

MTD Sales
312.49 L

Brand Share %
13.91 %

Information:

MTD : 01-11-2025 To 06-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.91 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	156.94	23.35 %
Wash-Mac	151.82	18.42 %
Air-Cond	3.73	0.50 %
Total	312.49	13.91 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	48.23	15.13 %
TRICHY-01	44.55	14.11 %
SOUTH-03	40.40	15.41 %
CHENNAI-02	37.83	13.99 %
WEST-01	33.27	17.48 %
WEST-02	31.26	14.72 %
CHENNAI-01	29.80	9.59 %
NORTH ARCOT	21.41	15.30 %
SOUTH ARCOT	20.92	10.29 %
KL-SOUTH	4.82	21.11 %
Total	312.49	13.91 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	24.48	24.46 %
Wash-Mac	23.07	19.66 %
Air-Cond	0.67	0.66 %
Total	48.23	15.13 %

Branch *	MTD Sales L	Brand Share %
RND1	1.59	11.79 %
TVL1	1.35	4.35 %
RPM1	1.04	7.41 %
NGR1	1.04	6.01 %
APK1	1.03	11.39 %
MAR1	0.87	7.59 %
TKS1	0.79	9.38 %
APK2	0.73	11.37 %
ARM1	0.47	11.32 %
PKD1	0.43	4.76 %
VLY1	0.39	4.98 %
TVL2	0.24	3.99 %
TKY1	0.15	7.44 %
COL1		0.00 %
KGL1		0.00 %
SGT1		0.00 %
WHTV		0.00 %
Total	48.23	15.13 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	24.15	29.17 %
Wash-Mac	18.64	20.09 %
Air-Cond	1.77	1.26 %
Total	44.55	14.11 %

Branch *	MTD Sales L	Brand Share %
PBR2	2.81	11.84 %
TNJ1	2.39	12.48 %
KUM1	1.71	8.99 %
TVR2	1.56	7.54 %
PTK1	0.96	8.43 %
AYR1	0.95	13.22 %
TRY2	0.88	7.31 %
KIK1	0.86	8.54 %
MDI1	0.83	6.95 %
NMM1	0.81	13.83 %
APM1	0.64	11.23 %
KRN1	0.40	11.29 %
TTP1	0.28	4.40 %
NGT1	0.28	3.60 %
PBR1	0.15	3.47 %
WTRZ		0.00 %
Total	44.55	14.11 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	22.01	26.50 %
Wash-Mac	18.13	18.11 %
Air-Cond	0.26	0.33 %
Total	40.40	15.41 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.80	12.26 %
KKD3	2.76	12.34 %
MDU2	1.71	8.16 %
ATG1	1.28	10.79 %
TMM1	0.89	11.58 %
KRR1	0.53	9.00 %
TEN2	0.50	10.40 %
KYK1	0.46	13.06 %
MDU4	0.45	7.25 %
MDU5	0.44	7.88 %
SGP1	0.42	13.65 %
PNI1	0.41	13.04 %
MLR1	0.24	7.33 %
PVI1	0.24	5.77 %
TDI1	0.21	9.12 %
NKI1	0.18	6.94 %
CMR1	0.13	5.02 %
ODM1	0.10	3.81 %
KPT1	0.07	2.53 %
BTU1		0.00 %
MNM1		0.00 %
Total	40.40	15.41 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	21.11	22.76 %
Fridge	16.46	21.89 %
Air-Cond	0.26	0.26 %
Total	37.83	13.99 %

Branch *	MTD Sales L	Brand Share %
CH15	3.91	11.09 %
CH03	3.67	12.85 %
CH17	1.87	13.08 %
CH12	1.77	12.18 %
CH18	1.68	9.88 %
CH20	1.39	9.46 %
CH24	1.39	8.68 %
CH44	0.92	10.20 %
CH21	0.90	6.44 %
CH09	0.86	11.18 %
CH43	0.70	11.31 %
CH23	0.35	4.95 %
CH32	0.23	10.24 %
CH36	0.22	3.98 %
Total	37.83	13.99 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	16.96	19.44 %
Fridge	15.80	22.94 %
Air-Cond	0.51	1.48 %
Total	33.27	17.48 %

