

MTD Sales
516.51 L

Brand Share %
15.27 %

Information:

MTD : 01-11-2025 To 12-11-2025

* 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	226.38	21.82 %
Wash-Mac	223.76	17.62 %
Air-Cond	62.75	5.95 %
Oven	3.62	16.52 %
Total	516.51	15.27 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	82.75	16.60 %
CHENNAI-01	73.92	14.40 %
SOUTH-03	65.90	15.90 %
TRICHY-01	65.23	14.90 %
WEST-01	56.50	19.11 %
WEST-02	55.06	17.00 %
CHENNAI-02	46.38	11.89 %
SOUTH ARCOT	42.63	15.70 %
NORTH ARCOT	22.14	10.95 %
KL-SOUTH	6.01	16.50 %
Total	516.51	15.27 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	38.41	24.19 %
Wash-Mac	30.53	16.59 %
Air-Cond	13.35	8.73 %
Oven	0.46	16.05 %
Total	82.75	16.60 %

Branch *	MTD Sales L	Brand Share %
TUT1	9.06	12.10 %
PKD1	1.45	10.78 %
TKS2	1.44	10.75 %
SDI1	0.93	14.06 %
ERL2	0.91	12.26 %
UDN1	0.87	8.37 %
APK1	0.71	6.39 %
ASM1	0.64	10.66 %
SNL1	0.59	6.63 %
KYR1	0.56	12.07 %
SVK1	0.45	2.68 %
ARM1	0.37	6.45 %
KGL1	0.36	6.60 %
COL1	0.27	9.46 %
PDI1	0.15	1.88 %
KSM1		0.00 %
S2SD		0.00 %
TYI1		0.00 %
VKM1		0.00 %
WHTV	-0.19	2.80 %
Total	82.75	16.60 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	29.16	16.31 %
Fridge	27.06	20.43 %
Air-Cond	17.17	8.64 %
Oven	0.53	15.36 %
Total	73.92	14.40 %

Branch *	MTD Sales L	Brand Share %
CH42	3.50	8.91 %
CH14	3.44	12.95 %
CH28	2.91	11.06 %
GUD1	2.31	12.46 %
CH45	2.20	14.21 %
CH07	1.99	8.85 %
CH39	1.77	14.62 %
CH30	1.71	11.98 %
CH11	1.26	6.29 %
CZWH	0.94	3.90 %
CH38	0.67	4.85 %
TKM1	0.43	10.14 %
GUD2	0.24	2.14 %
CH29	0.16	7.08 %
CH26		0.00 %
CH37		0.00 %
MC09		0.00 %
WHC3		0.00 %
Total	73.92	14.40 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	32.31	19.70 %
Fridge	28.79	21.49 %
Air-Cond	4.49	3.95 %
Oven	0.30	10.72 %
Total	65.90	15.90 %

Branch *	MTD Sales L	Brand Share %
MDU1	7.72	15.25 %
KKD3	3.62	11.95 %
MDU6	3.16	12.39 %
ATG1	1.55	9.82 %
TMM1	1.52	11.29 %
DKI1	1.36	12.06 %
KRR1	1.34	14.36 %
DGL2	1.19	13.85 %
MDU3	1.19	12.85 %
MPA1	0.76	8.82 %
TPT1	0.61	5.72 %
BNR1	0.60	11.84 %
CBM1	0.41	3.81 %
PNI1	0.35	7.42 %
SGP1	0.16	3.53 %
MDU4	0.16	1.51 %
TDI1	0.14	3.46 %
NTM1	0.04	1.51 %
MLR1		0.00 %
PKM1		0.00 %
SZSD		0.00 %
Total	65.90	15.90 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	28.50	23.19 %
Wash-Mac	28.01	21.73 %
Air-Cond	7.93	4.31 %
Oven	0.79	38.44 %
Total	65.23	14.90 %

