

MTD Sales
919.00 L

Brand Share %
15.64 %

Information:

MTD : 01-11-2025 To 24-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.64 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	414.48	22.62 %
Wash-Mac	408.75	18.13 %
Air-Cond	89.23	5.12 %
Oven	6.54	14.69 %
Total	919.00	15.64 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	151.25	16.68 %
CHENNAI-01	142.77	15.53 %
SOUTH-03	127.11	17.24 %
TRICHY-01	115.40	16.81 %
WEST-01	94.62	19.13 %
WEST-02	81.84	15.60 %
CHENNAI-02	80.43	11.61 %
SOUTH ARCOT	69.36	15.69 %
NORTH ARCOT	45.55	10.99 %
KL-SOUTH	10.69	18.61 %
Total	919.00	15.64 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	67.16	23.23 %
Wash-Mac	63.04	18.43 %
Air-Cond	19.64	7.33 %
Oven	1.41	18.66 %
Total	151.25	16.68 %

Branch *	MTD Sales L	Brand Share %
TUT1	17.13	14.20 %
KVT1	7.19	15.33 %
TKS2	6.99	13.40 %
MAR1	4.43	14.33 %
PKD1	3.15	13.40 %
UDN1	1.99	10.61 %
APK1	1.52	8.96 %
SNL1	1.42	7.81 %
ERL2	1.33	10.76 %
ARM1	0.66	7.09 %
SVK1	0.59	2.04 %
KGL1	0.59	8.09 %
KYR1	0.56	6.17 %
PDI1	0.45	3.52 %
TYI1	0.30	2.77 %
VKM1		0.02 %
KSM1		0.00 %
WHTV	-0.35	5.07 %
Total	151.25	16.68 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	58.11	22.61 %
Wash-Mac	56.56	17.09 %
Air-Cond	27.09	8.34 %
Oven	1.01	15.35 %
Total	142.77	15.53 %

Branch *	MTD Sales L	Brand Share %
CH16	10.62	14.84 %
CH28	7.76	14.90 %
CH42	7.40	10.55 %
CH14	5.99	15.06 %
GUD1	5.66	14.86 %
AVD1	5.53	15.33 %
CH45	4.25	14.25 %
CH30	3.84	12.30 %
CH35	2.40	15.26 %
CH11	2.25	6.89 %
CZWH	1.23	3.96 %
CH38	1.04	4.74 %
TKM1	0.61	5.66 %
CH26	0.36	6.40 %
GUD2	0.24	1.43 %
CH29	0.16	4.46 %
CH37		0.00 %
MC09		0.00 %
MC10		0.00 %
Total	142.77	15.53 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	60.96	25.09 %
Wash-Mac	59.19	20.19 %
Air-Cond	6.45	3.30 %
Oven	0.52	9.14 %
Total	127.11	17.24 %

Branch *	MTD Sales L	Brand Share %
DGL1	7.78	15.27 %
KKD3	7.45	15.59 %
MDU6	5.23	13.67 %
MDU3	4.95	10.87 %
TMM1	3.15	11.66 %
DKI1	2.81	14.81 %
KRR1	2.29	14.18 %
MPA1	2.09	12.12 %
BNR1	1.53	13.04 %
DGL2	1.49	10.66 %
CBM1	1.37	7.42 %
TPT1	0.96	5.40 %
TDI1	0.42	6.63 %
PNI1	0.35	5.23 %
SGP1	0.16	2.28 %
MDU4	0.16	1.05 %
MLR1	0.14	1.38 %
PKM1		0.00 %
Total	127.11	17.24 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	53.81	23.74 %
Fridge	50.03	25.23 %
Air-Cond	10.67	4.14 %
Oven	0.88	22.43 %
Total	115.40	16.81 %

Branch *	MTD Sales L	Brand Share %
TRY1	17.01	14.11 %
PTK1	3.73	13.79 %
MDI1	3.31	14.21 %
TTP1	1.71	13.98 %
AYR1	1.44	8.65 %
PBR1	1.22	10.53 %
TRY2	1.01	4.27 %
JKM1	0.91	6.67 %
TYR1	0.74	5.37 %
KRN1	0.51	5.23 %
TVR1	0.31	2.33 %
NCK1	0.30	3.78 %
NGT1	0.13	0.59 %
NMM1		0.00 %
PDK1		0.00 %
Total	115.40	16.81 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	45.72	26.16 %
Wash-Mac	41.94	17.76 %
Air-Cond	6.26	7.97 %
Oven	0.70	13.29 %
Total	94.62	19.13 %

