

MTD Sales
310.42 L

Brand Share %
13.51 %

Information:

MTD : 01-09-2025 To 07-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.51 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	173.81	22.64 %
Wash-Mac	127.84	19.09 %
Air-Cond	8.77	1.02 %
Total	310.42	13.51 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	53.43	12.80 %
SOUTH-03	41.56	14.77 %
TRICHY-01	40.69	13.26 %
WEST-02	34.05	18.03 %
CHENNAI-01	32.10	9.45 %
CHENNAI-02	29.72	12.27 %
WEST-01	29.64	18.30 %
NORTH ARCOT	20.53	15.62 %
SOUTH ARCOT	17.88	10.28 %
KL-SOUTH	10.84	20.13 %
Total	310.42	13.51 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	32.10	24.05 %
Wash-Mac	19.73	17.77 %
Air-Cond	1.59	0.92 %
Total	53.43	12.80 %

Branch *	MTD Sales L	Brand Share %
RPM1	3.15	8.53 %
TUT2	2.38	12.01 %
KVT1	1.56	7.81 %
NGR1	1.54	7.50 %
PKD1	1.35	11.01 %
RND1	1.35	8.42 %
TVL1	1.32	7.03 %
TKS1	1.22	10.60 %
MAR1	0.97	6.64 %
TYI1	0.94	13.06 %
TKS2	0.79	5.74 %
VNR1	0.30	5.36 %
VLY1	0.26	2.10 %
ARM1	0.17	4.09 %
STU2	0.15	4.51 %
COL1	0.11	4.66 %
KGL1	0.11	4.31 %
TKY1	0.08	1.25 %
S2SD		0.00 %
SGT1		0.00 %
TVL2		0.00 %
Total	53.43	12.80 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	21.56	19.54 %
Wash-Mac	18.42	22.19 %
Air-Cond	1.57	1.78 %
Total	41.56	14.77 %

Branch *	MTD Sales L	Brand Share %
TEN2	0.75	13.25 %
PVI1	0.73	4.21 %
KYK1	0.64	8.87 %
MPA1	0.63	7.54 %
SVG1	0.54	8.65 %
NTM1	0.51	8.27 %
USL1	0.49	9.46 %
PKM1	0.45	12.38 %
ATG1	0.40	7.88 %
BNR1	0.22	6.99 %
MNM1	0.14	1.30 %
CMR1	0.11	3.95 %
PNI1	0.09	5.52 %
BTU1		0.00 %
KPT1		0.00 %
ODM1		0.00 %
PNV1		0.00 %
SZSD		0.00 %
Total	41.56	14.77 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	25.91	27.21 %
Wash-Mac	14.02	20.55 %
Air-Cond	0.76	0.53 %
Total	40.69	13.26 %

Branch *	MTD Sales L	Brand Share %
TRY1	6.30	8.43 %
TVR2	1.79	11.83 %
KIK1	1.76	12.15 %
PBR2	1.71	10.08 %
PDK1	1.02	13.24 %
KUM1	0.87	5.70 %
PTK1	0.84	6.18 %
NMM1	0.66	13.35 %
NGT1	0.58	4.28 %
APM1	0.47	10.09 %
PBR1	0.42	7.60 %
TRY2	0.38	4.72 %
TZSD		0.00 %
Total	40.69	13.26 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	17.63	23.47 %
Wash-Mac	14.58	18.11 %
Air-Cond	1.84	5.55 %
Total	34.05	18.03 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.83	8.33 %
ATU1	0.76	9.47 %
HSR1	0.75	9.27 %
DPR2	0.33	12.62 %
MCR1	0.32	4.43 %
KMM1	0.32	10.10 %
CMI1	0.16	12.26 %
SGG1	0.14	13.44 %
DPR1		0.00 %
PMP1		0.00 %
SGI1		0.00 %
VKL1		0.00 %
WZWH		0.00 %
Total	34.05	18.03 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	15.63	17.24 %
Fridge	14.75	17.21 %
Air-Cond	1.71	1.05 %
Total	32.10	9.45 %

