

MTD Sales
877.48 L

Brand Share %
15.42 %

Information:

MTD : 01-11-2025 To 23-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.42 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	393.35	22.25 %
Wash-Mac	392.34	18.00 %
Air-Cond	85.79	5.04 %
Oven	6.01	14.11 %
Total	877.48	15.42 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	145.84	16.61 %
CHENNAI-01	139.92	15.57 %
SOUTH-03	117.34	16.57 %
TRICHY-01	110.39	16.43 %
WEST-01	91.38	18.99 %
CHENNAI-02	78.15	11.56 %
WEST-02	76.12	14.94 %
SOUTH ARCOT	63.80	15.56 %
NORTH ARCOT	43.86	10.93 %
KL-SOUTH	10.69	18.97 %
Total	877.48	15.42 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	65.41	23.39 %
Wash-Mac	60.65	18.44 %
Air-Cond	18.61	7.08 %
Oven	1.17	16.86 %
Total	145.84	16.61 %

Branch *	MTD Sales L	Brand Share %
TUT1	15.99	13.76 %
KVT1	6.85	15.24 %
TKS2	6.58	12.82 %
MAR1	4.26	14.76 %
PKD1	3.15	13.48 %
UDN1	1.82	10.19 %
SNL1	1.42	8.26 %
APK1	1.38	8.44 %
ERL2	1.33	11.17 %
ARM1	0.66	7.18 %
SVK1	0.59	2.08 %
KGL1	0.59	8.09 %
KYR1	0.56	6.26 %
PDI1	0.45	3.63 %
TYI1	0.30	2.99 %
VKM1		0.02 %
KSM1		0.00 %
S2SD		0.00 %
WHTV	-0.35	5.07 %
Total	145.84	16.61 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	56.98	22.67 %
Wash-Mac	54.93	16.98 %
Air-Cond	27.09	8.53 %
Oven	0.92	14.38 %
Total	139.92	15.57 %

Branch *	MTD Sales L	Brand Share %
CH16	10.44	14.86 %
CH28	7.76	15.24 %
CH42	7.22	10.46 %
CH14	5.99	15.30 %
GUD1	5.66	15.24 %
AVD1	5.53	15.33 %
CH45	4.06	13.91 %
CH30	3.69	12.25 %
CH11	2.25	7.01 %
CZWH	1.23	4.01 %
CH38	0.85	3.94 %
TKM1	0.61	5.74 %
CH26	0.36	6.40 %
GUD2	0.24	1.47 %
CH29	0.16	4.97 %
CH37		0.00 %
MC09		0.00 %
MC10		0.00 %
Total	139.92	15.57 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	55.60	19.79 %
Fridge	55.10	23.87 %
Air-Cond	6.12	3.21 %
Oven	0.52	9.29 %
Total	117.34	16.57 %

Branch *	MTD Sales L	Brand Share %
DGL1	7.50	15.04 %
KKD3	6.89	14.76 %
MDU6	5.23	14.00 %
MDU3	4.80	10.95 %
TMM1	3.15	12.12 %
DKI1	2.55	13.86 %
KRR1	2.29	14.98 %
MPA1	2.09	12.62 %
BNR1	1.53	13.28 %
DGL2	1.49	10.86 %
CBM1	1.27	7.04 %
TPT1	0.96	5.50 %
TDI1	0.42	7.10 %
PNI1	0.35	5.23 %
SGP1	0.16	2.39 %
MDU4	0.16	1.05 %
MLR1	0.14	1.40 %
PKM1		0.00 %
SZSD		0.00 %
Total	117.34	16.57 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	51.88	23.61 %
Fridge	47.67	24.63 %
Air-Cond	9.96	3.91 %
Oven	0.88	23.11 %
Total	110.39	16.43 %

Branch *	MTD Sales L	Brand Share %
TRY1	16.85	14.12 %
PTK1	3.32	12.60 %
MDI1	3.31	14.53 %
KIK1	2.64	15.11 %
TTP1	1.71	14.37 %
AYR1	1.44	8.65 %
PBR1	1.22	10.53 %
TRY2	1.01	4.29 %
JKM1	0.91	6.67 %
TYR1	0.59	4.40 %
KRN1	0.51	5.23 %
TVR1	0.31	2.33 %
NCK1	0.30	3.89 %
NGT1	0.13	0.59 %
NMM1		0.00 %
PDK1		0.00 %
TZSD		0.00 %
Total	110.39	16.43 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	43.86	25.74 %
Wash-Mac	41.28	17.97 %
Air-Cond	5.55	7.29 %
Oven	0.70	13.69 %
Total	91.38	18.99 %

