

MTD Sales
568.19 L

Brand Share %
15.26 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **15.26 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	289.03	24.29 %
Wash-Mac	202.80	17.46 %
Air-Cond	73.70	5.46 %
Oven	2.65	12.29 %
Total	568.19	15.26 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	98.77	15.54 %
SOUTH-03	83.95	17.04 %
TRICHY-01	79.44	16.81 %
CHENNAI-01	74.22	14.04 %
WEST-02	63.19	16.10 %
WEST-01	57.99	18.40 %
SOUTH ARCOT	43.78	15.74 %
CHENNAI-02	42.22	10.92 %
NORTH ARCOT	17.84	9.36 %
KL-SOUTH	6.79	22.15 %
Total	568.19	15.26 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	48.62	26.14 %
Wash-Mac	35.67	20.01 %
Air-Cond	14.07	5.26 %
Oven	0.41	10.51 %
Total	98.77	15.54 %

Branch *	MTD Sales L	Brand Share %
KVT1	2.93	9.18 %
RND1	2.69	12.27 %
PKD1	1.75	12.88 %
APK1	1.57	14.75 %
TKY1	1.43	9.96 %
APK2	1.20	11.08 %
TKS2	0.75	2.92 %
ARM1	0.63	10.51 %
SNL1	0.60	5.37 %
VNR1	0.49	5.24 %
TYI1	0.46	5.30 %
KYR1	0.40	5.66 %
KGL1	0.30	6.04 %
COL1	0.21	8.47 %
SVK1	0.16	0.89 %
VKM1	0.15	2.25 %
PDI1	0.15	1.72 %
Total	98.77	15.54 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	45.99	25.96 %
Wash-Mac	29.13	18.46 %
Air-Cond	8.38	5.38 %
Oven	0.46	21.31 %
Total	83.95	17.04 %

Branch *	MTD Sales L	Brand Share %
MDU2	5.53	14.19 %
KRR1	1.80	12.04 %
CBM1	1.78	13.75 %
BNR1	0.99	14.99 %
TMM1	0.85	7.76 %
USL1	0.79	10.69 %
MDU6	0.58	5.31 %
MDU4	0.32	2.32 %
SGP1	0.32	8.42 %
KKD2	0.27	4.95 %
PKM1	0.15	3.90 %
KPT1	0.12	3.51 %
TPT1	0.12	1.00 %
MLR1		0.00 %
TDI1		0.00 %
PNI1		0.00 %
Total	83.95	17.04 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	38.58	27.33 %
Wash-Mac	27.81	21.96 %
Air-Cond	12.71	6.29 %
Oven	0.33	12.21 %
Total	79.44	16.81 %

Branch *	MTD Sales L	Brand Share %
KIK1	2.06	14.68 %
AYR1	1.41	13.09 %
MSI1	1.10	12.73 %
PTK1	1.08	5.54 %
NGT1	0.60	3.89 %
TYR1	0.37	2.40 %
TRY2	0.26	1.72 %
JKM1	0.25	2.34 %
TVR1	0.21	2.66 %
KRN1	0.16	2.65 %
PBR1	0.14	1.24 %
NCK1		0.00 %
NMM1		0.00 %
PDK1		0.00 %
Total	79.44	16.81 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	32.38	23.17 %
Wash-Mac	26.28	18.33 %
Air-Cond	15.33	6.32 %
Oven	0.23	7.92 %
Total	74.22	14.04 %

Branch *	MTD Sales L	Brand Share %
CH16	6.16	14.43 %
CH19	5.92	14.23 %
CH14	5.01	14.93 %
CH42	4.77	14.07 %
CH07	2.13	8.94 %
CH30	2.12	9.74 %
CH48	1.89	10.37 %
SKL1	1.68	10.29 %
CGL1	1.03	12.45 %
CH35	0.83	8.86 %
TKM1	0.76	9.00 %
CH11	0.33	1.92 %
CZWH	0.30	1.94 %
CH29	0.17	3.33 %
CH37	0.16	2.26 %
CH38	0.09	1.04 %
CH26		0.00 %
GUD2		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	74.22	14.04 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	35.06	22.99 %
Wash-Mac	25.40	15.57 %
Air-Cond	2.60	3.48 %
Oven	0.14	5.95 %
Total	63.19	16.10 %