Branch *	MTD Sales L	Brand Share %
CH42	2.86	12.60 %
CH14	2.52	9.16 %
CH16	2.50	10.89 %
CH08	1.37	5.87 %
CH45	1.31	9.91 %
CH05	1.29	6.83 %
CH11	1.27	11.44 %
CH19	1.25	6.77 %
GUD1	1.21	9.23 %
AVD1	1.17	10.79 %
SKL1	1.05	12.24 %
CH22	1.03	11.01 %
CH30	0.71	7.19 %
CZWH	0.70	11.92 %
CH39	0.61	9.56 %
CGL1	0.42	5.63 %
TKM1	0.40	10.92 %
KNR1	0.38	6.45 %
CH07	0.37	2.96 %
CH48	0.15	0.99 %
CH29		0.00 %
CH40		0.00 %
MC10		0.00 %
MRM1		0.00 %
WHC3		0.00 %
Total	32.10	9.45 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	15.06	24.63 %
Wash-Mac	13.88	21.30 %
Air-Cond	0.78	0.68 %
Total	29.72	12.27 %

Branch *	MTD Sales L	Brand Share %
CH15	2.16	7.93 %
CH18	1.93	11.52 %
CH33	1.70	12.58 %
CH20	1.36	10.88 %
CH06	1.32	11.50 %
CH41	1.14	10.92 %
CH44	0.73	9.27 %
CH27	0.55	12.38 %
CH43	0.55	6.11 %
CH21	0.50	3.14 %
CH31	0.50	12.50 %
CH23	0.45	10.50 %
CH34	0.44	4.78 %
PON1	0.24	5.50 %
CH24	0.23	3.30 %
CH09	0.19	2.92 %
CH32	0.11	6.78 %
CH01		0.00 %
CH36		0.00 %
Total	29.72	12.27 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	15.05	22.58 %
Wash-Mac	14.59	21.44 %
Air-Cond	-0.01	-0.02 %
Total	29.64	18.30 %

Branch *	MTD Sales L	Brand Share %
CBE4	0.78	9.72 %
SUL1	0.65	12.41 %
CBE1	0.58	12.91 %
KGI1	0.42	12.10 %
DPM2	0.40	11.23 %
TPR3	0.24	5.41 %
UAM1	0.20	6.75 %
SNR1	0.17	1.81 %
GDR1	0.11	3.25 %
SYM2	0.10	4.27 %
ANR1	0.08	6.89 %
CBE3		0.00 %
CNR1		0.00 %
PDM1		0.00 %
TPR4		0.00 %
WZSD		0.00 %
Total	29.64	18.30 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	11.04	23.52 %
Wash-Mac	8.97	21.97 %
Air-Cond	0.51	1.18 %
Total	20.53	15.62 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.20	9.66 %
SBR1	1.09	10.42 %
VEL1	0.94	11.36 %
VEL2	0.91	7.77 %
CYR1	0.52	11.57 %
VSI1	0.37	8.63 %
TRT1	0.30	12.98 %
CGM1	0.20	4.48 %
PTU1	0.15	5.89 %
VNB1	0.09	3.48 %
BGR1		0.00 %
PLR1		0.00 %
UGI1		0.00 %
Total	20.53	15.62 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	12.32	19.59 %
Wash-Mac	5.56	11.52 %
Total	17.88	10.28 %

Branch *	MTD Sales L	Brand Share %
POY1	2.04	11.23 %
CUD1	1.77	13.05 %
KLM1	1.59	11.42 %
TRK1	0.95	11.07 %
TDM1	0.92	13.48 %
POY2	0.88	5.60 %
CDM1	0.80	8.91 %
KKI2	0.80	9.13 %
PRT1	0.76	9.37 %
NVL2	0.59	5.27 %
KML1	0.55	7.51 %
MKM1	0.39	8.57 %
TVM2	0.10	11.63 %
VPM2	0.09	0.86 %
VCM1		0.00 %
Total	17.88	10.28 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	8.39	27.68 %
Wash-Mac	2.45	17.64 %
Total	10.84	20.13 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.86	9.85 %
Total	10.84	20.13 %