

MTD Sales
484.48 L

Brand Share %
15.00 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **15.00 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	213.71	21.49 %
Wash-Mac	208.20	17.22 %
Air-Cond	59.09	5.88 %
Oven	3.48	16.65 %
Total	484.48	15.00 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	78.22	16.48 %
CHENNAI-01	67.91	13.95 %
SOUTH-03	61.37	15.77 %
TRICHY-01	60.45	14.31 %
WEST-01	53.49	18.84 %
WEST-02	49.52	16.47 %
CHENNAI-02	45.60	12.01 %
SOUTH ARCOT	41.37	15.65 %
NORTH ARCOT	20.86	10.81 %
KL-SOUTH	5.70	16.57 %
Total	484.48	15.00 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	36.03	23.72 %
Wash-Mac	28.38	16.18 %
Air-Cond	13.35	9.23 %
Oven	0.46	16.37 %
Total	78.22	16.48 %

Branch *	MTD Sales L	Brand Share %
TUT1	8.45	12.27 %
KVT1	4.27	14.49 %
PKD1	1.45	10.89 %
TKS2	1.44	11.09 %
ERL2	0.91	12.26 %
UDN1	0.73	7.10 %
APK1	0.71	6.39 %
ASM1	0.64	10.66 %
SNL1	0.59	6.90 %
KYR1	0.56	12.07 %
SVK1	0.45	2.81 %
KGL1	0.36	6.60 %
COL1	0.27	10.51 %
ARM1	0.16	3.33 %
PDI1	0.15	1.92 %
KSM1		0.00 %
S2SD		0.00 %
TYI1		0.00 %
VKM1		0.00 %
WHTV		0.00 %
Total	78.22	16.48 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	27.56	16.32 %
Fridge	25.02	19.91 %
Air-Cond	14.79	7.84 %
Oven	0.53	15.36 %
Total	67.91	13.95 %

Branch *	MTD Sales L	Brand Share %
CH16	5.41	14.21 %
CH05	5.03	13.91 %
CH42	3.50	9.11 %
CH14	3.44	13.30 %
CH28	2.75	10.67 %
GUD1	2.10	12.22 %
CH45	2.03	13.15 %
CH07	1.99	9.63 %
CH39	1.77	14.93 %
CH30	1.71	13.45 %
SKL1	1.66	14.07 %
CH11	1.26	6.78 %
CH38	0.67	5.39 %
TKM1	0.27	6.55 %
GUD2	0.24	2.34 %
CH29	0.16	7.52 %
CH26		0.00 %
CH37		0.00 %
CZWH		0.00 %
MC09		0.00 %
WHC3		0.00 %
Total	67.91	13.95 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	30.63	19.75 %
Fridge	25.95	20.94 %
Air-Cond	4.49	4.18 %
Oven	0.30	11.09 %
Total	61.37	15.77 %

Branch *	MTD Sales L	Brand Share %
KKD3	3.46	11.69 %
MDU6	3.16	12.58 %
TMM1	1.38	10.68 %
DKI1	1.36	12.25 %
ATG1	1.21	8.47 %
DGL2	1.19	14.08 %
MDU3	1.19	13.65 %
TPT1	0.61	6.39 %
BNR1	0.60	13.18 %
MPA1	0.52	6.71 %
CBM1	0.41	4.08 %
PNI1	0.35	7.47 %
SGP1	0.16	3.74 %
MDU4	0.16	1.63 %
TDI1	0.14	4.05 %
NTM1	0.04	1.61 %
MLR1		0.00 %
PKM1		0.00 %
SZSD		0.00 %
Total	61.37	15.77 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	26.30	22.33 %
Wash-Mac	26.14	21.05 %
Air-Cond	7.36	4.12 %
Oven	0.65	33.90 %
Total	60.45	14.31 %

