

MTD Sales
762.21 L

Brand Share %
15.22 %

Information:

MTD : 01-11-2025 To 20-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.22 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	343.28	22.28 %
Wash-Mac	336.27	17.62 %
Air-Cond	77.30	5.08 %
Oven	5.36	15.11 %
Total	762.21	15.22 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	122.92	16.40 %
CHENNAI-01	117.32	14.85 %
SOUTH-03	104.60	16.49 %
TRICHY-01	98.36	16.35 %
WEST-01	80.19	18.92 %
WEST-02	69.68	15.13 %
CHENNAI-02	68.77	11.34 %
SOUTH ARCOT	57.94	15.37 %
NORTH ARCOT	33.00	10.61 %
KL-SOUTH	9.44	18.00 %
Total	762.21	15.22 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	56.50	23.71 %
Wash-Mac	49.70	17.44 %
Air-Cond	15.68	7.11 %
Oven	1.04	18.05 %
Total	122.92	16.40 %

Branch *	MTD Sales L	Brand Share %
TUT1	14.81	14.14 %
KVT1	5.80	13.73 %
MAR1	3.69	14.04 %
TKS2	2.23	10.34 %
ASM1	2.21	14.55 %
UDN1	1.82	11.66 %
APK1	1.10	7.54 %
SNL1	0.98	6.85 %
ERL2	0.91	9.08 %
SVK1	0.59	2.35 %
KYR1	0.56	7.36 %
ARM1	0.51	6.32 %
PDI1	0.45	4.39 %
KGL1	0.36	5.67 %
TYI1	0.30	3.20 %
VKM1		0.02 %
KSM1		0.00 %
S2SD		0.00 %
WHTV	-0.35	5.07 %
Total	122.92	16.40 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	47.89	22.48 %
Wash-Mac	45.26	16.21 %
Air-Cond	23.25	7.94 %
Oven	0.92	18.75 %
Total	117.32	14.85 %

Branch *	MTD Sales L	Brand Share %
CH16	9.18	14.45 %
CH42	6.05	9.58 %
CH28	4.57	13.47 %
CH14	4.53	12.97 %
GUD1	3.65	11.41 %
CH45	3.60	14.22 %
CH30	3.02	10.88 %
CH39	2.56	14.75 %
SKL1	2.35	12.25 %
CH35	1.88	14.76 %
CH11	1.59	5.59 %
CZWH	1.23	4.34 %
CH38	0.85	4.66 %
TKM1	0.61	7.25 %
CH26	0.36	6.40 %
GUD2	0.24	1.57 %
CH29	0.16	5.18 %
CH37		0.00 %
MC09		0.00 %
MC10		0.00 %
Total	117.32	14.85 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	49.81	19.73 %
Fridge	48.28	23.77 %
Air-Cond	6.12	3.52 %
Oven	0.39	8.01 %
Total	104.60	16.49 %

Branch *	MTD Sales L	Brand Share %
KKD3	6.38	14.90 %
MDU3	4.80	11.62 %
MDU6	4.49	12.55 %
ATG1	3.17	14.79 %
TMM1	2.47	10.62 %
MPA1	1.92	13.07 %
KRR1	1.70	13.21 %
BNR1	1.36	14.24 %
DGL2	1.36	12.30 %
KPT1	0.96	14.69 %
TPT1	0.96	5.80 %
CBM1	0.84	5.20 %
TDI1	0.42	7.32 %
PNI1	0.35	5.43 %
SGP1	0.16	2.59 %
MDU4	0.16	1.19 %
MLR1	0.14	1.72 %
PKM1		0.00 %
SZSD		0.00 %
Total	104.60	16.49 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	44.30	23.57 %
Fridge	43.31	24.70 %
Air-Cond	9.96	4.24 %
Oven	0.79	23.88 %
Total	98.36	16.35 %

Branch *	MTD Sales L	Brand Share %
TRY1	14.90	14.18 %
TN11	5.38	14.45 %
PTK1	3.13	14.48 %
MDI1	3.08	14.48 %
TTP1	1.56	13.78 %
PBR1	1.22	11.81 %
AYR1	1.21	8.33 %
TRY2	1.01	4.34 %
JKM1	0.91	7.53 %
TYR1	0.59	4.65 %
KRN1	0.31	3.74 %
TVR1	0.31	2.46 %
NGT1	0.13	0.64 %
NCK1		0.00 %
NMM1		0.00 %
PDK1		0.00 %
TZSD		0.00 %
Total	98.36	16.35 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	38.56	25.84 %
Wash-Mac	35.83	17.68 %
Air-Cond	5.20	7.67 %
Oven	0.60	14.40 %
Total	80.19	18.92 %

