

MTD Sales
790.42 L

Brand Share %
15.16 %

Information:

MTD : 01-11-2025 To 21-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.16 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	354.98	22.06 %
Wash-Mac	350.92	17.63 %
Air-Cond	79.17	5.01 %
Oven	5.35	14.57 %
Total	790.42	15.16 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	126.02	16.37 %
CHENNAI-01	121.71	14.95 %
SOUTH-03	108.52	16.49 %
TRICHY-01	102.63	16.35 %
WEST-01	82.24	18.77 %
WEST-02	71.03	14.96 %
CHENNAI-02	70.43	11.26 %
SOUTH ARCOT	60.04	15.39 %
NORTH ARCOT	38.05	10.45 %
KL-SOUTH	9.77	18.30 %
Total	790.42	15.16 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	58.21	23.75 %
Wash-Mac	51.19	17.56 %
Air-Cond	15.68	6.90 %
Oven	0.94	15.98 %
Total	126.02	16.37 %

Branch *	MTD Sales L	Brand Share %
TUT1	15.05	14.17 %
MAR1	3.69	13.82 %
PKD1	3.01	15.11 %
TKS2	2.23	10.15 %
ASM1	2.21	14.24 %
UDN1	1.82	10.66 %
SNL1	1.22	7.92 %
APK1	1.10	7.54 %
ERL2	0.91	8.83 %
SVK1	0.59	2.26 %
KYR1	0.56	7.36 %
ARM1	0.51	6.32 %
PDI1	0.45	3.96 %
KGL1	0.36	5.54 %
TYI1	0.30	3.08 %
VKM1		0.02 %
KSM1		0.00 %
S2SD		0.00 %
WHTV	-0.35	5.07 %
Total	126.02	16.37 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	49.92	22.47 %
Wash-Mac	46.02	16.02 %
Air-Cond	24.85	8.29 %
Oven	0.92	18.29 %
Total	121.71	14.95 %

Branch *	MTD Sales L	Brand Share %
CH16	9.36	14.15 %
CH42	6.23	9.65 %
GUD1	4.64	14.07 %
CH28	4.57	13.47 %
CH14	4.53	12.84 %
CH45	3.60	13.56 %
CH30	3.37	11.74 %
CH39	2.56	14.75 %
CH11	1.59	5.45 %
CZWH	1.23	4.17 %
CH38	0.85	4.51 %
TKM1	0.61	6.28 %
CH26	0.36	6.40 %
GUD2	0.24	1.54 %
CH29	0.16	5.18 %
CH37		0.00 %
MC09		0.00 %
MC10		0.00 %
Total	121.71	14.95 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	51.83	19.74 %
Fridge	50.18	23.69 %
Air-Cond	6.12	3.42 %
Oven	0.39	7.82 %
Total	108.52	16.49 %

Branch *	MTD Sales L	Brand Share %
KKD3	6.38	14.53 %
MDU3	4.80	11.33 %
MDU6	4.73	13.08 %
TMM1	2.63	10.93 %
DKI1	2.39	14.91 %
MPA1	1.92	12.81 %
KRR1	1.70	12.47 %
BNR1	1.36	13.30 %
DGL2	1.36	11.65 %
CBM1	1.08	6.30 %
KPT1	0.96	14.69 %
TPT1	0.96	5.67 %
TDI1	0.42	7.32 %
PNI1	0.35	5.43 %
SGP1	0.16	2.43 %
MDU4	0.16	1.13 %
MLR1	0.14	1.53 %
PKM1		0.00 %
SZSD		0.00 %
Total	108.52	16.49 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	47.41	23.81 %
Fridge	44.47	24.39 %
Air-Cond	9.96	4.10 %
Oven	0.79	23.11 %
Total	102.63	16.35 %

Branch *	MTD Sales L	Brand Share %
TRY1	15.70	14.32 %
MDI1	3.31	14.98 %
PTK1	3.13	12.96 %
KIK1	2.44	14.75 %
TTP1	1.56	13.39 %
PBR1	1.22	11.07 %
AYR1	1.21	7.94 %
TRY2	1.01	4.29 %
JKM1	0.91	7.21 %
TYR1	0.59	4.60 %
KRN1	0.31	3.64 %
TVR1	0.31	2.43 %
NGT1	0.13	0.62 %
NCK1		0.00 %
NMM1		0.00 %
PDK1		0.00 %
TZSD		0.00 %
Total	102.63	16.35 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	38.88	25.27 %
Wash-Mac	37.55	17.83 %
Air-Cond	5.20	7.47 %
Oven	0.60	14.40 %
Total	82.24	18.77 %