Branch *	MTD Sales L	Brand Share %
TRY1	11.12	15.05 %
TNJ1	4.13	13.72 %
KUM1	3.31	13.08 %
TNJ2	3.13	14.80 %
PTK1	1.04	6.54 %
PBR1	0.63	7.96 %
TYR1	0.59	5.39 %
TRY2	0.49	2.44 %
AYR1	0.32	3.74 %
JKM1	0.19	2.22 %
KRN1	0.15	2.83 %
NGT1	0.13	0.98 %
NCK1		0.00 %
NMM1		0.00 %
PDK1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	65.23	14.90 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	27.39	25.70 %
Wash-Mac	23.69	17.32 %
Air-Cond	4.95	10.05 %
Oven	0.46	15.46 %
Total	56.50	19.11 %

Branch *	MTD Sales L	Brand Share %
CBE2	8.75	14.41 %
CBE6	2.19	14.91 %
UMP1	1.19	10.94 %
PLI1	1.12	7.61 %
KMD1	0.92	11.49 %
GBM1	0.79	11.30 %
TPR3	0.62	8.98 %
KGI1	0.48	11.84 %
SNR1	0.44	3.33 %
ANR1	0.28	9.81 %
CNR1	0.26	5.18 %
CBE5	0.25	5.75 %
KGM1	0.21	4.04 %
PPI1	0.11	3.13 %
WZSD		0.00 %
Total	56.50	19.11 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	27.64	23.32 %
Wash-Mac	25.58	16.80 %
Air-Cond	1.83	3.56 %
Total	55.06	17.00 %

Branch *	MTD Sales L	Brand Share %
SLM1	4.11	12.49 %
SLM3	2.24	13.63 %
HSR2	1.20	5.33 %
TCG1	0.77	9.79 %
APN1	0.53	12.02 %
SLM2	0.34	2.23 %
EPI1	0.33	4.86 %
RSP1	0.30	5.09 %
PDR1	0.26	4.09 %
HRR1	0.19	5.45 %
SGI1	0.18	4.89 %
BMD1		0.00 %
DPR2		0.00 %
KMM1		0.00 %
SGG1		0.00 %
VKL1		0.00 %
WZWH		0.00 %
Total	55.06	17.00 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	22.46	15.87 %
Fridge	16.40	15.73 %
Air-Cond	7.10	5.03 %
Oven	0.43	14.01 %
Total	46.38	11.89 %

Branch *	MTD Sales L	Brand Share %
CH34	2.23	12.38 %
CH24	1.69	7.53 %
CH06	1.37	10.19 %
CH09	0.84	6.62 %
CH36	0.82	11.40 %
MJR1	0.65	3.71 %
UKI1	0.59	8.45 %
CH41	0.54	3.29 %
CH32	0.37	14.06 %
CH33	0.35	2.19 %
CH43	0.25	3.04 %
CH27	0.19	3.43 %
CH46	0.17	2.24 %
CH20		0.00 %
CH23		0.00 %
CH31		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	46.38	11.89 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	20.04	22.19 %
Fridge	17.88	22.85 %
Air-Cond	4.70	4.64 %
Total	42.63	15.70 %

Branch *	MTD Sales L	Brand Share %
POY1	5.32	14.81 %
POY2	1.82	5.17 %
VPM2	1.71	12.61 %
TDM1	1.36	13.27 %
KML1	1.30	9.25 %
ULP1	0.37	3.20 %
STP1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
Total	42.63	15.70 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	11.49	16.85 %
Wash-Mac	9.32	11.37 %
Air-Cond	0.89	1.77 %
Oven	0.43	28.19 %
Total	22.14	10.95 %

Branch *	MTD Sales L	Brand Share %
TRL1	2.00	9.72 %
TRR1	1.46	11.56 %
VEL2	1.34	7.65 %
ABR1	1.04	14.58 %
ARC2	0.61	8.74 %
VSI1	0.44	10.24 %
CPT1	0.34	8.52 %
VNB1	0.27	5.52 %
WJD1	0.25	3.48 %
PLR1	0.21	5.72 %
UGI1	0.19	7.41 %
SLG1	0.16	3.60 %
VEL1	0.11	0.94 %
ANI1		0.00 %
BGR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	22.14	10.95 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	2.81	20.58 %
Wash-Mac	2.65	23.32 %
Air-Cond	0.32	2.89 %
Oven	0.23	81.83 %
Total	6.01	16.50 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.74	11.45 %
Total	6.01	16.50 %