Branch *	MTD Sales L	Brand Share %
CBE4	3.05	12.66 %
PLI1	2.16	9.84 %
UMP1	1.69	10.96 %
TPR3	1.66	12.67 %
KMD1	1.25	10.03 %
GBM1	0.73	7.17 %
CBE5	0.72	10.62 %
KGI1	0.58	6.68 %
SNR1	0.56	2.52 %
CNR1	0.54	7.09 %
ANR1	0.28	7.08 %
KGM1	0.21	2.39 %
PPI1	0.11	1.37 %
WZSD		0.00 %
Total	91.38	18.99 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	36.43	15.26 %
Fridge	31.36	17.56 %
Air-Cond	9.34	3.70 %
Oven	1.02	16.03 %
Total	78.15	11.56 %

Branch *	MTD Sales L	Brand Share %
CH12	7.38	14.55 %
CH18	5.08	13.31 %
CH24	3.70	8.47 %
CH34	3.55	12.97 %
CH06	1.53	6.77 %
CH09	1.40	5.50 %
CH33	0.99	4.19 %
CH41	0.90	3.58 %
CH27	0.83	9.42 %
CH36	0.82	7.64 %
CH43	0.77	4.21 %
CH20	0.74	2.39 %
MJR1	0.65	2.53 %
UKI1	0.59	5.28 %
CH32	0.54	11.52 %
CH46	0.36	2.43 %
CH31	0.17	1.32 %
CH23	0.15	0.76 %
CH01		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	78.15	11.56 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	37.30	20.07 %
Wash-Mac	36.56	15.49 %
Air-Cond	2.11	2.48 %
Oven	0.14	5.65 %
Total	76.12	14.94 %

Branch *	MTD Sales L	Brand Share %
ERD2	6.09	14.00 %
SLM1	5.85	12.90 %
SLM3	3.59	14.79 %
HSR2	1.87	5.63 %
KVP1	1.58	15.32 %
TCG1	0.92	7.23 %
APN1	0.53	8.09 %
PDR1	0.44	5.23 %
SLM2	0.34	1.40 %
EPI1	0.33	2.86 %
RSP1	0.30	3.00 %
SGG1	0.23	4.12 %
HRR1	0.19	3.56 %
SGI1	0.18	2.06 %
BMD1		0.00 %
DPR2		0.00 %
KMM1		0.00 %
VKL1		0.00 %
WZWH		0.00 %
Total	76.12	14.94 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	31.58	22.02 %
Fridge	26.98	22.27 %
Air-Cond	5.25	3.66 %
Total	63.80	15.56 %

Branch *	MTD Sales L	Brand Share %
POY1	7.48	14.59 %
TDM1	2.91	15.40 %
POY2	2.15	4.32 %
KML1	2.00	12.02 %
ULP1	0.55	2.90 %
TVM1	0.53	4.98 %
VCM1	0.29	1.89 %
STP1		0.00 %
Total	63.80	15.56 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	22.51	16.77 %
Wash-Mac	19.49	12.11 %
Air-Cond	1.44	1.40 %
Oven	0.43	13.23 %
Total	43.86	10.93 %

Branch *	MTD Sales L	Brand Share %
SBR1	5.14	14.82 %
TRL1	4.07	11.66 %
VEL2	2.95	6.81 %
AKM1	2.92	14.22 %
TRR1	2.78	11.13 %
ARC2	1.90	9.45 %
VEL1	1.03	4.96 %
PLR1	0.78	11.26 %
VNB1	0.66	6.48 %
UGI1	0.62	12.26 %
VSI1	0.59	3.20 %
PTU1	0.44	6.87 %
CPT1	0.34	5.38 %
SLG1	0.31	5.28 %
KPM1	0.28	1.63 %
WJD1	0.25	1.88 %
ANI1	0.24	3.28 %
BGR1		0.00 %
GDM1		0.00 %
WJP1		0.00 %
Total	43.86	10.93 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	6.20	27.44 %
Wash-Mac	3.94	23.01 %
Air-Cond	0.32	2.00 %
Oven	0.23	44.16 %
Total	10.69	18.97 %

Branch *	MTD Sales L	Brand Share %
TVP1	4.51	12.86 %
TVSD		0.00 %
Total	10.69	18.97 %