

MTD Sales
94.05 L

Brand Share %
14.47 %

Information:

MTD : 01-11-2025 To 04-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.47 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	47.76	19.55 %
Fridge	45.05	21.38 %
Air-Cond	1.24	0.64 %
Total	94.05	14.47 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	16.39	15.70 %
CHENNAI-02	12.72	17.37 %
CHENNAI-01	11.01	9.90 %
SOUTH-03	10.38	13.19 %
TRICHY-01	9.73	13.37 %
WEST-01	9.64	15.76 %
WEST-02	9.43	16.89 %
NORTH ARCOT	8.00	17.62 %
SOUTH ARCOT	4.08	10.02 %
KL-SOUTH	2.67	42.52 %
Total	94.05	14.47 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	8.97	20.34 %
Fridge	7.20	22.09 %
Air-Cond	0.21	0.77 %
Total	16.39	15.70 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.55	10.33 %
NGR1	0.44	7.66 %
TKS1	0.32	13.90 %
PKD1	0.25	7.17 %
TCN1	0.23	11.31 %
RPM1	0.23	5.75 %
MAR1	0.18	7.04 %
VLY1	0.18	5.26 %
TVL2	0.12	8.93 %
TVL1	0.10	2.00 %
APK2		0.00 %
COL1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
SKD1		0.00 %
TKY1		0.00 %
VNR1		0.00 %
Total	16.39	15.70 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	7.51	30.23 %
Fridge	5.21	24.20 %
Total	12.72	17.37 %

Branch *	MTD Sales L	Brand Share %
CH18	0.55	9.71 %
CH21	0.41	14.02 %
CH24	0.36	5.71 %
CH44	0.30	8.20 %
PON1	0.12	11.06 %
CH17	0.11	4.17 %
CH43	0.06	3.23 %
CH23	0.03	2.40 %
CH36		0.00 %
Total	12.72	17.37 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	8.26	21.80 %
Fridge	2.75	10.26 %
Total	11.01	9.90 %

Branch *	MTD Sales L	Brand Share %
CH05	0.78	8.13 %
CH16	0.77	6.57 %
CH28	0.52	10.09 %
CH42	0.48	5.12 %
CH19	0.39	5.69 %
CH39	0.36	9.86 %
AVD1	0.29	6.88 %
CH07	0.28	5.59 %
CH45	0.24	5.25 %
KNR1	0.21	6.63 %
CH29	0.15	12.43 %
CH08	0.15	2.53 %
CH22	0.14	4.83 %
SKL1	0.10	4.45 %
CH35	0.10	2.88 %
CGL1		0.00 %
CH40		0.00 %
GUD2		0.00 %
MC09		0.00 %
CH30	-0.02	-1.37 %
TKM1	-0.09	-6.97 %
CH48	-0.14	-2.10 %
Total	11.01	9.90 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	5.44	20.08 %
Wash-Mac	4.95	15.22 %
Total	10.38	13.19 %

Branch *	MTD Sales L	Brand Share %
MDU6	1.03	12.24 %
TPT1	0.27	10.06 %
MDU2	0.26	5.07 %
TEN1	0.16	10.14 %
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 %
SZSD		0.00 %
WHMD		0.00 %
MDU1	-0.02	-0.21 %
MDU4	-0.02	-1.02 %
TMM1	-0.05	-1.94 %
Total	10.38	13.19 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	5.12	27.65 %
Wash-Mac	3.85	17.38 %
Air-Cond	0.76	2.37 %
Total	9.73	13.37 %

Branch *	MTD Sales L	Brand Share %
TNJ1	0.86	11.91 %
TRY3	0.62	11.41 %
TRY2	0.54	11.99 %
APM1	0.34	12.74 %
TVR2	0.33	8.97 %
TNJ2	0.25	11.22 %
AYR1	0.25	11.90 %
PBR2	0.19	3.75 %
MDI1	0.10	4.50 %
KIK1		0.00 %
NCK1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
PBR1		0.00 %
PTK1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	9.73	13.37 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	5.46	17.86 %
Fridge	4.18	19.40 %
Total	9.64	15.76 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.54	13.67 %
KMR1	0.44	9.75 %
CBE1	0.42	14.47 %
CBE4	0.31	6.51 %
SNR1	0.30	6.12 %
TPR2	0.18	9.99 %
UMP1	0.15	8.77 %
PPI1	0.13	11.72 %
UAM1	0.12	6.10 %
CBE5	0.09	11.59 %
SUL1	0.09	4.05 %
CNR1		0.00 %
DPM2		0.00 %
Total	9.64	15.76 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	6.34	22.22 %
Wash-Mac	3.09	15.54 %
Total	9.43	16.89 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.44	10.00 %
ERD1	0.37	9.98 %
KRI1	0.20	13.55 %
ATU1	0.18	13.07 %
NKL2	0.18	5.37 %
VPD1	0.18	12.25 %
KMM1	0.09	5.38 %
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 %
SGI1		0.00 %
VKL1		0.00 %
WHKP		0.00 %
EDP1	-0.07	-40.59 %
Total	9.43	16.89 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	4.46	25.58 %
Wash-Mac	3.28	18.36 %
Air-Cond	0.26	2.60 %
Total	8.00	17.62 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.58	12.23 %
KPM2	0.37	7.89 %
AKM1	0.21	12.54 %
KPM1	0.10	4.83 %
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 %
WHVL		0.00 %
VNB1	-0.19	-80.92 %
Total	8.00	17.62 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	2.63	18.78 %
Wash-Mac	1.46	11.71 %
Total	4.08	10.02 %

Branch *	MTD Sales L	Brand Share %
KKI2	0.44	9.12 %
CUD1	0.26	7.58 %
PRT1	0.16	5.46 %
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 %
NVL2	-0.23	-79.53 %
Total	4.08	10.02 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	1.73	62.96 %
Wash-Mac	0.93	46.25 %
Total	2.67	42.52 %

Branch *	MTD Sales L	Brand Share %
Total	2.67	42.52 %