

MTD Sales
734.87 L

Brand Share %
15.27 %

Information:

MTD : 01-10-2025 To 12-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.27 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	384.93	24.61 %
Wash-Mac	256.52	16.84 %
Air-Cond	90.08	5.32 %
Oven	3.34	11.34 %
Total	734.87	15.27 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	123.53	14.93 %
SOUTH-03	120.64	17.91 %
CHENNAI-01	96.01	14.27 %
TRICHY-01	92.75	16.61 %
WEST-02	77.89	15.35 %
WEST-01	75.79	18.85 %
CHENNAI-02	58.66	11.43 %
SOUTH ARCOT	54.27	15.95 %
NORTH ARCOT	27.72	10.00 %
KL-SOUTH	7.62	19.80 %
Total	734.87	15.27 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	64.14	25.84 %
Wash-Mac	42.52	17.81 %
Air-Cond	16.08	4.80 %
Oven	0.79	16.34 %
Total	123.53	14.93 %

Branch *	MTD Sales L	Brand Share %
TUT1	16.74	14.97 %
TUT2	5.41	15.01 %
PKD1	4.75	14.29 %
KVT1	3.85	9.02 %
RND1	3.76	13.03 %
TKS2	2.48	7.43 %
APK1	2.01	14.82 %
TKY1	1.62	10.11 %
ASM1	1.45	14.21 %
APK2	1.43	9.38 %
VNR1	1.26	10.28 %
ARM1	0.63	7.79 %
SNL1	0.60	4.44 %
TYI1	0.46	4.57 %
KYR1	0.40	4.52 %
KGL1	0.30	6.04 %
SVK1	0.30	1.19 %
COL1	0.21	5.79 %
VKM1	0.15	1.89 %
PDI1	0.15	1.55 %
Total	123.53	14.93 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	68.63	28.24 %
Wash-Mac	40.87	18.26 %
Air-Cond	10.55	5.20 %
Oven	0.59	15.87 %
Total	120.64	17.91 %

Branch *	MTD Sales L	Brand Share %
MDU6	4.79	8.64 %
SVG1	3.07	13.98 %
TMM1	1.82	11.60 %
BNR1	1.16	13.14 %
USL1	1.07	9.97 %
MDU4	0.49	3.02 %
KKD2	0.43	7.36 %
KPT1	0.42	9.27 %
TDI1	0.39	4.93 %
SGP1	0.32	6.68 %
PKM1	0.15	2.82 %
TPT1	0.12	0.87 %
MLR1		0.00 %
PNI1		0.00 %
Total	120.64	17.91 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	42.68	23.31 %
Wash-Mac	33.07	17.52 %
Air-Cond	20.03	6.74 %
Oven	0.23	5.95 %
Total	96.01	14.27 %

Branch *	MTD Sales L	Brand Share %
CH16	6.97	14.10 %
CH14	6.47	13.81 %
CH42	5.01	11.99 %
CH07	2.98	9.98 %
CH30	2.70	9.94 %
CH48	2.56	11.00 %
CGL1	1.78	14.70 %
SKL1	1.68	8.09 %
CH35	1.27	8.82 %
TKM1	0.76	8.18 %
CZWH	0.30	1.94 %
CH38	0.23	1.77 %
CH26	0.18	5.64 %
CH29	0.17	3.57 %
CH37	0.16	2.09 %
CH11		0.01 %
GUD2		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	96.01	14.27 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	47.88	27.25 %
Wash-Mac	30.90	21.09 %
Air-Cond	13.54	5.81 %
Oven	0.43	12.80 %
Total	92.75	16.61 %

Branch *	MTD Sales L	Brand Share %
MDI1	3.20	14.11 %
KIK1	2.66	14.94 %
AYR1	1.96	14.80 %
PTK1	1.55	7.04 %
TRY2	1.12	5.73 %
NGT1	0.60	3.55 %
JKM1	0.54	4.23 %
TVR1	0.38	4.19 %
TYR1	0.37	2.11 %
NCK1	0.17	5.36 %
KRN1	0.16	2.22 %
PBR1	0.14	1.06 %
NMM1		0.00 %
PDK1		0.00 %
Total	92.75	16.61 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	42.06	21.20 %
Wash-Mac	32.57	15.15 %
Air-Cond	3.13	3.43 %
Oven	0.14	4.56 %
Total	77.89	15.35 %

