

MTD Sales
963.34 L

Brand Share %
15.74 %

Information:

MTD : 01-11-2025 To 26-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **15.74 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	437.28	22.73 %
Wash-Mac	428.34	18.18 %
Air-Cond	90.91	5.07 %
Oven	6.82	14.44 %
Total	963.34	15.74 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	161.04	16.80 %
CHENNAI-01	151.06	15.80 %
SOUTH-03	134.40	17.37 %
TRICHY-01	118.43	16.78 %
WEST-01	97.85	18.92 %
WEST-02	86.63	15.80 %
CHENNAI-02	83.73	11.68 %
SOUTH ARCOT	72.46	15.85 %
NORTH ARCOT	47.03	10.95 %
KL-SOUTH	10.72	18.23 %
Total	963.34	15.74 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	71.92	23.37 %
Wash-Mac	67.56	18.74 %
Air-Cond	20.01	7.10 %
Oven	1.55	18.41 %
Total	161.04	16.80 %

Branch *	MTD Sales L	Brand Share %
TUT1	18.32	14.40 %
KVT1	7.84	15.40 %
TKS2	7.33	13.65 %
TUT2	6.76	15.28 %
MAR1	4.88	15.16 %
PKD1	3.25	13.45 %
UDN1	1.99	10.46 %
APK1	1.64	8.84 %
ERL2	1.57	11.30 %
SNL1	1.42	7.56 %
KYR1	0.70	6.98 %
ARM1	0.66	6.55 %
SVK1	0.59	1.91 %
KGL1	0.59	7.84 %
PDI1	0.45	3.32 %
TYI1	0.30	2.63 %
VKM1		0.02 %
KSM1		0.00 %
WHTV	-0.35	4.81 %
Total	161.04	16.80 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	62.59	23.06 %
Wash-Mac	59.68	17.26 %
Air-Cond	27.78	8.37 %
Oven	1.01	14.24 %
Total	151.06	15.80 %

Branch *	MTD Sales L	Brand Share %
CH16	11.17	14.98 %
CH42	9.18	12.69 %
CH28	8.23	15.00 %
CH14	6.26	15.17 %
GUD1	5.66	14.26 %
CH30	4.01	12.56 %
CH35	2.40	14.89 %
CH11	2.25	6.62 %
CZWH	1.23	3.96 %
CH38	1.04	4.66 %
TKM1	0.61	4.74 %
CH26	0.36	6.40 %
GUD2	0.24	1.35 %
CH37	0.17	1.04 %
CH29	0.16	4.24 %
MC09		0.00 %
MC10		0.00 %
Total	151.06	15.80 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	63.92	24.98 %
Wash-Mac	63.51	20.46 %
Air-Cond	6.45	3.20 %
Oven	0.52	8.94 %
Total	134.40	17.37 %

Branch *	MTD Sales L	Brand Share %
DGL1	8.10	14.98 %
MDU6	5.85	14.88 %
MDU3	5.27	11.02 %
TMM1	3.37	12.03 %
MPA1	2.88	14.77 %
KRR1	2.29	12.68 %
BNR1	1.66	13.63 %
DGL2	1.60	11.36 %
CBM1	1.37	7.04 %
TPT1	0.96	5.23 %
TDI1	0.42	6.29 %
PNI1	0.35	4.95 %
SGP1	0.16	2.12 %
MDU4	0.16	1.07 %
MLR1	0.14	1.34 %
PKM1		0.00 %
Total	134.40	17.37 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	55.24	23.61 %
Fridge	51.64	25.18 %
Air-Cond	10.67	4.06 %
Oven	0.88	21.28 %
Total	118.43	16.78 %

Branch *	MTD Sales L	Brand Share %
TRY1	17.65	14.30 %
PTK1	3.73	13.61 %
MDI1	3.31	13.79 %
TTP1	1.95	15.10 %
AYR1	1.44	8.51 %
PBR1	1.22	10.21 %
TRY2	1.01	4.21 %
JKM1	0.91	6.34 %
TYR1	0.74	5.37 %
KRN1	0.51	5.04 %
TVR1	0.31	2.29 %
NCK1	0.30	3.78 %
NGT1	0.13	0.58 %
NMM1		0.00 %
PDK1		0.00 %
Total	118.43	16.78 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	47.20	25.55 %
Wash-Mac	43.28	17.60 %
Air-Cond	6.53	8.09 %
Oven	0.83	14.30 %
Total	97.85	18.92 %