Branch *	MTD Sales L	Brand Share %
CBE2	15.54	15.64 %
CBE4	3.49	13.89 %
PLI1	2.26	9.91 %
UMP1	1.69	11.05 %
TPR3	1.66	12.25 %
KMD1	1.45	11.06 %
GBM1	0.91	8.39 %
CBE5	0.72	10.62 %
KGI1	0.58	6.60 %
SNR1	0.56	2.45 %
CNR1	0.54	7.09 %
ANR1	0.28	7.08 %
KGM1	0.21	2.30 %
PPI1	0.11	1.32 %
Total	94.62	19.13 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	39.95	16.32 %
Fridge	39.63	20.69 %
Air-Cond	2.11	2.47 %
Oven	0.14	5.65 %
Total	81.84	15.60 %

Branch *	MTD Sales L	Brand Share %
ERD2	6.34	14.22 %
SLM1	5.85	12.85 %
SLM3	3.59	14.71 %
HSR2	2.02	5.95 %
KVP1	1.58	15.32 %
VKL1	1.31	13.06 %
TCG1	0.92	7.16 %
EPI1	0.58	4.76 %
PDR1	0.57	6.66 %
APN1	0.53	7.47 %
SLM2	0.34	1.39 %
RSP1	0.30	2.95 %
SGG1	0.23	3.75 %
HRR1	0.19	3.40 %
SGI1	0.18	2.06 %
BMD1		0.00 %
DPR2		0.00 %
KMM1		0.00 %
Total	81.84	15.60 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	37.03	15.16 %
Fridge	32.18	17.60 %
Air-Cond	9.99	3.86 %
Oven	1.23	17.44 %
Total	80.43	11.61 %

Branch *	MTD Sales L	Brand Share %
CH12	7.55	14.69 %
CH18	5.08	13.25 %
CH17	5.05	15.46 %
CH24	4.34	9.63 %
CH34	3.87	13.15 %
CH06	1.53	6.77 %
CH09	1.40	5.40 %
CH33	0.99	3.97 %
CH41	0.90	3.54 %
CH27	0.83	9.42 %
CH36	0.82	7.55 %
CH43	0.77	3.97 %
CH20	0.74	2.32 %
MJR1	0.65	2.51 %
UKI1	0.59	5.07 %
CH32	0.54	11.52 %
CH46	0.36	2.43 %
CH31	0.27	2.05 %
CH23	0.15	0.76 %
CH01		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	80.43	11.61 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	33.05	21.43 %
Fridge	31.07	23.40 %
Air-Cond	5.25	3.43 %
Total	69.36	15.69 %

Branch *	MTD Sales L	Brand Share %
POY2	2.67	4.78 %
KML1	2.00	12.02 %
ULP1	0.55	2.83 %
TVM1	0.53	4.68 %
VCM1	0.29	1.79 %
STP1		0.00 %
Total	69.36	15.69 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	23.44	16.72 %
Wash-Mac	20.24	12.24 %
Air-Cond	1.44	1.36 %
Oven	0.43	13.23 %
Total	45.55	10.99 %

Branch *	MTD Sales L	Brand Share %
SBR1	5.14	14.36 %
TRL1	4.51	12.49 %
TRR1	3.28	12.40 %
AKM1	3.10	14.65 %
VEL2	2.95	6.60 %
ARC2	1.90	9.12 %
VEL1	1.03	4.85 %
PLR1	0.78	10.64 %
VNB1	0.66	6.36 %
UGI1	0.62	11.88 %
VSI1	0.59	3.14 %
PTU1	0.44	6.87 %
CPT1	0.34	5.26 %
SLG1	0.31	5.28 %
KPM1	0.28	1.61 %
WJD1	0.25	1.77 %
ANI1	0.24	2.97 %
BGR1		0.00 %
GDM1		0.00 %
WJP1		0.00 %
Total	45.55	10.99 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	6.20	27.25 %
Wash-Mac	3.94	22.32 %
Air-Cond	0.32	1.96 %
Oven	0.23	36.30 %
Total	10.69	18.61 %

Branch *	MTD Sales L	Brand Share %
TVP1	4.51	12.57 %
TVSD		0.00 %
Total	10.69	18.61 %