

MTD Sales
1,097.85 L

Brand Share %
15.31 %

Information:

MTD : 01-11-2025 To 29-11-2025

* 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	508.21	22.81 %
Wash-Mac	483.72	17.99 %
Air-Cond	97.91	4.45 %
Oven	8.01	14.78 %
Total	1,097.85	15.31 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	182.70	16.74 %
CHENNAI-01	170.98	15.53 %
SOUTH-03	148.35	16.76 %
TRICHY-01	133.27	16.02 %
WEST-01	111.30	18.99 %
WEST-02	99.46	14.93 %
CHENNAI-02	98.28	11.07 %
SOUTH ARCOT	85.01	15.68 %
NORTH ARCOT	55.73	10.77 %
KL-SOUTH	12.77	20.02 %
Total	1,097.85	15.31 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	82.63	23.64 %
Wash-Mac	76.60	18.93 %
Air-Cond	21.53	6.57 %
Oven	1.94	20.58 %
Total	182.70	16.74 %

Branch *	MTD Sales L	Brand Share %
KVT1	8.89	14.86 %
TKS2	8.55	14.51 %
TUT2	7.08	14.83 %
PKD1	3.59	13.89 %
ERL2	2.53	13.42 %
UDN1	1.99	9.45 %
APK1	1.64	8.38 %
SNL1	1.56	7.21 %
ARM1	1.42	12.82 %
S2SD	0.84	12.08 %
KGL1	0.78	8.05 %
SVK1	0.74	2.10 %
KYR1	0.70	5.79 %
PDI1	0.45	2.91 %
TYI1	0.30	2.07 %
KSM1	0.15	2.34 %
VKM1		0.02 %
WHTV	-0.35	4.52 %
Total	182.70	16.74 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	72.73	23.17 %
Wash-Mac	67.26	17.25 %
Air-Cond	29.84	7.68 %
Oven	1.15	13.65 %
Total	170.98	15.53 %

Branch *	MTD Sales L	Brand Share %
CH16	12.42	13.91 %
CH42	11.11	13.63 %
CH45	5.77	14.29 %
GUD1	5.66	11.86 %
CH30	4.87	13.21 %
CH35	2.87	15.23 %
CH11	2.57	6.33 %
CZWH	1.23	3.84 %
CH38	1.22	4.79 %
TKM1	0.76	5.39 %
CH26	0.55	7.45 %
GUD2	0.24	1.00 %
CH37	0.17	0.93 %
CH29	0.16	3.78 %
MC09		0.00 %
MC10		0.00 %
Total	170.98	15.53 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	71.74	24.59 %
Wash-Mac	69.64	20.06 %
Air-Cond	6.45	2.69 %
Oven	0.52	8.43 %
Total	148.35	16.76 %

Branch *	MTD Sales L	Brand Share %
DGL1	9.72	13.85 %
MDU6	6.16	14.14 %
MDU3	5.67	11.32 %
ATG1	5.06	14.59 %
TMM1	3.80	12.12 %
DKI1	3.31	15.16 %
KRR1	2.47	9.88 %
CBM1	2.28	10.31 %
BNR1	1.85	13.49 %
DGL2	1.60	9.78 %
TPT1	0.96	4.83 %
PNI1	0.65	7.82 %
TDI1	0.60	7.86 %
SGP1	0.16	1.76 %
MDU4	0.16	0.97 %
MLR1	0.14	1.26 %
PKM1		0.00 %
Total	148.35	16.76 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	61.18	22.73 %
Fridge	59.91	24.60 %
Air-Cond	11.30	3.59 %
Oven	0.88	18.94 %
Total	133.27	16.02 %

Branch *	MTD Sales L	Brand Share %
TRY1	19.71	13.55 %
MDI1	4.33	14.74 %
PTK1	3.73	11.72 %
TTP1	2.20	14.14 %
AYR1	1.83	9.65 %
TRY2	1.31	5.09 %
PBR1	1.22	8.74 %
TYR1	1.05	6.10 %
JKM1	0.91	5.60 %
TZSD	0.71	10.91 %
NCK1	0.67	6.96 %
KRN1	0.51	4.58 %
TVR1	0.31	2.11 %
NGT1	0.26	1.02 %
NMM1		0.00 %
PDK1		0.00 %
Total	133.27	16.02 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	54.57	26.27 %
Wash-Mac	48.75	17.79 %
Air-Cond	6.81	6.96 %
Oven	1.17	17.54 %
Total	111.30	18.99 %