Branch *	MTD Sales L	Brand Share %
TPR1	1.40	13.81 %
TPR2	0.88	10.51 %
CBE1	0.81	11.50 %
CBE6	0.78	7.88 %
UMP1	0.69	10.70 %
KMR1	0.65	7.86 %
UAM1	0.55	11.18 %
CBE4	0.52	4.91 %
DPM2	0.37	7.00 %
SUL1	0.28	3.92 %
CNR1	0.20	5.62 %
TPR4	0.10	4.15 %
CBE5	0.09	3.11 %
SYM2	0.09	5.16 %
Total	33.27	17.48 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	16.47	21.59 %
Wash-Mac	14.79	14.85 %
Total	31.26	14.72 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.66	12.95 %
SLM1	2.56	11.43 %
HSR2	1.87	13.32 %
ERD1	1.52	10.36 %
ATU1	0.93	11.15 %
HSR1	0.62	7.07 %
PMP1	0.52	12.90 %
KRI1	0.39	9.13 %
PLC1	0.34	10.57 %
NKL2	0.27	2.28 %
VKL1	0.09	2.83 %
KMM1	0.09	2.83 %
CMI1		0.00 %
DPR1		0.00 %
DPR2		0.00 %
HRR1		0.00 %
MCR1		0.00 %
SGI1		0.00 %
WHKP		0.00 %
WHPD	-0.15	11.96 %
Total	31.26	14.72 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	18.47	17.60 %
Fridge	11.33	14.62 %
Total	29.80	9.59 %

Branch *	MTD Sales L	Brand Share %
CH16	2.39	9.84 %
CH08	2.21	11.42 %
CH14	1.96	12.40 %
CH42	1.64	6.35 %
CH07	1.09	7.02 %
CH22	1.05	9.70 %
CH39	1.00	12.04 %
CH05	0.96	3.73 %
CH28	0.87	4.81 %
AVD1	0.86	6.47 %
CH19	0.84	5.93 %
CH30	0.70	9.48 %
KNR1	0.70	10.40 %
CH45	0.70	6.15 %
CH35	0.35	5.28 %
CH29	0.15	12.43 %
TKM1	0.06	1.58 %
CH48	0.01	0.07 %
CGL1		0.00 %
CH40		0.00 %
MC09		0.00 %
WHC3		0.00 %
Total	29.80	9.59 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	11.23	25.49 %
Wash-Mac	9.92	17.62 %
Air-Cond	0.26	0.66 %
Total	21.41	15.30 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.15	9.30 %
SBR1	0.73	7.60 %
KPM1	0.58	6.72 %
VEL1	0.47	5.70 %
VSI1	0.44	11.52 %
TRT1	0.42	7.93 %
TRR1	0.39	4.66 %
BGR1		0.00 %
CGM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
VNB1	-0.02	-0.72 %
Total	21.41	15.30 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	11.83	21.59 %
Wash-Mac	9.09	14.11 %
Total	20.92	10.29 %

Branch *	MTD Sales L	Brand Share %
CUD1	2.39	12.02 %
POY1	2.02	7.92 %
TRK1	0.83	13.37 %
KKI2	0.72	5.68 %
TDM1	0.65	8.06 %
NVL2	0.63	5.41 %
PRT1	0.54	5.83 %
SJI2	0.38	4.53 %
POY2	0.30	1.09 %
VCM1	0.12	1.38 %
VPM1	0.12	11.13 %
TVM2		0.00 %
WHUT		0.00 %
Total	20.92	10.29 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	3.18	33.43 %
Wash-Mac	1.64	19.13 %
Total	4.82	21.11 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.23	6.88 %
Total	4.82	21.11 %