

MTD Sales
284.65 L

Brand Share %
13.81 %

Information:

MTD : 01-11-2025 To 05-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.81 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	140.62	22.87 %
Wash-Mac	140.30	18.53 %
Air-Cond	3.73	0.54 %
Total	284.65	13.81 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	43.89	15.17 %
TRICHY-01	39.45	13.70 %
SOUTH-03	36.10	14.97 %
CHENNAI-02	35.09	14.49 %
WEST-01	30.53	17.13 %
WEST-02	29.56	14.93 %
CHENNAI-01	27.56	9.81 %
NORTH ARCOT	20.11	15.08 %
SOUTH ARCOT	17.85	9.51 %
KL-SOUTH	4.52	20.84 %
Total	284.65	13.81 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	22.12	24.35 %
Wash-Mac	21.09	19.43 %
Air-Cond	0.67	0.75 %
Total	43.89	15.17 %

Branch *	MTD Sales L	Brand Share %
RND1	1.59	13.42 %
SVK1	1.32	13.38 %
TVL1	1.19	4.29 %
TKS2	1.19	13.43 %
APK1	0.90	10.33 %
MAR1	0.87	8.48 %
RPM1	0.84	6.22 %
TKS1	0.79	9.99 %
NGR1	0.68	4.13 %
APK2	0.56	9.48 %
ARM1	0.47	12.95 %
PKD1	0.43	5.43 %
VLY1	0.39	5.21 %
TVL2	0.24	4.64 %
TKY1	0.15	7.44 %
COL1		0.00 %
KGL1		0.00 %
SGT1		0.00 %
WHTV		0.00 %
Total	43.89	15.17 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	20.45	27.50 %
Wash-Mac	17.23	20.20 %
Air-Cond	1.77	1.38 %
Total	39.45	13.70 %

Branch *	MTD Sales L	Brand Share %
PBR2	2.68	12.13 %
TN11	2.06	11.62 %
TVR2	1.44	8.72 %
KUM1	1.00	5.92 %
PTK1	0.96	8.79 %
AYR1	0.95	13.56 %
KIK1	0.86	8.74 %
MDI1	0.83	6.95 %
TRY2	0.73	7.97 %
NMM1	0.66	11.86 %
MSI1	0.55	13.79 %
APM1	0.53	10.95 %
KRN1	0.30	13.52 %
TTP1	0.28	4.73 %
NGT1	0.28	4.23 %
PBR1	0.15	3.76 %
TZSD		0.00 %
WTRZ		0.00 %
Total	39.45	13.70 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	19.92	26.42 %
Wash-Mac	15.91	17.66 %
Air-Cond	0.26	0.35 %
Total	36.10	14.97 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.47	11.88 %
KKD3	2.76	12.68 %
MDU6	1.85	11.76 %
MDU2	1.44	7.73 %
ATG1	1.28	11.15 %
TMM1	0.92	12.85 %
MPA1	0.59	10.64 %
KRR1	0.53	9.60 %
MDU4	0.45	7.38 %
MDU5	0.44	9.01 %
SGP1	0.42	12.54 %
TEN2	0.41	9.85 %
PNI1	0.41	13.04 %
MLR1	0.36	10.17 %
PVI1	0.24	6.11 %
NKI1	0.18	8.44 %
BNR1	0.15	6.89 %
CMR1	0.13	5.02 %
TDI1	0.10	6.99 %
KPT1	0.07	4.09 %
BTU1		0.00 %
MNM1		0.00 %
ODM1		0.00 %
Total	36.10	14.97 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	19.65	23.35 %
Fridge	15.17	22.45 %
Air-Cond	0.26	0.29 %
Total	35.09	14.49 %

