

MTD Sales
844.97 L

Brand Share %
15.31 %

Information:

MTD : 01-10-2025 To 14-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.31 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	442.26	24.59 %
Wash-Mac	295.61	16.96 %
Air-Cond	103.01	5.31 %
Oven	4.09	11.70 %
Total	844.97	15.31 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	143.01	14.99 %
SOUTH-03	138.57	17.80 %
CHENNAI-01	113.86	14.77 %
TRICHY-01	107.74	16.28 %
WEST-01	89.64	19.40 %
WEST-02	85.17	14.69 %
CHENNAI-02	65.91	11.41 %
SOUTH ARCOT	60.23	15.96 %
NORTH ARCOT	30.60	9.85 %
KL-SOUTH	10.24	22.43 %
Total	844.97	15.31 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	74.63	26.00 %
Wash-Mac	49.07	17.84 %
Air-Cond	18.42	4.76 %
Oven	0.88	16.92 %
Total	143.01	14.99 %

Branch *	MTD Sales L	Brand Share %
TUT1	19.26	15.29 %
TUT2	6.44	15.30 %
KVT1	4.94	10.03 %
RND1	4.66	14.13 %
TKS2	2.48	6.46 %
UDN1	2.24	13.46 %
APK1	2.16	14.52 %
TKY1	1.84	10.15 %
ASM1	1.60	14.58 %
APK2	1.43	8.27 %
VNR1	1.42	10.35 %
STU2	1.25	13.89 %
KGL1	0.70	10.25 %
ARM1	0.63	7.52 %
SNL1	0.60	3.93 %
KSM1	0.56	12.96 %
TYI1	0.46	4.13 %
KYR1	0.40	4.02 %
VKM1	0.35	4.08 %
SVK1	0.30	1.01 %
COL1	0.21	5.12 %
PDI1	0.15	1.17 %
Total	143.01	14.99 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	78.46	27.70 %
Wash-Mac	48.29	18.55 %
Air-Cond	11.12	4.83 %
Oven	0.71	15.74 %
Total	138.57	17.80 %

Branch *	MTD Sales L	Brand Share %
MDU6	5.55	9.12 %
KRR1	3.68	15.05 %
ATG1	3.41	13.45 %
SVG1	3.30	13.12 %
TMM1	2.69	13.30 %
USL1	1.42	11.63 %
BNR1	1.16	11.40 %
MDU4	0.85	4.51 %
KPT1	0.84	13.46 %
KKD2	0.43	7.01 %
TDI1	0.39	4.23 %
SGP1	0.32	5.50 %
PKM1	0.15	2.32 %
TPT1	0.12	0.78 %
MLR1		0.00 %
PNI1		0.00 %
Total	138.57	17.80 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	51.73	24.83 %
Wash-Mac	38.42	18.22 %
Air-Cond	23.33	6.73 %
Oven	0.38	7.50 %
Total	113.86	14.77 %

Branch *	MTD Sales L	Brand Share %
CH16	8.17	13.90 %
CH14	7.16	14.22 %
CH42	5.66	12.11 %
CH48	4.22	15.27 %
CH07	3.50	10.72 %
CH30	3.04	9.62 %
SKL1	1.97	8.49 %
CH35	1.75	10.27 %
TKM1	0.92	9.07 %
CH38	0.91	6.08 %
CH29	0.30	6.17 %
CZWH	0.30	1.94 %
CH26	0.18	5.01 %
CH37	0.16	1.84 %
CH11		0.01 %
GUD2		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	113.86	14.77 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	54.65	26.30 %
Wash-Mac	37.06	21.09 %
Air-Cond	15.46	5.64 %
Oven	0.56	12.79 %
Total	107.74	16.28 %

Branch *	MTD Sales L	Brand Share %
MDI1	3.64	14.41 %
TRY4	3.37	13.18 %
KIK1	2.94	15.08 %
PTK1	2.00	7.53 %
TRY2	1.12	4.72 %
JKM1	0.81	4.89 %
NGT1	0.60	3.06 %
TVR1	0.38	3.60 %
TYR1	0.37	2.02 %
NCK1	0.17	4.95 %
KRN1	0.16	1.91 %
PBR1	0.14	0.93 %
NMM1		0.00 %
PDK1		0.00 %
Total	107.74	16.28 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	46.80	26.58 %
Wash-Mac	31.76	16.80 %
Air-Cond	10.27	11.04 %
Oven	0.81	20.78 %
Total	89.64	19.40 %

