

MTD Sales
153.75 L

Brand Share %
12.69 %

Information:

MTD : 01-12-2025 To 04-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **12.69 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	81.64	16.34 %
Fridge	70.29	18.31 %
Air-Cond	1.82	0.55 %
Total	153.75	12.69 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	23.63	11.39 %
SOUTH-03	22.55	14.30 %
TRICHY-01	22.00	13.81 %
WEST-02	17.99	12.80 %
WEST-01	16.74	16.51 %
CHENNAI-01	14.92	9.36 %
CHENNAI-02	14.00	13.47 %
SOUTH ARCOT	11.27	11.86 %
NORTH ARCOT	9.24	12.60 %
KL-SOUTH	1.42	10.55 %
Total	153.75	12.69 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	12.71	13.82 %
Fridge	10.92	18.50 %
Total	23.63	11.39 %

Branch *	MTD Sales L	Brand Share %
KVT1	1.23	8.19 %
VNR2	0.84	11.00 %
RPM1	0.75	7.00 %
TKS1	0.74	10.92 %
TUT2	0.72	6.15 %
RND1	0.62	10.00 %
TVL1	0.56	2.15 %
MAR1	0.50	11.57 %
SDI1	0.35	10.86 %
SNL1	0.28	8.31 %
TKS2	0.19	2.34 %
APK2	0.19	8.75 %
PKD1	0.18	4.17 %
ARM1	0.14	6.84 %
APK1	0.11	3.27 %
COL1	0.11	6.70 %
KGL1		0.00 %
MMT1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
TKY1		0.00 %
TVL2		0.00 %
NGR1		-0.04 %
Total	23.63	11.39 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	11.49	16.98 %
Fridge	10.79	18.72 %
Air-Cond	0.26	0.81 %
Total	22.55	14.30 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.05	12.31 %
MDU2	1.02	6.98 %
MDU6	0.83	9.14 %
ATG1	0.52	9.17 %
DGL2	0.43	10.83 %
MDU5	0.25	10.82 %
KPT1	0.12	7.19 %
TDI1	0.12	11.93 %
KYK1	0.12	4.56 %
PVI1	0.12	10.81 %
PKM1	0.10	12.35 %
NKI1	0.09	6.01 %
BTU1		0.00 %
CMR1		0.00 %
MNM1		0.00 %
ODM1		0.00 %
PNV2		0.00 %
SZSD		0.00 %
USL1		0.00 %
TEN2	-0.41	-9.39 %
Total	22.55	14.30 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	12.41	22.13 %
Wash-Mac	9.59	16.81 %
Total	22.00	13.81 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.94	11.59 %
PBR2	1.29	11.02 %
MVM1	1.11	11.62 %
PTK1	0.81	9.07 %
KUM1	0.78	8.18 %
TRY2	0.68	12.28 %
MDI1	0.62	11.10 %
TYR1	0.58	11.66 %
TVR2	0.54	7.76 %
PDK1	0.42	9.41 %
TRY4	0.24	3.55 %
TTP1	0.19	9.84 %
NGT1	0.09	1.51 %
TVR1		0.00 %
WTRZ		0.00 %
Total	22.00	13.81 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	10.52	15.21 %
Fridge	7.47	16.74 %
Total	17.99	12.80 %

Branch *	MTD Sales L	Brand Share %
HSR2	1.25	9.16 %
ERD1	1.17	12.31 %
HSR1	0.63	8.98 %
SLM2	0.46	6.47 %
SLM3	0.43	8.79 %
RSP1	0.34	11.69 %
KMM1	0.32	12.35 %
DPR2	0.28	7.96 %
ATU1	0.26	3.37 %
PLC1	0.22	5.56 %
APN1	0.15	11.39 %
CMI1		0.00 %
DPR1		0.00 %
HRR1		0.00 %
MCR1		0.00 %
NKL2		0.00 %
SGG1		0.00 %
SGI1		0.00 %
VKL1		0.00 %
WHPD		0.00 %
Total	17.99	12.80 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	8.47	18.00 %
Fridge	7.99	21.52 %
Air-Cond	0.29	1.69 %
Total	16.74	16.51 %

Branch *	MTD Sales L	Brand Share %
CBE1	0.72	11.56 %
KMR1	0.57	9.67 %
CBE4	0.45	7.54 %
CBE6	0.30	8.43 %
GBM1	0.30	12.37 %
TPR2	0.26	6.28 %
UAM1	0.23	8.51 %
SUL1	0.23	8.83 %
PLI1	0.19	5.12 %
AVI1	0.18	4.99 %
CBE5	0.18	10.45 %
GDR1	0.11	11.57 %
TPR1	0.10	3.22 %
ANR1	0.01	2.99 %
TPR3		0.00 %
TPR4		0.00 %
Total	16.74	16.51 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	8.97	14.38 %
Fridge	5.70	12.98 %
Air-Cond	0.25	0.48 %
Total	14.92	9.36 %

Branch *	MTD Sales L	Brand Share %
CH45	0.93	10.47 %
CH42	0.62	4.16 %
CH28	0.61	10.30 %
CH07	0.59	9.80 %
CH19	0.56	3.82 %
CH30	0.52	10.16 %
CH05	0.50	4.52 %
AVD1	0.49	12.03 %
GUD2	0.28	7.39 %
KNR1	0.13	5.50 %
CH38	0.12	6.08 %
CGL1	0.09	2.78 %
CH08		0.00 %
CH29		0.00 %
CH39		0.00 %
CH48		0.00 %
CZWH		0.00 %
MRM1		0.00 %
WHC3		0.00 %
Total	14.92	9.36 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	7.67	22.16 %
Fridge	6.32	21.35 %
Total	14.00	13.47 %

Branch *	MTD Sales L	Brand Share %
CH03	0.90	8.86 %
CH17	0.61	10.47 %
CH33	0.51	11.57 %
CH24	0.40	9.08 %
CH34	0.31	7.46 %
CH21	0.29	1.99 %
CH09	0.26	4.29 %
CH36	0.12	8.09 %
CH20		0.00 %
CH23		0.00 %
CH32		0.00 %
Total	14.00	13.47 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	5.16	16.60 %
Wash-Mac	5.11	14.78 %
Air-Cond	1.01	3.43 %
Total	11.27	11.86 %

Branch *	MTD Sales L	Brand Share %
POY1	0.84	8.80 %
KKI2	0.55	8.09 %
NVL2	0.54	9.42 %
CUD1	0.42	4.81 %
SJI2	0.36	9.02 %
KML1	0.20	3.80 %
VPM1	0.19	8.62 %
STP1	0.15	9.94 %
PRT1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
VPM2		0.00 %
WHUT		0.00 %
Total	11.27	11.86 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	6.27	19.87 %
Fridge	2.97	14.11 %
Total	9.24	12.60 %

Branch *	MTD Sales L	Brand Share %
AKM1	0.48	7.23 %
VEL2	0.47	9.43 %
SBR1	0.38	8.75 %
ARC2	0.31	10.96 %
KPM1	0.30	10.49 %
ABR1	0.24	9.01 %
TRT1	0.11	2.70 %
VSI1	0.11	4.15 %
TRR1	0.08	2.25 %
BGR1		0.00 %
CGM1		0.00 %
PLR1		0.00 %
UGI1		0.00 %
VNB1		0.00 %
Total	9.24	12.60 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.86	22.97 %
Fridge	0.56	15.16 %
Total	1.42	10.55 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.71	8.93 %
KLR1	0.37	9.23 %
Total	1.42	10.55 %