

MTD Sales
563.62 L

Brand Share %
15.29 %

Information:

MTD : 01-11-2025 To 14-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.29 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	247.72	21.78 %
Wash-Mac	247.34	17.92 %
Air-Cond	64.66	5.65 %
Oven	3.91	15.51 %
Total	563.62	15.29 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	86.43	16.13 %
CHENNAI-01	80.26	14.43 %
TRICHY-01	76.64	15.72 %
SOUTH-03	75.54	16.57 %
WEST-01	61.65	19.12 %
WEST-02	57.41	16.16 %
CHENNAI-02	50.48	11.80 %
SOUTH ARCOT	44.90	15.74 %
NORTH ARCOT	23.33	10.68 %
KL-SOUTH	6.98	16.96 %
Total	563.62	15.29 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	40.19	23.61 %
Wash-Mac	32.01	16.32 %
Air-Cond	13.63	8.20 %
Oven	0.60	18.82 %
Total	86.43	16.13 %

Branch *	MTD Sales L	Brand Share %
TUT1	9.35	11.92 %
KVT1	4.81	14.37 %
PKD1	1.98	13.36 %
TKS2	1.59	9.37 %
ERL2	0.91	11.54 %
UDN1	0.72	6.82 %
APK1	0.71	6.09 %
ASM1	0.64	10.66 %
SNL1	0.59	6.02 %
KYR1	0.56	11.06 %
PDI1	0.45	5.16 %
SVK1	0.45	2.36 %
ARM1	0.37	6.32 %
KGL1	0.36	6.60 %
COL1	0.27	8.89 %
KSM1		0.00 %
S2SD		0.00 %
TYI1		0.00 %
VKM1		0.00 %
WHTV	-0.19	2.80 %
Total	86.43	16.13 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	32.24	16.55 %
Fridge	29.90	20.70 %
Air-Cond	17.45	8.18 %
Oven	0.68	18.29 %
Total	80.26	14.43 %

Branch *	MTD Sales L	Brand Share %
CH42	4.20	10.13 %
CH14	3.44	12.30 %
CH28	3.19	11.00 %
CH07	2.86	11.72 %
GUD1	2.61	13.11 %
CH45	2.20	13.63 %
CH30	2.02	12.91 %
CH39	1.97	15.07 %
CH35	1.34	14.87 %
CH11	1.26	5.85 %
CZWH	1.08	4.16 %
CH38	0.67	4.55 %
TKM1	0.43	9.46 %
GUD2	0.24	2.03 %
CH26	0.19	6.57 %
CH29	0.16	7.08 %
CH37		0.00 %
MC09		0.00 %
WHC3		0.00 %
Total	80.26	14.43 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	34.62	24.39 %
Wash-Mac	32.56	22.69 %
Air-Cond	8.66	4.33 %
Oven	0.79	36.41 %
Total	76.64	15.72 %

Branch *	MTD Sales L	Brand Share %
TRY1	12.10	14.63 %
KIK1	2.11	14.88 %
PTK1	2.06	11.93 %
AYR1	0.64	6.64 %
PBR1	0.63	7.79 %
TRY2	0.63	2.96 %
TYR1	0.59	5.26 %
KRN1	0.31	4.77 %
JKM1	0.19	2.01 %
NGT1	0.13	0.85 %
NCK1		0.00 %
NMM1		0.00 %
PDK1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	76.64	15.72 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	37.60	20.70 %
Fridge	33.15	22.24 %
Air-Cond	4.49	3.69 %
Oven	0.30	8.39 %
Total	75.54	16.57 %

Branch *	MTD Sales L	Brand Share %
MDU6	4.08	14.56 %
KKD3	3.85	11.42 %
TMM1	1.68	10.57 %
DKI1	1.68	13.17 %
KRR1	1.49	15.05 %
DGL2	1.19	12.97 %
BNR1	0.79	13.16 %
MPA1	0.76	7.74 %
TPT1	0.61	5.11 %
CBM1	0.55	4.71 %
NTM1	0.38	11.57 %
PNI1	0.35	6.45 %
TDI1	0.28	6.23 %
SGP1	0.16	3.53 %
MDU4	0.16	1.44 %
MLR1		0.00 %
PKM1		0.00 %
SZSD		0.00 %
Total	75.54	16.57 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	29.99	25.82 %
Wash-Mac	26.24	17.75 %
Air-Cond	4.95	8.98 %
Oven	0.46	14.27 %
Total	61.65	19.12 %

