

MTD Sales
833.96 L

Brand Share %
15.31 %

Information:

MTD : 01-11-2025 To 22-11-2025

* 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	373.35	22.19 %
Wash-Mac	371.97	17.87 %
Air-Cond	82.64	5.03 %
Oven	6.01	15.00 %
Total	833.96	15.31 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	133.45	16.47 %
CHENNAI-01	132.88	15.45 %
SOUTH-03	113.33	16.41 %
TRICHY-01	107.86	16.51 %
WEST-01	84.76	18.73 %
WEST-02	74.37	15.09 %
CHENNAI-02	73.06	11.25 %
SOUTH ARCOT	62.38	15.56 %
NORTH ARCOT	41.42	10.85 %
KL-SOUTH	10.45	18.72 %
Total	833.96	15.31 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	60.93	23.57 %
Wash-Mac	54.66	17.76 %
Air-Cond	16.69	7.02 %
Oven	1.17	18.21 %
Total	133.45	16.47 %

Branch *	MTD Sales L	Brand Share %
TUT1	15.29	14.03 %
KVT1	6.74	15.18 %
TKS2	5.93	14.37 %
MAR1	3.69	13.82 %
ASM1	2.21	14.09 %
UDN1	1.82	10.48 %
SNL1	1.22	7.65 %
APK1	1.10	7.43 %
ERL2	0.91	8.16 %
SVK1	0.59	2.17 %
KYR1	0.56	7.23 %
ARM1	0.51	6.32 %
PDI1	0.45	3.90 %
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	133.45	16.47 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	54.87	23.07 %
Wash-Mac	50.61	16.50 %
Air-Cond	26.48	8.54 %
Oven	0.92	17.39 %
Total	132.88	15.45 %

Branch *	MTD Sales L	Brand Share %
CH16	10.25	15.12 %
CH42	6.58	9.76 %
CH14	5.15	14.06 %
CH22	4.37	15.20 %
CH45	3.90	14.13 %
CH30	3.69	12.49 %
CH11	2.25	7.40 %
CH35	2.10	14.84 %
CZWH	1.23	4.01 %
CH38	0.85	4.14 %
TKM1	0.61	6.08 %
CH26	0.36	6.40 %
GUD2	0.24	1.47 %
CH29	0.16	5.18 %
CH37		0.00 %
MC09		0.00 %
MC10		0.00 %
Total	132.88	15.45 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	54.27	19.84 %
Fridge	52.43	23.47 %
Air-Cond	6.12	3.25 %
Oven	0.52	9.09 %
Total	113.33	16.41 %

Branch *	MTD Sales L	Brand Share %
DGL1	7.40	15.28 %
KKD3	6.73	14.94 %
MDU6	5.06	13.64 %
MDU3	4.80	11.11 %
TMM1	2.99	11.88 %
DKI1	2.39	13.46 %
KRR1	2.12	14.78 %
MPA1	2.09	12.62 %
BNR1	1.53	13.83 %
DGL2	1.36	10.23 %
CBM1	1.08	6.12 %
TPT1	0.96	5.50 %
TDI1	0.42	7.10 %
PNI1	0.35	5.23 %
SGP1	0.16	2.43 %
MDU4	0.16	1.07 %
MLR1	0.14	1.46 %
PKM1		0.00 %
SZSD		0.00 %
Total	113.33	16.41 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	50.55	24.06 %
Fridge	46.47	24.57 %
Air-Cond	9.96	3.97 %
Oven	0.88	24.51 %
Total	107.86	16.51 %

Branch *	MTD Sales L	Brand Share %
TRY1	16.35	14.10 %
PTK1	3.32	13.25 %
MDI1	3.31	14.73 %
TTP1	1.56	13.24 %
AYR1	1.44	9.01 %
PBR1	1.22	10.94 %
TRY2	1.01	4.29 %
JKM1	0.91	6.76 %
TYR1	0.59	4.51 %
KRN1	0.51	5.30 %
TVR1	0.31	2.38 %
NCK1	0.30	3.98 %
NGT1	0.13	0.61 %
NMM1		0.00 %
PDK1		0.00 %
TZSD		0.00 %
Total	107.86	16.51 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	40.13	25.32 %
Wash-Mac	38.74	17.88 %
Air-Cond	5.20	7.17 %
Oven	0.70	14.34 %
Total	84.76	18.73 %