Branch *	MTD Sales L	Brand Share %
TRY1	10.61	14.84 %
TNJ1	4.34	14.80 %
KUM1	3.04	12.19 %
TNJ2	2.97	14.59 %
PTK1	1.04	7.24 %
PBR1	0.63	8.30 %
TYR1	0.59	5.48 %
TRY2	0.49	2.52 %
AYR1	0.32	3.74 %
JKM1	0.19	2.22 %
KRN1	0.15	2.90 %
NGT1	0.13	1.04 %
NCK1		0.00 %
NMM1		0.00 %
PDK1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	60.45	14.31 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	26.34	25.61 %
Wash-Mac	22.09	16.95 %
Air-Cond	4.60	9.60 %
Oven	0.46	16.12 %
Total	53.49	18.84 %

Branch *	MTD Sales L	Brand Share %
CBE2	8.75	14.84 %
CBE6	2.03	14.19 %
UMP1	0.99	9.65 %
PLI1	0.98	7.21 %
MPM1	0.87	13.77 %
GBM1	0.79	11.54 %
KMD1	0.65	8.41 %
TPR3	0.62	8.98 %
KGI1	0.48	12.58 %
SNR1	0.44	3.38 %
ANR1	0.28	9.81 %
CNR1	0.26	5.36 %
CBE5	0.25	6.06 %
KGM1	0.21	4.04 %
PPI1	0.11	3.21 %
WZSD		0.00 %
Total	53.49	18.84 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	26.13	23.14 %
Wash-Mac	21.56	15.30 %
Air-Cond	1.83	4.02 %
Total	49.52	16.47 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.62	11.60 %
SLM3	2.10	13.75 %
HSR2	1.20	5.40 %
TCG1	0.77	10.04 %
APN1	0.53	12.76 %
SLM2	0.34	2.82 %
EPI1	0.33	4.98 %
RSP1	0.30	5.22 %
PDR1	0.26	4.66 %
HRR1	0.19	6.41 %
SGI1	0.18	5.81 %
BMD1		0.00 %
DPR2		0.00 %
KMM1		0.00 %
SGG1		0.00 %
VKL1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	49.52	16.47 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	21.33	15.53 %
Fridge	17.10	16.38 %
Air-Cond	6.74	4.99 %
Oven	0.43	14.98 %
Total	45.60	12.01 %

Branch *	MTD Sales L	Brand Share %
CH34	2.23	12.57 %
CH24	1.69	7.60 %
CH06	1.37	10.02 %
CH09	0.84	7.03 %
CH36	0.82	11.40 %
MJR1	0.65	3.74 %
UKI1	0.59	8.86 %
CH41	0.54	3.49 %
CH20	0.44	2.24 %
CH32	0.37	14.06 %
CH33	0.35	2.39 %
CH43	0.25	3.16 %
CH27	0.19	3.25 %
CH46	0.17	2.33 %
CH23		0.00 %
CH31		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	45.60	12.01 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	18.92	21.74 %
Fridge	17.74	23.12 %
Air-Cond	4.70	4.74 %
Total	41.37	15.65 %

Branch *	MTD Sales L	Brand Share %
POY2	1.82	5.39 %
VPM2	1.71	12.68 %
TDM1	1.36	13.27 %
KML1	1.30	9.81 %
ULP1	0.37	3.23 %
STP1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
Total	41.37	15.65 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	10.43	16.13 %
Wash-Mac	9.11	11.54 %
Air-Cond	0.89	1.87 %
Oven	0.43	30.54 %
Total	20.86	10.81 %

Branch *	MTD Sales L	Brand Share %
TRL1	2.00	9.98 %
TRR1	1.46	11.88 %
VEL2	1.34	7.89 %
ABR1	0.66	10.47 %
ARC2	0.61	8.86 %
VSI1	0.44	10.56 %
CPT1	0.34	9.24 %
WJD1	0.25	3.55 %
PLR1	0.21	5.72 %
VNB1	0.17	3.99 %
SLG1	0.16	3.60 %
VEL1	0.11	0.99 %
ANI1		0.00 %
BGR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	20.86	10.81 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	2.66	19.88 %
Wash-Mac	2.48	22.19 %
Air-Cond	0.32	3.38 %
Oven	0.23	81.83 %
Total	5.70	16.57 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.74	12.28 %
Total	5.70	16.57 %