Branch *	MTD Sales L	Brand Share %
CBE2	10.16	14.93 %
PLI1	1.42	8.87 %
UMP1	1.38	12.09 %
KMD1	0.92	11.27 %
GBM1	0.79	10.55 %
TPR3	0.62	8.78 %
KGI1	0.48	10.91 %
SNR1	0.44	2.95 %
CBE5	0.42	9.37 %
CNR1	0.41	7.86 %
ANR1	0.28	8.30 %
KGM1	0.21	3.63 %
PPI1	0.11	2.89 %
WZSD		0.00 %
Total	61.65	19.12 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	28.17	21.62 %
Wash-Mac	27.41	16.51 %
Air-Cond	1.83	3.20 %
Total	57.41	16.16 %

Branch *	MTD Sales L	Brand Share %
SLM1	4.04	11.87 %
SLM3	2.46	14.20 %
ATU1	2.29	15.17 %
HSR2	1.72	6.76 %
TCG1	0.77	8.76 %
APN1	0.53	11.26 %
SLM2	0.34	2.08 %
EPI1	0.33	4.21 %
RSP1	0.30	3.99 %
PDR1	0.26	4.18 %
HRR1	0.19	5.34 %
SGI1	0.18	3.82 %
BMD1		0.00 %
DPR2		0.00 %
KMM1		0.00 %
SGG1		0.00 %
VKL1		0.00 %
WZWH		0.00 %
Total	57.41	16.16 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	24.71	15.96 %
Fridge	17.91	15.87 %
Air-Cond	7.44	4.74 %
Oven	0.43	12.63 %
Total	50.48	11.80 %

Branch *	MTD Sales L	Brand Share %
CH18	4.01	15.06 %
CH34	2.57	13.34 %
CH24	2.10	7.43 %
CH06	1.54	9.76 %
CH09	1.08	7.61 %
CH36	0.82	10.96 %
CH41	0.75	4.30 %
MJR1	0.65	3.39 %
UKI1	0.59	8.08 %
CH32	0.37	14.06 %
CH33	0.35	2.05 %
CH43	0.25	2.68 %
CH27	0.19	3.32 %
CH46	0.17	1.94 %
CH20		0.00 %
CH23		0.00 %
MC06		0.00 %
PON1		0.00 %
CH31	-0.16	-5.76 %
Total	50.48	11.80 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	21.20	22.52 %
Fridge	18.71	22.47 %
Air-Cond	5.00	4.71 %
Total	44.90	15.74 %

Branch *	MTD Sales L	Brand Share %
POY1	5.32	14.26 %
NVL2	2.74	14.92 %
POY2	1.82	4.98 %
VPM2	1.71	12.19 %
TDM1	1.36	13.04 %
KML1	1.30	9.16 %
ULP1	0.37	3.04 %
TVM1	0.35	5.06 %
VCM1	0.14	1.22 %
STP1		0.00 %
Total	44.90	15.74 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	11.43	15.63 %
Wash-Mac	10.57	11.94 %
Air-Cond	0.89	1.63 %
Oven	0.43	23.09 %
Total	23.33	10.68 %

Branch *	MTD Sales L	Brand Share %
TRL1	2.15	10.02 %
TRR1	1.46	11.01 %
ABR1	1.04	13.89 %
ARC2	0.61	7.72 %
VEL2	0.59	3.26 %
VNB1	0.51	10.03 %
VSI1	0.44	10.24 %
CPT1	0.34	7.95 %
WJD1	0.25	3.36 %
ANI1	0.24	4.69 %
PLR1	0.21	5.72 %
PTU1	0.19	5.18 %
SLG1	0.16	3.34 %
VEL1	0.11	0.94 %
BGR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	23.33	10.68 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	3.64	23.21 %
Wash-Mac	2.79	22.04 %
Air-Cond	0.32	2.60 %
Oven	0.23	53.47 %
Total	6.98	16.96 %

Branch *	MTD Sales L	Brand Share %
TVP1	3.12	11.73 %
Total	6.98	16.96 %