

MTD Sales
629.38 L

Brand Share %
15.07 %

Information:

MTD : 01-10-2025 To 11-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.07 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	325.75	24.45 %
Wash-Mac	220.50	16.95 %
Air-Cond	80.35	5.30 %
Oven	2.78	10.90 %
Total	629.38	15.07 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	106.79	14.40 %
SOUTH-03	100.66	17.08 %
TRICHY-01	83.61	16.50 %
CHENNAI-01	81.15	14.16 %
WEST-02	68.25	15.78 %
WEST-01	63.68	18.96 %
SOUTH ARCOT	48.83	15.85 %
CHENNAI-02	45.60	10.97 %
NORTH ARCOT	23.76	9.91 %
KL-SOUTH	7.05	20.92 %
Total	629.38	15.07 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	53.38	24.89 %
Wash-Mac	38.37	18.17 %
Air-Cond	14.63	4.70 %
Oven	0.41	9.32 %
Total	106.79	14.40 %

Branch *	MTD Sales L	Brand Share %
TUT1	14.39	14.13 %
TUT2	4.76	15.06 %
PKD1	4.75	14.43 %
KVT1	3.12	8.76 %
RND1	2.89	11.43 %
APK1	1.57	13.11 %
SDI1	1.46	15.07 %
APK2	1.43	11.79 %
TKY1	1.43	9.67 %
STU2	1.02	14.81 %
TKS2	0.75	2.53 %
ARM1	0.63	8.64 %
SNL1	0.60	4.76 %
VNR1	0.49	4.57 %
TYI1	0.46	5.03 %
KYR1	0.40	5.30 %
KGL1	0.30	6.04 %
COL1	0.21	5.79 %
SVK1	0.16	0.80 %
VKM1	0.15	2.08 %
PDI1	0.15	1.65 %
Total	106.79	14.40 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	56.89	27.17 %
Wash-Mac	33.90	17.84 %
Air-Cond	9.29	4.98 %
Oven	0.59	18.76 %
Total	100.66	17.08 %

Branch *	MTD Sales L	Brand Share %
MDU2	6.71	14.49 %
MDU6	3.62	7.26 %
SVG1	3.07	14.52 %
KRR1	2.10	12.87 %
TMM1	1.11	9.05 %
USL1	0.94	11.06 %
MDU4	0.49	3.19 %
KKD2	0.43	7.36 %
TDI1	0.39	5.00 %
SGP1	0.32	8.01 %
PKM1	0.15	3.31 %
KPT1	0.12	3.17 %
TPT1	0.12	0.91 %
MLR1		0.00 %
PNI1		0.00 %
Total	100.66	17.08 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	41.81	27.23 %
Wash-Mac	28.48	21.48 %
Air-Cond	12.99	5.97 %
Oven	0.33	11.04 %
Total	83.61	16.50 %

Branch *	MTD Sales L	Brand Share %
MSI1	1.45	14.37 %
AYR1	1.41	12.28 %
PTK1	1.08	5.28 %
NGT1	0.60	3.63 %
JKM1	0.41	3.55 %
TYR1	0.37	2.26 %
TRY2	0.26	1.64 %
TVR1	0.21	2.41 %
KRN1	0.16	2.51 %
PBR1	0.14	1.18 %
NCK1		0.00 %
NMM1		0.00 %
PDK1		0.00 %
Total	83.61	16.50 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	35.98	23.48 %
Wash-Mac	27.80	17.82 %
Air-Cond	17.14	6.58 %
Oven	0.23	7.06 %
Total	81.15	14.16 %

Branch *	MTD Sales L	Brand Share %
CH19	6.52	14.20 %
CH16	5.96	13.77 %
CH14	5.21	14.58 %
CH42	4.97	13.24 %
CH30	2.49	10.25 %
CH07	2.13	8.13 %
CH48	2.05	10.41 %
SKL1	1.68	9.68 %
CGL1	1.38	13.91 %
CH35	1.01	8.57 %
TKM1	0.76	8.88 %
CZWH	0.30	1.94 %
CH38	0.23	2.17 %
CH26	0.18	5.95 %
CH29	0.17	3.16 %
CH37	0.16	2.14 %
CH11		0.01 %
GUD2		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	81.15	14.16 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	37.37	22.30 %
Wash-Mac	27.61	15.21 %
Air-Cond	3.13	3.88 %
Oven	0.14	5.38 %
Total	68.25	15.78 %