Branch *	MTD Sales L	Brand Share %
CBE2	13.95	15.14 %
CBE4	3.05	12.81 %
PLI1	2.16	9.90 %
UMP1	1.69	11.64 %
KMD1	1.25	10.82 %
TPR3	1.11	10.62 %
CBE5	0.72	11.19 %
KGI1	0.58	7.09 %
GBM1	0.57	5.80 %
SNR1	0.56	2.69 %
CNR1	0.54	7.09 %
ANR1	0.28	7.08 %
KGM1	0.21	2.55 %
PPI1	0.11	1.41 %
WZSD		0.00 %
Total	84.76	18.73 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	36.29	15.82 %
Fridge	35.82	20.20 %
Air-Cond	2.11	2.53 %
Oven	0.14	5.94 %
Total	74.37	15.09 %

Branch *	MTD Sales L	Brand Share %
ERD2	5.92	13.84 %
SLM1	5.85	13.29 %
SLM3	3.59	15.13 %
HSR2	1.87	5.92 %
TCG1	0.92	7.23 %
APN1	0.53	8.63 %
PDR1	0.44	5.43 %
SLM2	0.34	1.44 %
EPI1	0.33	2.89 %
RSP1	0.30	3.00 %
SGG1	0.23	4.58 %
HRR1	0.19	3.94 %
SGI1	0.18	2.12 %
BMD1		0.00 %
DPR2		0.00 %
KMM1		0.00 %
VKL1		0.00 %
WZWH		0.00 %
Total	74.37	15.09 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	34.25	14.96 %
Fridge	28.71	16.86 %
Air-Cond	9.07	3.72 %
Oven	1.02	16.69 %
Total	73.06	11.25 %

Branch *	MTD Sales L	Brand Share %
CH12	7.04	14.23 %
CH18	4.91	13.07 %
CH17	4.68	15.29 %
CH24	3.47	8.28 %
CH34	3.44	12.75 %
CH06	1.53	6.92 %
CH09	1.29	5.29 %
CH33	0.99	4.32 %
CH41	0.90	3.69 %
CH36	0.82	7.64 %
CH27	0.65	7.90 %
MJR1	0.65	2.70 %
UKI1	0.59	5.28 %
CH32	0.54	11.52 %
CH20	0.44	1.44 %
CH43	0.42	2.40 %
CH46	0.36	2.54 %
CH31	0.17	1.32 %
CH23	0.15	0.79 %
CH01		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	73.06	11.25 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	30.48	21.86 %
Fridge	26.65	22.59 %
Air-Cond	5.25	3.71 %
Total	62.38	15.56 %

Branch *	MTD Sales L	Brand Share %
POY1	7.48	14.73 %
POY2	2.15	4.33 %
KML1	2.00	12.11 %
ULP1	0.55	2.99 %
TVM1	0.53	5.08 %
VCM1	0.29	1.89 %
STP1		0.00 %
Total	62.38	15.56 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	21.15	16.68 %
Wash-Mac	18.41	12.06 %
Air-Cond	1.44	1.45 %
Oven	0.43	14.12 %
Total	41.42	10.85 %

Branch *	MTD Sales L	Brand Share %
SBR1	4.83	15.15 %
TRL1	3.77	11.73 %
VEL2	2.95	6.94 %
AKM1	2.71	14.31 %
TRR1	2.68	10.92 %
ARC2	1.47	7.97 %
VEL1	1.03	5.08 %
VNB1	0.66	7.00 %
VSI1	0.59	3.37 %
PLR1	0.55	8.60 %
UGI1	0.49	10.62 %
PTU1	0.44	7.23 %
CPT1	0.34	5.50 %
SLG1	0.31	5.28 %
KPM1	0.28	1.65 %
WJD1	0.25	1.99 %
ANI1	0.24	3.34 %
BGR1		0.00 %
GDM1		0.00 %
WJP1		0.00 %
Total	41.42	10.85 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	6.20	27.44 %
Wash-Mac	3.70	22.29 %
Air-Cond	0.32	2.00 %
Oven	0.23	44.16 %
Total	10.45	18.72 %

Branch *	MTD Sales L	Brand Share %
TVP1	4.51	12.97 %
TVSD		0.00 %
Total	10.45	18.72 %