19	15.84 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	9.04	15.77 %
Wash-Mac	8.12	11.46 %
Air-Cond	0.61	1.43 %
Oven	0.34	30.60 %
Total	18.11	10.51 %

Branch *	MTD Sales L	Brand Share %
TRL1	1.81	9.97 %
TRR1	1.56	14.15 %
VEL2	0.96	6.10 %
ARC2	0.61	9.08 %
ABR1	0.51	9.34 %
VSI1	0.44	11.07 %
CPT1	0.34	9.70 %
WJD1	0.25	3.82 %
VNB1	0.17	4.33 %
SLG1	0.16	3.60 %
VEL1	0.11	1.09 %
ANI1		0.00 %
BGR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	18.11	10.51 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	2.38	21.26 %
Wash-Mac	2.11	21.45 %
Air-Cond	0.32	4.14 %
Oven	0.23	81.83 %
Total	5.04	17.32 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.43	13.81 %
Total	5.04	17.32 %