Branch *	MTD Sales L	Brand Share %
CBE2	12.78	14.83 %
CBE4	3.05	13.91 %
PLI1	2.16	10.27 %
UMP1	1.53	10.96 %
KMD1	1.25	11.33 %
TPR3	1.11	11.06 %
KGI1	0.58	7.40 %
CBE5	0.56	10.14 %
SNR1	0.56	2.84 %
CNR1	0.54	7.75 %
GBM1	0.40	4.28 %
ANR1	0.28	7.33 %
KGM1	0.21	2.71 %
PPI1	0.11	1.78 %
WZSD		0.00 %
Total	80.19	18.92 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	34.01	15.78 %
Fridge	33.70	20.50 %
Air-Cond	1.83	2.34 %
Oven	0.14	6.42 %
Total	69.68	15.13 %

Branch *	MTD Sales L	Brand Share %
ERD2	5.47	13.74 %
SLM1	4.60	11.36 %
SLM3	3.00	13.62 %
HSR2	1.87	6.07 %
TCG1	0.77	6.89 %
APN1	0.53	8.71 %
PDR1	0.44	5.73 %
SLM2	0.34	1.71 %
EPI1	0.33	3.13 %
RSP1	0.30	3.35 %
SGG1	0.23	5.55 %
HRR1	0.19	4.21 %
SGI1	0.18	2.45 %
BMD1		0.00 %
DPR2		0.00 %
KMM1		0.00 %
VKL1		0.00 %
WZWH		0.00 %
Total	69.68	15.13 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	32.53	14.99 %
Fridge	26.35	16.60 %
Air-Cond	9.07	4.02 %
Oven	0.83	15.59 %
Total	68.77	11.34 %

Branch *	MTD Sales L	Brand Share %
CH12	5.82	13.81 %
CH18	4.91	13.30 %
CH17	4.16	14.57 %
CH34	3.34	13.16 %
CH24	3.30	8.17 %
CH06	1.53	7.34 %
CH09	1.18	5.56 %
CH33	0.99	4.62 %
CH41	0.90	4.05 %
CH36	0.82	7.87 %
MJR1	0.65	2.77 %
UKI1	0.59	5.58 %
CH32	0.54	13.68 %
CH20	0.44	1.51 %
CH43	0.42	2.74 %
CH27	0.42	5.86 %
CH46	0.36	3.02 %
CH31	0.17	1.41 %
CH23	0.15	0.84 %
CH01		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	68.77	11.34 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	27.27	21.24 %
Fridge	25.70	22.95 %
Air-Cond	4.97	3.70 %
Total	57.94	15.37 %

Branch *	MTD Sales L	Brand Share %
POY1	7.15	14.56 %
VPM2	3.11	15.05 %
POY2	2.15	4.44 %
KML1	1.85	11.41 %
TVM1	0.53	5.24 %
ULP1	0.37	2.09 %
VCM1	0.14	0.94 %
STP1		0.00 %
Total	57.94	15.37 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	17.36	16.48 %
Wash-Mac	14.32	11.48 %
Air-Cond	0.89	1.14 %
Oven	0.43	18.16 %
Total	33.00	10.61 %

Branch *	MTD Sales L	Brand Share %
TRL1	3.05	10.31 %
AKM1	2.71	15.12 %
TRR1	2.09	9.50 %
VEL1	0.87	5.09 %
ARC2	0.61	6.75 %
VSI1	0.59	3.64 %
VEL2	0.59	2.68 %
PLR1	0.55	9.04 %
VNB1	0.51	6.35 %
UGI1	0.49	12.16 %
PTU1	0.44	7.84 %
CPT1	0.34	5.99 %
SLG1	0.31	5.89 %
WJD1	0.25	2.21 %
ANI1	0.24	3.73 %
KPM1	0.15	0.93 %
BGR1		0.00 %
GDM1		0.00 %
WJP1		0.00 %
Total	33.00	10.61 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	5.65	26.11 %
Wash-Mac	3.24	21.18 %
Air-Cond	0.32	2.15 %
Oven	0.23	44.16 %
Total	9.44	18.00 %

Branch *	MTD Sales L	Brand Share %
TVP1	4.20	12.78 %
TVSD		0.00 %
Total	9.44	18.00 %