

MTD Sales
800.81 L

Brand Share %
15.35 %

Information:

MTD : 01-10-2025 To 13-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.35 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	418.88	24.62 %
Wash-Mac	280.13	17.00 %
Air-Cond	98.05	5.34 %
Oven	3.75	11.61 %
Total	800.81	15.35 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	134.65	14.98 %
SOUTH-03	131.34	17.90 %
CHENNAI-01	106.34	14.53 %
TRICHY-01	102.16	16.53 %
WEST-01	85.37	19.68 %
WEST-02	81.14	14.75 %
CHENNAI-02	63.96	11.61 %
SOUTH ARCOT	57.57	15.87 %
NORTH ARCOT	29.61	10.01 %
KL-SOUTH	8.66	20.29 %
Total	800.81	15.35 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	69.40	25.79 %
Wash-Mac	46.95	18.07 %
Air-Cond	17.51	4.80 %
Oven	0.79	15.05 %
Total	134.65	14.98 %

Branch *	MTD Sales L	Brand Share %
KVT1	4.49	9.78 %
RND1	4.36	13.92 %
TKS2	2.48	6.64 %
UDN1	2.24	15.30 %
APK1	2.01	13.98 %
TKY1	1.62	9.38 %
ASM1	1.45	13.61 %
APK2	1.43	8.71 %
VNR1	1.26	9.74 %
STU2	1.25	14.51 %
KGL1	0.70	11.98 %
ARM1	0.63	7.63 %
SNL1	0.60	4.17 %
TYI1	0.46	4.33 %
KYR1	0.40	4.28 %
SVK1	0.30	1.12 %
COL1	0.21	5.62 %
VKM1	0.15	1.86 %
PDI1	0.15	1.30 %
Total	134.65	14.98 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	73.83	27.73 %
Wash-Mac	45.42	18.77 %
Air-Cond	11.37	5.14 %
Oven	0.71	16.62 %
Total	131.34	17.90 %

Branch *	MTD Sales L	Brand Share %
MDU6	4.96	8.38 %
ATG1	3.55	14.71 %
SVG1	3.30	13.82 %
TMM1	2.54	14.71 %
USL1	1.42	12.46 %
BNR1	1.16	11.56 %
MDU4	0.49	2.86 %
KKD2	0.43	7.01 %
KPT1	0.42	8.51 %
TDI1	0.39	4.58 %
SGP1	0.32	5.89 %
PKM1	0.15	2.45 %
TPT1	0.12	0.82 %
MLR1		0.00 %
PNI1		0.00 %
Total	131.34	17.90 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	48.28	24.19 %
Wash-Mac	35.91	17.77 %
Air-Cond	21.78	6.68 %
Oven	0.38	8.68 %
Total	106.34	14.53 %

Branch *	MTD Sales L	Brand Share %
CH16	8.06	15.02 %
CH14	7.01	14.46 %
CH42	5.01	11.21 %
CH07	3.28	10.36 %
CH48	3.28	12.59 %
CH30	2.84	9.24 %
SKL1	1.83	8.47 %
CGL1	1.78	13.69 %
CH35	1.50	9.89 %
CH38	0.91	6.14 %
TKM1	0.76	7.65 %
CH29	0.30	6.25 %
CZWH	0.30	1.94 %
CH26	0.18	5.37 %
CH37	0.16	1.91 %
CH11		0.01 %
GUD2		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	106.34	14.53 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	52.82	27.18 %
Wash-Mac	34.81	21.35 %
Air-Cond	14.10	5.49 %
Oven	0.43	10.66 %
Total	102.16	16.53 %

Branch *	MTD Sales L	Brand Share %
MDI1	3.49	14.61 %
PTK1	1.75	7.29 %
TRY2	1.12	5.61 %
NGT1	0.60	3.26 %
JKM1	0.54	3.60 %
TVR1	0.38	3.89 %
TYR1	0.37	2.07 %
NCK1	0.17	4.95 %
KRN1	0.16	2.00 %
PBR1	0.14	1.02 %
NMM1		0.00 %
PDK1		0.00 %
Total	102.16	16.53 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	44.76	26.81 %
Wash-Mac	30.14	17.13 %
Air-Cond	9.76	11.17 %
Oven	0.71	20.19 %
Total	85.37	19.68 %