Branch *	MTD Sales L	Brand Share %
CBE2	15.71	15.31 %
CBE4	3.49	13.65 %
PLI1	2.40	10.04 %
TPR3	1.92	13.71 %
UMP1	1.69	10.82 %
KMD1	1.45	10.14 %
CBE5	0.91	11.71 %
GBM1	0.91	8.21 %
SNR1	0.78	3.27 %
KGI1	0.58	6.33 %
CNR1	0.54	6.88 %
PPI1	0.28	2.97 %
ANR1	0.28	6.58 %
KGM1	0.21	2.27 %
Total	97.85	18.92 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	42.88	21.25 %
Wash-Mac	41.50	16.22 %
Air-Cond	2.11	2.40 %
Oven	0.14	5.53 %
Total	86.63	15.80 %

Branch *	MTD Sales L	Brand Share %
ERD2	6.94	15.10 %
SLM1	6.00	12.79 %
SLM3	3.75	14.69 %
ATU1	2.91	15.65 %
HSR2	2.02	5.88 %
KVP1	1.58	14.26 %
VKL1	1.31	12.40 %
TCG1	0.92	6.77 %
APN1	0.73	9.73 %
EPI1	0.58	4.55 %
PDR1	0.57	6.21 %
SLM2	0.34	1.36 %
RSP1	0.30	2.77 %
SGG1	0.23	3.75 %
HRR1	0.19	3.40 %
SGI1	0.18	2.06 %
BMD1		0.00 %
DPR2		0.00 %
KMM1		0.00 %
WHKP	-0.15	11.14 %
Total	86.63	15.80 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	38.29	15.14 %
Fridge	33.86	17.78 %
Air-Cond	10.35	3.89 %
Oven	1.23	17.17 %
Total	83.73	11.68 %

Branch *	MTD Sales L	Brand Share %
CH12	7.90	14.57 %
CH18	5.08	12.74 %
CH17	5.05	15.11 %
CH24	4.34	9.61 %
CH34	3.87	12.17 %
CH06	1.53	6.57 %
CH09	1.40	5.25 %
CH41	1.26	4.86 %
CH33	0.99	3.90 %
CH20	0.90	2.78 %
CH27	0.83	9.42 %
UKI1	0.82	6.79 %
CH36	0.82	7.31 %
CH43	0.77	3.74 %
MJR1	0.65	2.44 %
CH32	0.54	11.52 %
CH23	0.48	2.40 %
CH46	0.36	2.38 %
CH31	0.27	2.04 %
CH01		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	83.73	11.68 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	34.56	21.47 %
Fridge	32.66	23.72 %
Air-Cond	5.25	3.36 %
Total	72.46	15.85 %

Branch *	MTD Sales L	Brand Share %
POY2	2.67	4.74 %
KML1	2.00	11.32 %
ULP1	0.80	3.93 %
TVM1	0.53	4.15 %
VCM1	0.29	1.79 %
STP1		0.00 %
Total	72.46	15.85 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	24.39	16.58 %
Wash-Mac	20.78	12.13 %
Air-Cond	1.44	1.33 %
Oven	0.43	12.68 %
Total	47.03	10.95 %

Branch *	MTD Sales L	Brand Share %
KPM2	6.28	15.46 %
SBR1	5.65	15.02 %
TRL1	4.51	12.23 %
TRR1	3.28	11.81 %
AKM1	3.10	14.56 %
VEL2	2.95	6.14 %
ARC2	2.04	9.15 %
VEL1	1.18	5.48 %
PLR1	0.95	12.45 %
VNB1	0.66	6.09 %
UGI1	0.62	11.31 %
VSI1	0.59	3.10 %
PTU1	0.44	6.68 %
CPT1	0.34	4.64 %
SLG1	0.31	5.28 %
KPM1	0.28	1.55 %
WJD1	0.25	1.75 %
ANI1	0.24	2.81 %
BGR1		0.00 %
GDM1		0.00 %
WJP1		0.00 %
Total	47.03	10.95 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	6.22	28.13 %
Wash-Mac	3.94	20.85 %
Air-Cond	0.32	1.89 %
Oven	0.23	31.14 %
Total	10.72	18.23 %

Branch *	MTD Sales L	Brand Share %
TVP1	4.51	11.82 %
TVSD		0.00 %
Total	10.72	18.23 %