

MTD Sales
1,062.50 L

Brand Share %
14.03 %

Information:

MTD : 01-11-2025 To 30-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.03 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	536.81	18.85 %
Fridge	515.76	21.98 %
Air-Cond	9.93	0.42 %
Total	1,062.50	14.03 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	169.00	14.13 %
SOUTH-03	149.58	16.19 %
CHENNAI-01	139.05	12.05 %
CHENNAI-02	124.16	13.25 %
TRICHY-01	121.94	14.09 %
WEST-02	104.72	14.66 %
WEST-01	101.46	16.49 %
NORTH ARCOT	81.25	14.90 %
SOUTH ARCOT	60.39	10.85 %
KL-SOUTH	10.94	16.39 %
Total	1,062.50	14.03 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	88.24	19.70 %
Fridge	77.87	20.45 %
Air-Cond	2.89	0.79 %
Total	169.00	14.13 %

Branch *	MTD Sales L	Brand Share %
TUT2	7.47	13.50 %
TVL1	6.60	5.53 %
RPM1	6.26	11.56 %
TKS2	5.14	8.06 %
RND1	4.06	10.73 %
NGR1	3.63	5.28 %
TKS1	3.56	10.18 %
MAR1	3.55	8.97 %
PKD1	3.16	11.06 %
VNR1	2.41	13.62 %
VLY1	1.85	5.95 %
ARM1	1.51	12.13 %
COL1	0.61	9.07 %
TVL2	0.47	4.59 %
TKY1	0.31	2.52 %
KGL1	0.14	1.39 %
SGT1	0.09	1.09 %
WHTV	-0.46	5.93 %
Total	169.00	14.13 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	76.40	20.94 %
Fridge	72.07	23.82 %
Air-Cond	1.11	0.43 %
Total	149.58	16.19 %

Branch *	MTD Sales L	Brand Share %
MDU2	8.96	13.85 %
MDU3	4.67	9.28 %
ATG1	4.27	10.68 %
KRR1	2.18	8.66 %
PNV2	1.42	7.10 %
PVI1	1.41	6.74 %
NKI1	0.67	6.83 %
KYK1	0.63	5.53 %
KPT1	0.52	6.45 %
ODM1	0.39	4.64 %
MNM1	0.33	3.26 %
CMR1	0.30	3.77 %
BTU1	0.12	1.48 %
Total	149.58	16.19 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	76.79	18.78 %
Fridge	60.97	18.48 %
Air-Cond	1.28	0.31 %
Total	139.05	12.05 %

Branch *	MTD Sales L	Brand Share %
CH16	11.29	12.23 %
CH05	7.76	9.51 %
CH42	7.71	9.24 %
CH14	6.57	12.13 %
GUD1	6.16	12.51 %
CH28	6.02	10.08 %
CH08	5.94	8.44 %
CH45	5.17	12.23 %
AVD1	4.79	10.63 %
CH19	4.47	6.69 %
CH22	4.19	10.75 %
MRM1	3.81	12.38 %
CH30	2.89	7.36 %
CH07	2.53	4.46 %
CH39	2.49	10.02 %
TKM1	1.57	10.33 %
KNR1	1.54	10.68 %
CH48	1.10	2.17 %
CGL1	0.39	1.80 %
CH29	0.29	5.56 %
CH40		0.00 %
MC09		0.00 %
WCHN	-1.71	11.53 %
Total	139.05	12.05 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	72.87	23.29 %
Fridge	51.02	21.45 %
Air-Cond	0.26	0.07 %
Total	124.16	13.25 %

Branch *	MTD Sales L	Brand Share %
CH15	11.54	9.54 %
CH12	9.02	13.41 %
CH24	6.38	12.70 %
CH18	6.09	11.41 %
CH17	6.03	11.83 %
CH20	5.85	10.44 %
CH06	4.38	13.99 %
CH34	3.61	9.95 %
CH43	3.24	9.06 %
CH21	3.18	7.94 %
CH44	2.99	11.28 %
CH46	2.73	14.01 %
CH09	1.69	5.52 %
UKI1	1.39	8.25 %
CH32	1.08	10.76 %
CH23	0.63	2.55 %
CH36	0.62	4.54 %
CH01		0.00 %
Total	124.16	13.25 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	69.85	27.77 %
Wash-Mac	49.81	17.74 %
Air-Cond	2.28	0.68 %
Total	121.94	14.09 %

