

MTD Sales
2,078.38 L

Brand Share %
16.19 %

Information:

MTD : 01-10-2025 To 30-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **16.19 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	1,075.68	24.01 %
Wash-Mac	796.72	16.97 %
Air-Cond	196.31	5.47 %
Oven	9.68	12.88 %
Total	2,078.38	16.19 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	356.52	18.73 %
SOUTH-01	341.81	15.37 %
WEST-02	244.93	15.59 %
CHENNAI-01	244.65	15.43 %
TRICHY-01	238.62	16.88 %
WEST-01	234.37	20.65 %
CHENNAI-02	156.27	12.36 %
SOUTH ARCOT	143.37	17.06 %
NORTH ARCOT	95.25	11.74 %
KL-SOUTH	22.59	25.73 %
Total	2,078.38	16.19 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	192.99	26.47 %
Wash-Mac	139.90	20.00 %
Air-Cond	22.31	4.80 %
Oven	1.32	13.74 %
Total	356.52	18.73 %

Branch *	MTD Sales L	Brand Share %
DGL1	29.32	15.95 %
MDU6	14.02	12.76 %
TMM1	7.77	11.68 %
KYK1	3.79	14.50 %
BNR1	2.89	11.03 %
MDU4	2.49	6.39 %
TDI1	0.87	4.64 %
MLR1	0.76	2.68 %
TPT1	0.74	2.17 %
PNI1	0.70	3.64 %
KKD2	0.60	5.64 %
SGP1	0.58	3.81 %
PKM1	0.15	0.78 %
Total	356.52	18.73 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	186.86	25.51 %
Wash-Mac	125.24	16.53 %
Air-Cond	28.01	3.89 %
Oven	1.70	13.74 %
Total	341.81	15.37 %

Branch *	MTD Sales L	Brand Share %
TUT1	42.16	14.64 %
KVT1	14.61	12.68 %
TUT2	12.62	12.02 %
MAR1	7.03	15.24 %
TKS2	6.95	8.53 %
APK1	5.63	11.36 %
TKY1	3.80	11.00 %
VNR1	3.28	10.62 %
APK2	3.24	8.07 %
ARM1	2.75	9.30 %
SNL1	2.50	6.57 %
S2SD	2.39	14.09 %
KGL1	2.39	11.34 %
VKM1	2.22	8.05 %
SVK1	1.56	2.25 %
TYI1	1.50	4.65 %
KYR1	0.84	3.07 %
KSM1	0.76	5.92 %
PDI1	0.30	0.94 %
Total	341.81	15.37 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	138.51	21.64 %
Wash-Mac	100.10	14.29 %
Air-Cond	5.91	2.65 %
Oven	0.41	5.38 %
Total	244.93	15.59 %

Branch *	MTD Sales L	Brand Share %
HSR2	12.64	16.08 %
SLM3	9.21	11.85 %
MTR1	7.93	14.56 %
EDP1	3.27	15.31 %
VKL1	2.73	10.51 %
TCG1	2.30	5.45 %
PDR1	1.25	5.11 %
RSP1	1.18	2.28 %
APN1	1.12	4.68 %
SLM2	1.05	1.58 %
SGG1	0.83	3.56 %
KMM1	0.83	3.42 %
EPI1	0.82	1.93 %
WZWH	0.74	7.79 %
HRR1	0.46	2.04 %
DPR2	0.40	2.19 %
SGI1	0.30	1.13 %
BMD1	0.12	0.52 %
Total	244.93	15.59 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	112.42	23.48 %
Wash-Mac	90.50	17.06 %
Air-Cond	40.49	7.15 %
Oven	1.24	11.66 %
Total	244.65	15.43 %

Branch *	MTD Sales L	Brand Share %
CH08	18.39	15.43 %
CH14	18.25	16.00 %
CH16	16.82	13.38 %
CH42	13.36	15.03 %
CH30	7.59	13.80 %
CH07	7.55	11.42 %
CZWH	5.28	11.28 %
SKL1	4.59	10.28 %
CH38	3.92	11.86 %
CH35	3.85	10.26 %
TKM1	1.45	6.10 %
CH11	0.75	1.59 %
CH29	0.73	7.56 %
GUD2	0.29	0.83 %
CH26	0.18	1.97 %
CH37	0.16	0.51 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-2.29	12.65 %
Total	244.65	15.43 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	120.61	24.65 %
Wash-Mac	90.61	20.66 %
Air-Cond	26.20	5.48 %
Oven	1.20	16.71 %
Total	238.62	16.88 %

