

MTD Sales
85.66 L

Brand Share %
14.82 %

Information:

MTD : 01-11-2025 To 03-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.82 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	43.75	19.70 %
Fridge	40.68	21.59 %
Air-Cond	1.24	0.74 %
Total	85.66	14.82 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	14.12	15.42 %
CHENNAI-02	12.28	18.48 %
CHENNAI-01	9.95	9.83 %
SOUTH-03	9.37	14.22 %
TRICHY-01	9.14	14.20 %
WEST-01	8.50	16.34 %
WEST-02	8.36	16.08 %
NORTH ARCOT	7.22	17.48 %
SOUTH ARCOT	4.25	11.21 %
KL-SOUTH	2.47	46.57 %
Total	85.66	14.82 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	8.13	20.10 %
Fridge	5.78	20.73 %
Air-Cond	0.21	0.92 %
Total	14.12	15.42 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.24	9.66 %
RND1	0.59	12.22 %
NGR1	0.44	9.58 %
APK1	0.30	11.77 %
PKD1	0.25	8.72 %
TCN1	0.23	13.95 %
KYR1	0.19	11.91 %
MAR1	0.18	7.49 %
VLY1	0.18	7.10 %
RPM1	0.12	4.09 %
TVL1	0.10	1.89 %
APK2		0.00 %
COL1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
SGT1		0.00 %
SKD1		0.00 %
TKY1		0.00 %
VNR1		0.00 %
Total	14.12	15.42 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	7.00	30.59 %
Fridge	5.28	25.67 %
Total	12.28	18.48 %

Branch *	MTD Sales L	Brand Share %
CH18	0.55	9.97 %
CH21	0.41	14.82 %
CH24	0.13	2.46 %
CH44	0.12	4.23 %
PON1	0.12	8.62 %
CH17	0.11	4.49 %
CH43	0.06	2.94 %
CH23	0.03	2.40 %
CH36		0.00 %
Total	12.28	18.48 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	7.83	22.04 %
Fridge	2.13	8.44 %
Total	9.95	9.83 %

Branch *	MTD Sales L	Brand Share %
CH16	0.97	8.90 %
CH05	0.78	9.13 %
CH14	0.66	13.24 %
CH07	0.48	9.68 %
CH28	0.43	8.44 %
CH39	0.36	10.22 %
AVD1	0.29	7.27 %
CH19	0.24	4.39 %
CH45	0.24	5.08 %
KNR1	0.21	6.63 %
CH30	0.21	10.89 %
CH08	0.15	2.89 %
CH22	0.14	6.42 %
CH35	0.10	3.32 %
CGL1		0.00 %
CH26		0.00 %
CH29		0.00 %
CH40		0.00 %
GUD2		0.00 %
SKL1		0.00 %
TKM1	-0.09	-6.97 %
CH48	-0.14	-2.30 %
CH42	-0.29	-3.67 %
Total	9.95	9.83 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	5.08	22.45 %
Wash-Mac	4.29	15.20 %
Total	9.37	14.22 %

Branch *	MTD Sales L	Brand Share %
MDU6	0.70	9.55 %
TPT1	0.27	13.34 %
MDU2	0.26	5.69 %
TEN1	0.16	14.68 %
KRR1	0.09	11.84 %
MPA1	0.08	6.19 %
BNR1		0.00 %
BTU1		0.00 %
CMR1		0.00 %
KPT1		0.00 %
MNM1		0.00 %
NKI1		0.00 %
ODM1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
WHMD		0.00 %
MDU1	-0.02	-0.25 %
MDU4	-0.02	-1.39 %
TMM1	-0.05	-3.38 %
Total	9.37	14.22 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	4.76	30.77 %
Wash-Mac	3.63	17.81 %
Air-Cond	0.76	2.67 %
Total	9.14	14.20 %

Branch *	MTD Sales L	Brand Share %
TNJ1	0.86	13.77 %
TRY3	0.62	12.03 %
TRY2	0.54	11.99 %
TVR2	0.33	13.10 %
TNJ2	0.25	11.22 %
AYR1	0.25	11.90 %
PBR2	0.19	4.49 %
TTP1	0.13	14.60 %
MSI1	0.12	10.13 %
MDI1	0.10	4.50 %
KIK1		0.00 %
NCK1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
PTK1		0.00 %
TVR1		0.00 %
WTRZ		0.00 %
Total	9.14	14.20 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	4.50	17.08 %
Fridge	4.01	20.41 %
Total	8.50	16.34 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.24	14.54 %
KMR1	0.44	11.22 %
CBE4	0.31	6.95 %
PDM1	0.20	10.17 %
SNR1	0.18	4.17 %
TPR2	0.18	9.99 %
UMP1	0.15	8.77 %
UAM1	0.12	6.67 %
CBE5	0.09	11.59 %
SUL1	0.09	4.30 %
CNR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
Total	8.50	16.34 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	5.28	20.55 %
Wash-Mac	3.07	16.30 %
Total	8.36	16.08 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.99	13.60 %
ERD1	0.53	13.64 %
SLM1	0.44	11.89 %
KRI1	0.20	13.55 %
ATU1	0.18	13.07 %
NKL2	0.18	5.37 %
VPD1	0.18	13.60 %
SLM2	0.12	8.30 %
KMM1	0.09	12.69 %
CMI1		0.00 %
DPR1		0.00 %
DPR2		0.00 %
HRR1		0.00 %
HSR1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
VKL1		0.00 %
WHKP		0.00 %
Total	8.36	16.08 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	3.84	24.80 %
Wash-Mac	3.12	19.11 %
Air-Cond	0.26	2.76 %
Total	7.22	17.48 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.42	10.36 %
KPM2	0.37	8.91 %
AKM1	0.21	12.54 %
KPM1	0.10	6.35 %
VSI1	0.01	0.59 %
BGR1		0.00 %
CGM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VNB1	-0.19	-80.92 %
Total	7.22	17.48 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	2.79	20.85 %
Wash-Mac	1.46	12.89 %
Total	4.25	11.21 %

Branch *	MTD Sales L	Brand Share %
KKI2	0.30	6.71 %
CUD1	0.26	8.23 %
PRT1	0.16	5.88 %
KML1		0.00 %
POY1		0.00 %
POY2		0.00 %
SJI2		0.00 %
TDM1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
VPM1		0.00 %
WHUT		0.00 %
Total	4.25	11.21 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	1.73	69.15 %
Wash-Mac	0.74	40.55 %
Total	2.47	46.57 %

Branch *	MTD Sales L	Brand Share %
Total	2.47	46.57 %