Branch *	MTD Sales L	Brand Share %
SLM1	5.06	15.18 %
SLM3	3.83	11.68 %
NKL2	3.12	13.24 %
MTR1	1.35	13.86 %
WZWH	0.74	13.88 %
EDP1	0.56	14.64 %
PDR1	0.46	5.62 %
SGG1	0.40	4.68 %
HRR1	0.29	4.39 %
TCG1	0.14	1.58 %
BMD1	0.12	2.01 %
APN1		0.00 %
DPR2		0.00 %
EPI1		0.00 %
KMM1		0.00 %
RSP1		0.00 %
SGI1		0.00 %
SLM2		0.00 %
Total	63.19	16.10 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	31.48	26.80 %
Wash-Mac	20.17	15.65 %
Air-Cond	5.76	8.67 %
Oven	0.57	24.11 %
Total	57.99	18.40 %

Branch *	MTD Sales L	Brand Share %
CBE2	8.46	14.10 %
CBE4	2.66	15.16 %
PLI1	1.68	11.93 %
TPR2	1.22	7.94 %
AVI1	1.13	13.87 %
UMP1	0.83	13.80 %
CBE5	0.76	13.71 %
GDR1	0.65	10.63 %
PPI1	0.64	10.32 %
KMD1	0.62	7.47 %
KGI1	0.31	9.69 %
SNR1	0.31	3.74 %
ANR1	0.17	4.76 %
KGM1		0.00 %
Total	57.99	18.40 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	20.85	22.11 %
Wash-Mac	15.81	20.03 %
Air-Cond	7.12	6.87 %
Total	43.78	15.74 %

Branch *	MTD Sales L	Brand Share %
POY1	3.97	10.63 %
POY2	3.58	11.80 %
TRK1	1.81	14.63 %
VPM2	1.32	8.91 %
TDM1	1.20	14.47 %
KML1	0.75	8.22 %
MKM1	0.52	9.99 %
STP1	0.36	8.98 %
TVM1		0.00 %
VCM1		0.00 %
Total	43.78	15.74 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	21.28	19.53 %
Wash-Mac	14.33	12.85 %
Air-Cond	6.23	3.82 %
Oven	0.37	13.27 %
Total	42.22	10.92 %

Branch *	MTD Sales L	Brand Share %
CH03	6.15	14.18 %
CH44	1.78	12.98 %
CH34	1.67	10.25 %
CH24	1.39	9.10 %
CH06	0.67	4.56 %
CH33	0.56	3.32 %
UKI1	0.42	5.56 %
CH31	0.42	5.22 %
CH20	0.41	2.88 %
CH32	0.38	10.59 %
CH41	0.28	1.99 %
CH43	0.27	1.89 %
CH46	0.27	2.19 %
PON1	0.23	3.34 %
CH27	0.18	2.86 %
CH23	0.16	2.70 %
CH09	0.16	1.18 %
CH01		0.00 %
CH17		0.00 %
CH36		0.00 %
MC05		0.00 %
MJR1		0.00 %
Total	42.22	10.92 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	9.77	15.50 %
Wash-Mac	6.56	9.87 %
Air-Cond	1.51	2.50 %
Total	17.84	9.36 %

Branch *	MTD Sales L	Brand Share %
TRR1	1.43	11.06 %
TRL1	1.34	7.99 %
SBR1	1.03	9.00 %
AKM1	0.33	7.21 %
VEL2	0.28	1.72 %
GDM1	0.23	3.75 %
WJD1	0.17	2.36 %
BGR1	0.16	4.00 %
VSI1	0.16	2.59 %
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	17.84	9.36 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	5.02	51.96 %
Wash-Mac	1.64	25.09 %
Oven	0.13	38.52 %
Total	6.79	22.15 %

Branch *	MTD Sales L	Brand Share %
Total	6.79	22.15 %