Branch *	MTD Sales L	Brand Share %
CBE2	13.14	14.90 %
CBE4	3.05	13.60 %
PLI1	2.16	10.04 %
UMP1	1.69	11.84 %
KMD1	1.25	10.82 %
TPR3	1.11	10.90 %
CBE5	0.72	12.05 %
KGI1	0.58	7.27 %
SNR1	0.56	2.75 %
CNR1	0.54	7.55 %
GBM1	0.40	4.13 %
ANR1	0.28	7.33 %
KGM1	0.21	2.60 %
PPI1	0.11	1.53 %
WZSD		0.00 %
Total	82.24	18.77 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	34.57	20.22 %
Wash-Mac	34.49	15.54 %
Air-Cond	1.83	2.30 %
Oven	0.14	6.09 %
Total	71.03	14.96 %

Branch *	MTD Sales L	Brand Share %
SLM1	5.66	13.10 %
ERD2	5.64	13.74 %
SLM3	3.00	13.46 %
HSR2	1.87	6.00 %
TCG1	0.77	6.25 %
APN1	0.53	8.54 %
PDR1	0.44	5.73 %
SLM2	0.34	1.67 %
EPI1	0.33	3.06 %
RSP1	0.30	3.40 %
SGG1	0.23	4.92 %
HRR1	0.19	3.94 %
SGI1	0.18	2.19 %
BMD1		0.00 %
DPR2		0.00 %
KMM1		0.00 %
VKL1		0.00 %
WZWH		0.00 %
Total	71.03	14.96 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	33.28	14.91 %
Fridge	27.16	16.44 %
Air-Cond	9.07	3.92 %
Oven	0.92	16.48 %
Total	70.43	11.26 %

Branch *	MTD Sales L	Brand Share %
CH12	5.98	13.77 %
CH18	4.91	13.30 %
CH17	4.26	14.09 %
CH34	3.44	13.43 %
CH24	3.30	7.84 %
CH06	1.53	7.08 %
CH09	1.18	5.17 %
CH33	0.99	4.43 %
CH41	0.90	3.78 %
CH36	0.82	7.87 %
MJR1	0.65	2.75 %
UKI1	0.59	5.58 %
CH32	0.54	13.68 %
CH20	0.44	1.51 %
CH43	0.42	2.51 %
CH27	0.42	5.86 %
CH46	0.36	2.90 %
CH31	0.17	1.37 %
CH23	0.15	0.83 %
CH01		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	70.43	11.26 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	28.78	21.51 %
Fridge	26.28	22.81 %
Air-Cond	4.97	3.58 %
Total	60.04	15.39 %

Branch *	MTD Sales L	Brand Share %
POY1	7.31	14.73 %
POY2	2.15	4.35 %
KML1	2.00	12.24 %
TVM1	0.53	5.24 %
ULP1	0.37	2.09 %
VCM1	0.29	1.92 %
STP1		0.00 %
Total	60.04	15.39 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	19.51	16.12 %
Wash-Mac	16.95	11.72 %
Air-Cond	1.17	1.22 %
Oven	0.43	15.88 %
Total	38.05	10.45 %

Branch *	MTD Sales L	Brand Share %
TRL1	3.59	11.45 %
AKM1	2.71	14.49 %
TRR1	2.09	8.97 %
VEL2	1.91	4.79 %
ARC2	1.31	7.97 %
VEL1	1.03	5.25 %
VSI1	0.59	3.49 %
PLR1	0.55	8.85 %
VNB1	0.51	6.05 %
UGI1	0.49	11.16 %
PTU1	0.44	7.84 %
CPT1	0.34	5.65 %
SLG1	0.31	5.77 %
KPM1	0.28	1.66 %
WJD1	0.25	2.08 %
ANI1	0.24	3.55 %
BGR1		0.00 %
GDM1		0.00 %
WJP1		0.00 %
Total	38.05	10.45 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	5.80	26.47 %
Wash-Mac	3.41	21.43 %
Air-Cond	0.32	2.15 %
Oven	0.23	44.16 %
Total	9.77	18.30 %

Branch *	MTD Sales L	Brand Share %
TVP1	4.37	13.14 %
TVSD		0.00 %
Total	9.77	18.30 %