Branch *	MTD Sales L	Brand Share %
CBE2	12.01	14.31 %
PLI1	3.06	14.37 %
TPR2	3.02	11.94 %
AVI1	1.56	14.13 %
CBE5	1.17	13.51 %
KMD1	1.02	8.33 %
GDR1	0.97	11.85 %
PPI1	0.94	9.95 %
SNR1	0.70	5.92 %
KGI1	0.31	6.05 %
ANR1	0.17	4.02 %
KGM1		0.00 %
Total	89.64	19.40 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	46.16	20.15 %
Wash-Mac	35.44	14.57 %
Air-Cond	3.43	3.30 %
Oven	0.14	3.95 %
Total	85.17	14.69 %

Branch *	MTD Sales L	Brand Share %
SLM1	7.60	15.11 %
SLM3	4.72	12.16 %
MTR1	2.22	14.19 %
KVP1	1.31	13.36 %
WZWH	0.74	13.88 %
EDP1	0.56	9.46 %
TCG1	0.53	4.23 %
RSP1	0.52	2.87 %
PDR1	0.46	4.42 %
SGG1	0.40	4.20 %
HRR1	0.29	3.21 %
SLM2	0.27	1.03 %
APN1	0.20	2.55 %
BMD1	0.12	1.53 %
DPR2		0.00 %
EPI1		0.00 %
KMM1		0.00 %
SGI1		0.00 %
Total	85.17	14.69 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	36.28	22.36 %
Wash-Mac	19.84	11.89 %
Air-Cond	9.32	3.81 %
Oven	0.47	12.12 %
Total	65.91	11.41 %

Branch *	MTD Sales L	Brand Share %
CH21	4.80	14.99 %
CH24	3.27	12.28 %
CH44	2.87	15.04 %
CH34	2.04	8.54 %
CH41	1.24	5.70 %
CH43	0.96	2.74 %
CH09	0.91	4.17 %
CH33	0.86	3.57 %
CH06	0.67	3.37 %
CH46	0.45	2.97 %
UKI1	0.42	4.46 %
CH31	0.42	4.04 %
CH20	0.41	1.91 %
CH32	0.38	10.20 %
CH27	0.31	3.61 %
PON1	0.23	2.34 %
CH17	0.20	2.33 %
CH23	0.16	1.63 %
CH01		0.00 %
CH36		0.00 %
MC05		0.00 %
MJR1		0.00 %
Total	65.91	11.41 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	29.56	22.95 %
Wash-Mac	21.96	19.99 %
Air-Cond	8.71	6.36 %
Total	60.23	15.96 %

Branch *	MTD Sales L	Brand Share %
POY1	6.76	13.08 %
POY2	5.07	11.22 %
VPM2	2.29	11.17 %
TDM1	1.63	13.19 %
KML1	0.88	9.15 %
MKM1	0.69	9.79 %
STP1	0.50	9.00 %
TVM1		0.00 %
VCM1		0.00 %
Total	60.23	15.96 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	16.69	16.64 %
Wash-Mac	11.23	10.84 %
Air-Cond	2.68	2.56 %
Total	30.60	9.85 %

Branch *	MTD Sales L	Brand Share %
AKM1	2.69	13.26 %
TRL1	2.50	9.39 %
TRR1	1.83	10.64 %
SBR1	1.69	9.40 %
PLR1	0.86	12.60 %
GDM1	0.38	4.55 %
SLG1	0.37	3.32 %
VEL1	0.32	1.67 %
CPT1	0.31	4.99 %
VSI1	0.30	2.93 %
VEL2	0.28	1.14 %
WJD1	0.17	1.89 %
BGR1	0.16	3.02 %
ANI1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
VNB1		0.00 %
WJP1		0.00 %
Total	30.60	9.85 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	7.30	45.99 %
Wash-Mac	2.55	28.72 %
Air-Cond	0.27	1.30 %
Oven	0.13	28.51 %
Total	10.24	22.43 %

Branch *	MTD Sales L	Brand Share %
Total	10.24	22.43 %