Branch *	MTD Sales L	Brand Share %
CBE4	3.49	11.74 %
PLI1	2.40	8.91 %
TPR3	1.92	12.17 %
UMP1	1.69	9.97 %
KMD1	1.45	8.58 %
CBE5	1.27	13.03 %
GBM1	0.91	7.86 %
SNR1	0.78	2.87 %
KGI1	0.77	8.18 %
CNR1	0.54	6.58 %
PPI1	0.47	4.52 %
ANR1	0.28	6.33 %
KGM1	0.21	2.17 %
Total	111.30	18.99 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	50.00	21.17 %
Wash-Mac	46.74	15.81 %
Air-Cond	2.43	1.86 %
Oven	0.28	8.31 %
Total	99.46	14.93 %

Branch *	MTD Sales L	Brand Share %
SLM1	7.15	11.99 %
SLM3	4.79	13.26 %
HSR2	2.02	5.16 %
EDP1	1.38	14.91 %
VKL1	1.31	11.21 %
WZWH	1.11	11.10 %
TCG1	0.92	5.22 %
KMM1	0.88	7.84 %
APN1	0.73	8.08 %
PDR1	0.68	6.33 %
EPI1	0.58	3.76 %
RSP1	0.48	3.72 %
BMD1	0.37	4.03 %
SLM2	0.34	1.17 %
SGG1	0.23	3.01 %
HRR1	0.19	2.72 %
SGI1	0.18	1.77 %
DPR2		0.00 %
WHKP	-0.15	11.14 %
Total	99.46	14.93 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	45.58	15.28 %
Fridge	40.06	17.64 %
Air-Cond	11.32	3.20 %
Oven	1.32	16.00 %
Total	98.28	11.07 %

Branch *	MTD Sales L	Brand Share %
CH12	9.68	15.08 %
CH18	5.94	11.62 %
CH17	5.75	13.69 %
CH24	5.07	10.27 %
CH34	4.80	13.36 %
CH06	1.90	6.17 %
CH33	1.46	4.70 %
CH41	1.43	4.40 %
CH20	1.40	3.02 %
CH09	1.40	4.65 %
CH36	1.01	7.35 %
UKI1	1.01	6.61 %
CH27	0.98	9.34 %
CH43	0.77	2.21 %
CH32	0.73	10.21 %
CH46	0.70	3.66 %
CH23	0.67	3.04 %
MJR1	0.65	1.76 %
CH31	0.27	1.92 %
CH01		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	98.28	11.07 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	40.27	24.58 %
Wash-Mac	38.90	20.85 %
Air-Cond	5.84	3.08 %
Total	85.01	15.68 %

Branch *	MTD Sales L	Brand Share %
NVL2	5.29	14.87 %
POY2	3.18	5.32 %
KML1	2.11	10.94 %
ULP1	1.55	6.28 %
TVM1	1.27	6.52 %
VCM1	0.47	2.19 %
STP1	0.36	5.25 %
Total	85.01	15.68 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	28.60	16.79 %
Wash-Mac	24.55	12.14 %
Air-Cond	2.06	1.46 %
Oven	0.52	12.75 %
Total	55.73	10.77 %

Branch *	MTD Sales L	Brand Share %
SBR1	5.95	13.77 %
TRL1	5.56	13.35 %
TRR1	4.12	12.18 %
AKM1	3.51	13.72 %
VEL2	3.48	6.50 %
ARC2	2.63	10.65 %
VEL1	1.27	5.20 %
PLR1	0.95	11.50 %
VNB1	0.84	6.56 %
PTU1	0.81	10.78 %
VSI1	0.78	3.33 %
CPT1	0.66	6.40 %
UGI1	0.62	7.91 %
SLG1	0.31	2.82 %
KPM1	0.28	1.38 %
WJD1	0.25	1.52 %
ANI1	0.24	1.96 %
BGR1		0.00 %
GDM1		0.00 %
WJP1		0.00 %
Total	55.73	10.77 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	7.71	32.00 %
Wash-Mac	4.51	21.88 %
Air-Cond	0.32	1.75 %
Oven	0.23	31.14 %
Total	12.77	20.02 %

Branch *	MTD Sales L	Brand Share %
TVP1	5.28	12.80 %
TVSD		0.00 %
Total	12.77	20.02 %