Branch *	MTD Sales L	Brand Share %
CH03	3.22	13.21 %
CH12	1.53	11.88 %
CH20	1.41	9.77 %
CH18	1.32	8.81 %
CH24	1.26	8.31 %
CH09	0.86	12.42 %
CH21	0.78	6.76 %
CH43	0.70	12.40 %
CH44	0.64	8.56 %
CH23	0.35	5.29 %
CH32	0.23	10.24 %
CH36	0.22	4.11 %
Total	35.09	14.49 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	16.01	19.31 %
Fridge	14.01	21.78 %
Air-Cond	0.51	1.63 %
Total	30.53	17.13 %

Branch *	MTD Sales L	Brand Share %
TPR2	0.88	10.86 %
CBE1	0.81	13.33 %
CBE6	0.78	8.23 %
UMP1	0.69	11.33 %
KMR1	0.65	8.60 %
UAM1	0.55	11.93 %
CBE4	0.52	5.03 %
DPM2	0.37	7.63 %
TPR4	0.29	10.84 %
SUL1	0.18	2.76 %
CNR1	0.09	2.79 %
CBE5	0.09	2.87 %
SYM2	0.09	5.16 %
WZSD		0.00 %
Total	30.53	17.13 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	15.41	21.38 %
Wash-Mac	14.15	15.41 %
Total	29.56	14.93 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.56	11.93 %
ERD2	2.42	12.71 %
ERD1	1.38	10.13 %
ATU1	0.93	11.64 %
HSR1	0.62	7.40 %
PMP1	0.52	13.81 %
KRI1	0.39	11.60 %
PLC1	0.34	10.57 %
NKL2	0.27	2.53 %
VKL1	0.09	3.01 %
KMM1	0.09	2.94 %
CMI1		0.00 %
DPR1		0.00 %
DPR2		0.00 %
HRR1		0.00 %
MCR1		0.00 %
SGI1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	29.56	14.93 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	16.99	18.21 %
Fridge	10.58	14.89 %
Total	27.56	9.81 %

Branch *	MTD Sales L	Brand Share %
CH16	2.26	10.12 %
CH08	2.21	12.59 %
CH14	1.96	13.24 %
CH42	1.64	6.43 %
CH22	1.05	10.50 %
CH05	0.96	3.88 %
CH39	0.88	10.72 %
CH19	0.71	5.38 %
CH30	0.70	9.30 %
CH07	0.70	4.99 %
CH28	0.65	4.02 %
AVD1	0.57	4.94 %
CH45	0.54	5.17 %
KNR1	0.53	8.09 %
CH35	0.35	6.10 %
CH29	0.15	12.43 %
TKM1	0.06	1.67 %
CH48	0.01	0.08 %
CGL1		0.00 %
CH40		0.00 %
MC09		0.00 %
Total	27.56	9.81 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	10.19	24.36 %
Wash-Mac	9.66	17.77 %
Air-Cond	0.26	0.71 %
Total	20.11	15.08 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.15	10.24 %
SBR1	0.73	8.30 %
KPM1	0.58	6.81 %
VEL1	0.47	5.70 %
TRR1	0.39	4.77 %
TRT1	0.33	6.68 %
VSI1	0.32	8.88 %
BGR1		0.00 %
CGM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
VNB1	-0.19	-7.53 %
Total	20.11	15.08 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	9.88	20.41 %
Wash-Mac	7.96	13.62 %
Total	17.85	9.51 %

Branch *	MTD Sales L	Brand Share %
POY1	1.68	6.94 %
VPM2	1.30	13.13 %
CUD1	1.26	8.05 %
TDM1	0.65	9.02 %
KKI2	0.57	5.00 %
NVL2	0.45	4.45 %
POY2	0.30	1.14 %
PRT1	0.29	3.32 %
SJI2	0.26	3.21 %
VCM1	0.12	1.41 %
VPM1	0.12	11.13 %
TVM2		0.00 %
WHUT		0.00 %
Total	17.85	9.51 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	2.89	32.03 %
Wash-Mac	1.64	19.81 %
Total	4.52	20.84 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.23	6.88 %
Total	4.52	20.84 %