Branch *	MTD Sales L	Brand Share %
CBE2	11.42	14.27 %
TPR2	2.58	10.99 %
PLI1	2.55	12.84 %
AVI1	1.56	15.03 %
CBE5	1.17	14.82 %
KMD1	1.02	9.15 %
PPI1	0.79	8.73 %
GDR1	0.76	10.23 %
KGI1	0.31	7.06 %
SNR1	0.31	3.00 %
ANR1	0.17	4.10 %
KGM1		0.00 %
Total	85.37	19.68 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	43.85	20.22 %
Wash-Mac	34.03	14.64 %
Air-Cond	3.13	3.21 %
Oven	0.14	4.06 %
Total	81.14	14.75 %

Branch *	MTD Sales L	Brand Share %
SLM1	7.21	15.13 %
NKL2	4.85	15.04 %
SLM3	4.72	12.53 %
MTR1	1.89	12.87 %
KVP1	1.04	11.61 %
WZWH	0.74	13.88 %
EDP1	0.56	10.26 %
TCG1	0.53	4.31 %
RSP1	0.52	3.18 %
PDR1	0.46	4.62 %
SGG1	0.40	4.28 %
HRR1	0.29	3.42 %
APN1	0.20	2.53 %
SLM2	0.14	0.55 %
BMD1	0.12	1.63 %
DPR2		0.00 %
EPI1		0.00 %
KMM1		0.00 %
SGI1		0.00 %
Total	81.14	14.75 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	35.36	22.49 %
Wash-Mac	19.37	12.15 %
Air-Cond	8.76	3.80 %
Oven	0.47	12.56 %
Total	63.96	11.61 %

Branch *	MTD Sales L	Brand Share %
CH24	3.27	12.57 %
CH34	2.35	10.49 %
CH41	1.03	4.82 %
CH43	0.96	3.00 %
CH33	0.86	3.77 %
CH06	0.67	3.44 %
CH09	0.62	3.08 %
CH46	0.45	2.97 %
UKI1	0.42	4.60 %
CH31	0.42	4.15 %
CH20	0.41	2.08 %
CH32	0.38	10.59 %
CH27	0.31	3.64 %
PON1	0.23	2.40 %
CH23	0.16	1.79 %
CH01		0.00 %
CH36		0.00 %
MC05		0.00 %
MJR1		0.00 %
CH17	-0.08	-0.91 %
Total	63.96	11.61 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	28.16	23.16 %
Wash-Mac	20.70	19.57 %
Air-Cond	8.71	6.52 %
Total	57.57	15.87 %

Branch *	MTD Sales L	Brand Share %
POY1	6.55	13.05 %
POY2	5.07	11.58 %
VPM2	2.29	11.69 %
TDM1	1.63	13.70 %
KML1	0.75	7.95 %
MKM1	0.69	10.26 %
STP1	0.50	9.00 %
TVM1		0.00 %
VCM1		0.00 %
Total	57.57	15.87 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	16.09	16.99 %
Wash-Mac	10.84	10.94 %
Air-Cond	2.68	2.67 %
Total	29.61	10.01 %

Branch *	MTD Sales L	Brand Share %
AKM1	2.38	13.24 %
TRL1	2.31	8.88 %
TRR1	1.83	11.03 %
SBR1	1.69	9.76 %
PLR1	0.86	13.07 %
GDM1	0.38	4.87 %
SLG1	0.37	3.51 %
VEL1	0.32	1.75 %
CPT1	0.31	5.44 %
VEL2	0.28	1.19 %
WJD1	0.17	2.00 %
BGR1	0.16	3.12 %
VSI1	0.16	1.68 %
ANI1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
VNB1		0.00 %
WJP1		0.00 %
Total	29.61	10.01 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	6.32	42.92 %
Wash-Mac	1.94	24.10 %
Air-Cond	0.27	1.36 %
Oven	0.13	39.20 %
Total	8.66	20.29 %

Branch *	MTD Sales L	Brand Share %
Total	8.66	20.29 %