Branch *	MTD Sales L	Brand Share %
MDI1	7.33	13.78 %
KIK1	5.60	13.46 %
JKM1	2.82	7.46 %
PTK1	2.81	5.23 %
TVR1	1.72	7.37 %
TYR1	1.40	2.82 %
TRY2	1.39	3.25 %
KRN1	1.11	4.73 %
NMM1	0.89	4.79 %
NCK1	0.77	5.11 %
NGT1	0.70	1.72 %
PDK1	0.47	1.28 %
PBR1	0.14	0.43 %
WTRZ	-0.50	9.66 %
Total	238.62	16.88 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	116.52	26.91 %
Wash-Mac	97.28	18.53 %
Air-Cond	18.69	11.07 %
Oven	1.88	22.77 %
Total	234.37	20.65 %

Branch *	MTD Sales L	Brand Share %
CBE2	31.51	15.94 %
PLI1	7.27	13.54 %
SNR1	4.48	12.73 %
UMP1	4.15	14.63 %
CBE5	3.25	15.04 %
GDR1	2.31	12.50 %
KMD1	2.23	9.13 %
PPI1	2.17	8.41 %
KGI1	1.23	9.29 %
ANR1	1.15	11.01 %
KGM1	0.47	1.95 %
WHCB	-0.49	11.82 %
Total	234.37	20.65 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	79.17	21.35 %
Wash-Mac	52.46	12.18 %
Air-Cond	23.30	5.13 %
Oven	1.34	14.38 %
Total	156.27	12.36 %

Branch *	MTD Sales L	Brand Share %
CH21	10.95	16.12 %
CH34	6.47	12.21 %
CH24	6.32	11.02 %
CH06	5.06	7.14 %
CH09	4.00	8.19 %
CH43	1.65	2.77 %
CH41	1.54	3.35 %
CH20	1.09	2.08 %
CH31	1.08	5.76 %
CH33	1.01	2.26 %
CH23	0.84	4.13 %
CH46	0.73	2.48 %
MJR1	0.60	1.08 %
UKI1	0.59	1.68 %
CH36	0.53	2.98 %
CH27	0.42	2.31 %
CH32	0.38	6.43 %
CH01	0.24	8.57 %
PON1	0.23	0.95 %
MC05		0.00 %
Total	156.27	12.36 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	70.10	23.43 %
Wash-Mac	57.14	20.30 %
Air-Cond	16.13	6.30 %
Total	143.37	17.06 %

Branch *	MTD Sales L	Brand Share %
POY1	11.12	11.35 %
POY2	7.32	8.82 %
VPM2	6.56	14.71 %
TDM1	4.84	14.20 %
KML1	3.43	14.61 %
MKM1	1.82	8.33 %
STP1	1.71	10.83 %
VCM1	1.37	6.52 %
TVM1	0.69	4.82 %
Total	143.37	17.06 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	43.61	16.02 %
Wash-Mac	37.93	12.21 %
Air-Cond	13.56	6.06 %
Oven	0.15	3.08 %
Total	95.25	11.74 %

Branch *	MTD Sales L	Brand Share %
SBR1	6.24	12.28 %
AKM1	5.01	11.39 %
TRR1	4.64	9.64 %
ABR1	3.83	13.72 %
VNB1	2.87	10.44 %
PLR1	2.56	13.64 %
VEL2	2.30	4.52 %
BGR1	1.57	9.24 %
VEL1	1.19	3.20 %
VSI1	1.09	3.60 %
KPM1	0.61	1.82 %
CPT1	0.59	3.23 %
SLG1	0.50	2.41 %
PTU1	0.44	5.95 %
GDM1	0.38	2.00 %
WJD1	0.32	1.19 %
ANI1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	95.25	11.74 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	14.89	41.26 %
Wash-Mac	5.55	28.07 %
Air-Cond	1.71	5.58 %
Oven	0.45	32.93 %
Total	22.59	25.73 %

Branch *	MTD Sales L	Brand Share %
WTVP		0.00 %
Total	22.59	25.73 %