Branch *	MTD Sales L	Brand Share %
SLM3	4.52	12.40 %
MTR1	1.89	15.07 %
KVP1	1.04	12.27 %
WZWH	0.74	13.88 %
EDP1	0.56	10.91 %
RSP1	0.52	3.29 %
PDR1	0.46	4.85 %
SGG1	0.40	4.55 %
TCG1	0.38	3.34 %
HRR1	0.29	3.66 %
APN1	0.20	2.67 %
SLM2	0.14	0.64 %
BMD1	0.12	1.79 %
DPR2		0.00 %
EPI1		0.00 %
KMM1		0.00 %
SGI1		0.00 %
Total	77.89	15.35 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	39.95	25.93 %
Wash-Mac	27.21	16.53 %
Air-Cond	8.06	10.05 %
Oven	0.57	17.24 %
Total	75.79	18.85 %

Branch *	MTD Sales L	Brand Share %
CBE2	9.35	12.75 %
PLI1	2.37	12.15 %
TPR2	2.30	10.30 %
KMD1	1.02	9.63 %
PPI1	0.79	9.21 %
GDR1	0.76	11.39 %
KGI1	0.31	7.59 %
SNR1	0.31	3.60 %
ANR1	0.17	4.23 %
KGM1		0.00 %
Total	75.79	18.85 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	31.76	21.75 %
Wash-Mac	18.71	12.56 %
Air-Cond	7.71	3.59 %
Oven	0.47	13.30 %
Total	58.66	11.43 %

Branch *	MTD Sales L	Brand Share %
CH21	3.82	14.33 %
CH24	2.90	12.30 %
CH34	2.20	10.90 %
CH43	0.96	3.32 %
CH33	0.86	4.24 %
CH06	0.67	3.55 %
CH41	0.63	3.33 %
CH09	0.62	3.22 %
CH46	0.45	3.02 %
UKI1	0.42	4.76 %
CH31	0.42	4.27 %
CH20	0.41	2.25 %
CH32	0.38	10.59 %
PON1	0.23	2.58 %
CH27	0.18	2.25 %
CH23	0.16	1.82 %
CH01		0.00 %
CH36		0.00 %
MC05		0.00 %
MJR1		0.00 %
CH17	-0.08	-0.96 %
Total	58.66	11.43 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	26.58	23.38 %
Wash-Mac	19.32	19.83 %
Air-Cond	8.37	6.57 %
Total	54.27	15.95 %

Branch *	MTD Sales L	Brand Share %
POY1	6.22	13.42 %
POY2	4.76	11.19 %
VPM2	2.12	11.67 %
KML1	0.75	8.27 %
MKM1	0.69	10.76 %
STP1	0.36	7.37 %
TVM1		0.00 %
VCM1		0.00 %
Total	54.27	15.95 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	15.81	17.73 %
Wash-Mac	9.57	10.37 %
Air-Cond	2.34	2.49 %
Total	27.72	10.00 %

Branch *	MTD Sales L	Brand Share %
AKM1	2.38	14.39 %
TRL1	2.15	8.68 %
TRR1	1.83	11.59 %
SBR1	1.36	8.92 %
PLR1	0.86	13.35 %
GDM1	0.38	5.46 %
SLG1	0.37	3.55 %
CPT1	0.31	5.55 %
VEL2	0.28	1.25 %
WJD1	0.17	1.94 %
BGR1	0.16	3.34 %
VSI1	0.16	2.01 %
VEL1	0.15	0.87 %
ANI1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
VNB1		0.00 %
WJP1		0.00 %
Total	27.72	10.00 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	5.43	42.32 %
Wash-Mac	1.78	23.86 %
Air-Cond	0.27	1.51 %
Oven	0.13	28.71 %
Total	7.62	19.80 %

Branch *	MTD Sales L	Brand Share %
Total	7.62	19.80 %