Branch *	MTD Sales L	Brand Share %
PBR2	8.96	11.37 %
MVM1	6.67	13.82 %
TNJ2	4.67	13.90 %
KUM1	4.33	8.19 %
TVR2	3.42	7.33 %
MDI1	3.32	10.81 %
KIK1	2.63	11.15 %
TRY2	2.32	9.00 %
PTK1	2.18	6.40 %
TTP1	1.84	11.33 %
NMM1	1.53	12.25 %
NGT1	1.45	5.31 %
PBR1	0.79	5.36 %
Total	121.94	14.09 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	55.56	22.16 %
Wash-Mac	49.16	15.67 %
Total	104.72	14.66 %

Branch *	MTD Sales L	Brand Share %
ERD1	5.54	12.40 %
SLM3	4.43	11.31 %
SLM2	3.45	10.96 %
HSR1	3.12	10.43 %
TCG1	2.42	13.43 %
RSP1	1.82	13.31 %
VKL1	1.43	11.08 %
DPR2	1.40	7.36 %
PMP1	0.99	7.64 %
NKL2	0.91	2.68 %
CMI1	0.50	4.19 %
MCR1	0.32	1.39 %
KMM1	0.30	2.41 %
SGG1	0.30	3.70 %
HRR1	0.29	4.08 %
DPR1		0.00 %
SGI1		0.00 %
Total	104.72	14.66 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	56.65	19.55 %
Fridge	44.08	20.14 %
Air-Cond	0.73	0.68 %
Total	101.46	16.49 %

Branch *	MTD Sales L	Brand Share %
KMR1	4.07	11.67 %
TPR2	3.84	12.41 %
CBE4	3.58	11.10 %
AVI1	2.51	13.32 %
CBE6	2.41	9.41 %
PDM1	1.58	12.12 %
DPM2	1.38	7.26 %
CBE5	1.00	8.08 %
SYM2	0.87	8.15 %
SUL1	0.78	3.74 %
CNR1	0.58	7.28 %
ANR1	0.39	8.49 %
TPR4	0.10	0.99 %
WHCB	-0.42	9.72 %
Total	101.46	16.49 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	42.83	23.82 %
Wash-Mac	37.65	17.62 %
Air-Cond	0.77	0.51 %
Total	81.25	14.90 %

Branch *	MTD Sales L	Brand Share %
VEL2	7.20	12.88 %
KPM2	6.47	11.58 %
SBR1	5.91	13.01 %
VEL1	3.46	13.33 %
VSI1	3.13	13.34 %
TRR1	2.57	7.16 %
KPM1	2.50	11.65 %
TRT1	1.62	10.02 %
PTU1	0.38	5.11 %
UGI1	0.13	1.48 %
PLR1	0.11	1.24 %
BGR1	0.10	1.21 %
CGM1		0.00 %
VNB1	-0.02	-0.15 %
Total	81.25	14.90 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	34.30	20.32 %
Wash-Mac	25.48	13.25 %
Air-Cond	0.61	0.31 %
Total	60.39	10.85 %

Branch *	MTD Sales L	Brand Share %
POY1	7.82	10.63 %
CUD1	6.17	12.20 %
NVL2	2.48	6.86 %
TDM1	2.47	10.82 %
TRK1	2.44	9.42 %
TVM1	2.44	12.39 %
SJI2	2.41	11.63 %
VPM2	2.22	6.88 %
KKI2	2.06	6.46 %
POY2	1.60	2.62 %
PRT1	1.52	6.68 %
VPM1	0.74	12.96 %
TVM2	0.27	2.29 %
VCM1	0.12	0.53 %
WHUT	-0.14	4.33 %
Total	60.39	10.85 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	7.19	28.37 %
Wash-Mac	3.75	16.90 %
Total	10.94	16.39 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.41	3.73 %
WTVP		0.00 %
Total	10.94	16.39 %