Branch *	MTD Sales L	Brand Share %
NKL2	3.90	14.95 %
SLM3	3.83	11.47 %
MTR1	1.49	14.25 %
WZWH	0.74	13.88 %
EDP1	0.56	14.64 %
PDR1	0.46	5.52 %
SGG1	0.40	4.68 %
HRR1	0.29	4.15 %
SLM2	0.14	0.71 %
TCG1	0.14	1.39 %
BMD1	0.12	1.96 %
APN1		0.00 %
DPR2		0.00 %
EPI1		0.00 %
KMM1		0.00 %
RSP1		0.00 %
SGI1		0.00 %
Total	68.25	15.78 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	34.30	27.43 %
Wash-Mac	22.30	16.33 %
Air-Cond	6.52	9.09 %
Oven	0.57	21.65 %
Total	63.68	18.96 %

Branch *	MTD Sales L	Brand Share %
CBE2	8.69	13.74 %
CBE4	2.66	14.82 %
PLI1	2.24	13.67 %
TPR2	1.42	8.59 %
AVI1	1.13	13.69 %
CBE5	0.94	15.07 %
UMP1	0.83	13.23 %
KMD1	0.77	8.81 %
GDR1	0.76	12.18 %
PPI1	0.64	9.10 %
KGI1	0.31	9.69 %
SNR1	0.31	3.60 %
ANR1	0.17	4.76 %
KGM1		0.00 %
Total	63.68	18.96 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	23.49	22.76 %
Wash-Mac	16.97	19.38 %
Air-Cond	8.37	7.23 %
Total	48.83	15.85 %

Branch *	MTD Sales L	Brand Share %
POY2	4.58	12.94 %
POY1	3.97	9.47 %
VPM2	1.97	11.54 %
KML1	0.75	8.71 %
MKM1	0.69	12.86 %
STP1	0.36	8.65 %
TVM1		0.00 %
VCM1		0.00 %
Total	48.83	15.85 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	23.90	20.45 %
Wash-Mac	15.10	12.65 %
Air-Cond	6.23	3.53 %
Oven	0.37	12.20 %
Total	45.60	10.97 %

Branch *	MTD Sales L	Brand Share %
CH03	7.04	14.81 %
CH44	1.94	12.88 %
CH34	1.67	10.04 %
CH24	1.60	8.79 %
CH06	0.67	4.15 %
CH33	0.56	2.95 %
CH09	0.47	3.07 %
UKI1	0.42	5.18 %
CH31	0.42	4.77 %
CH20	0.41	2.67 %
CH32	0.38	10.59 %
CH41	0.28	1.83 %
CH43	0.27	1.87 %
CH46	0.27	2.07 %
PON1	0.23	2.98 %
CH27	0.18	2.57 %
CH23	0.16	2.64 %
CH01		0.00 %
CH36		0.00 %
MC05		0.00 %
MJR1		0.00 %
CH17	-0.33	-4.67 %
Total	45.60	10.97 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	13.60	17.47 %
Wash-Mac	8.35	10.46 %
Air-Cond	1.80	2.24 %
Total	23.76	9.91 %

Branch *	MTD Sales L	Brand Share %
TRL1	2.15	9.65 %
AKM1	1.61	12.53 %
TRR1	1.43	10.01 %
SBR1	1.36	10.33 %
PLR1	0.86	14.07 %
GDM1	0.38	6.09 %
SLG1	0.37	3.77 %
VEL2	0.28	1.42 %
WJD1	0.17	2.12 %
CPT1	0.17	3.23 %
BGR1	0.16	3.71 %
VSI1	0.16	2.35 %
VEL1	0.15	0.98 %
ANI1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
VNB1		0.00 %
WJP1		0.00 %
Total	23.76	9.91 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	5.02	46.33 %
Wash-Mac	1.64	24.73 %
Air-Cond	0.27	1.68 %
Oven	0.13	38.52 %
Total	7.05	20.92 %

Branch *	MTD Sales L	Brand Share %
Total	7.05	20.92 %