

MTD Sales
333.83 L

Brand Share %
13.85 %

Information:

MTD : 01-11-2025 To 07-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.85 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	168.76	23.12 %
Wash-Mac	161.09	18.25 %
Air-Cond	3.99	0.50 %
Total	333.83	13.85 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	51.62	14.78 %
TRICHY-01	47.53	14.16 %
SOUTH-03	43.46	15.51 %
CHENNAI-02	39.53	13.72 %
WEST-01	36.05	17.69 %
WEST-02	32.36	14.10 %
CHENNAI-01	31.65	9.38 %
SOUTH ARCOT	23.76	11.19 %
NORTH ARCOT	22.70	15.28 %
KL-SOUTH	5.16	19.97 %
Total	333.83	13.85 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	25.54	23.35 %
Wash-Mac	25.16	19.40 %
Air-Cond	0.93	0.84 %
Total	51.62	14.78 %

Branch *	MTD Sales L	Brand Share %
RND1	1.59	11.39 %
TVL1	1.35	3.92 %
RPM1	1.31	8.64 %
NGR1	1.04	5.18 %
APK1	0.91	9.98 %
MAR1	0.87	7.33 %
TCN1	0.81	12.50 %
TKS1	0.79	8.68 %
APK2	0.73	10.28 %
ARM1	0.47	10.53 %
PKD1	0.43	4.61 %
VLY1	0.39	4.62 %
TVL2	0.24	3.18 %
TKY1	0.15	6.66 %
COL1		0.00 %
KGL1		0.00 %
SGT1		0.00 %
WHTV		0.00 %
Total	51.62	14.78 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	26.59	29.58 %
Wash-Mac	19.18	19.72 %
Air-Cond	1.77	1.19 %
Total	47.53	14.16 %

Branch *	MTD Sales L	Brand Share %
PBR2	3.08	12.49 %
TN1	2.50	11.95 %
KUM1	1.71	8.67 %
TVR2	1.56	7.47 %
AYR1	1.09	13.68 %
PTK1	0.96	8.43 %
TRY2	0.88	5.11 %
KIK1	0.86	8.31 %
MDI1	0.83	6.85 %
NMM1	0.81	13.11 %
APM1	0.64	10.90 %
MSI1	0.53	13.30 %
NGT1	0.49	5.25 %
TTP1	0.28	4.40 %
PBR1	0.15	3.20 %
WTRZ		0.00 %
Total	47.53	14.16 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	23.16	25.77 %
Wash-Mac	20.04	18.63 %
Air-Cond	0.26	0.32 %
Total	43.46	15.51 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.91	12.15 %
MDU2	1.96	8.52 %
ATG1	1.60	12.90 %
TMM1	1.07	12.29 %
KRR1	0.76	11.98 %
TEN2	0.50	9.35 %
KYK1	0.46	13.01 %
MDU4	0.45	6.98 %
MDU5	0.44	7.31 %
SGP1	0.42	12.34 %
PNI1	0.41	13.04 %
TDI1	0.30	12.79 %
MLR1	0.24	7.33 %
PVI1	0.24	5.54 %
NKI1	0.18	5.83 %
CMR1	0.13	4.47 %
ODM1	0.10	3.60 %
KPT1	0.07	2.53 %
BTU1		0.00 %
MNM1		0.00 %
Total	43.46	15.51 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	22.35	22.39 %
Fridge	16.91	20.88 %
Air-Cond	0.26	0.24 %
Total	39.53	13.72 %

Branch *	MTD Sales L	Brand Share %
CH15	4.27	11.11 %
CH03	3.92	12.97 %
CH12	2.22	12.92 %
CH17	1.87	12.62 %
CH18	1.83	10.19 %
CH34	1.43	13.20 %
CH20	1.39	8.97 %
CH24	1.39	8.11 %
CH44	0.92	9.35 %
CH21	0.90	6.21 %
CH09	0.86	10.80 %
CH43	0.70	11.31 %
UK11	0.69	12.78 %
CH46	0.51	13.01 %
CH23	0.35	4.71 %
CH32	0.23	10.24 %
CH36	0.22	3.72 %
Total	39.53	13.72 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	17.80	23.65 %
Wash-Mac	17.74	19.51 %
Air-Cond	0.51	1.35 %
Total	36.05	17.69 %

Branch *	MTD Sales L	Brand Share %
CBE1	1.01	12.78 %
TPR2	0.98	11.81 %
CBE6	0.93	8.69 %
UMP1	0.84	11.43 %
KMR1	0.75	8.40 %
UAM1	0.55	11.18 %
CBE4	0.52	4.56 %
SUL1	0.51	5.82 %
DPM2	0.37	6.79 %
ANR1	0.24	12.76 %
CNR1	0.20	5.38 %
TPR4	0.10	3.86 %
CBE5	0.09	2.98 %
SYM2	0.09	5.16 %
Total	36.05	17.69 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	17.19	20.66 %
Wash-Mac	15.17	14.25 %
Total	32.36	14.10 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.71	10.95 %
ERD2	2.40	10.80 %
ERD1	2.17	13.00 %
HSR2	1.87	12.15 %
ATU1	0.93	10.74 %
VPD1	0.75	13.05 %
HSR1	0.62	6.80 %
PMP1	0.52	12.90 %
KRI1	0.39	8.42 %
PLC1	0.34	10.57 %
NKL2	0.27	2.12 %
DPR2	0.13	2.97 %
VKL1	0.09	2.70 %
KMM1	0.09	2.48 %
CMI1		0.00 %
DPR1		0.00 %
HRR1		0.00 %
MCR1		0.00 %
SGI1		0.00 %
WHKP		0.00 %
WHPD	-0.15	11.96 %
Total	32.36	14.10 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	19.31	16.90 %
Fridge	12.33	14.26 %
Total	31.65	9.38 %

Branch *	MTD Sales L	Brand Share %
CH08	2.55	10.56 %
CH16	2.39	9.08 %
CH14	2.26	12.97 %
CH42	2.05	7.39 %
CH11	1.91	13.77 %
CH22	1.34	10.52 %
CH05	1.09	4.06 %
CH39	1.00	12.04 %
CH38	0.97	12.54 %
KNR1	0.91	10.86 %
CH45	0.88	7.60 %
CH07	0.87	5.30 %
CH28	0.87	4.59 %
AVD1	0.86	6.33 %
CH19	0.84	5.31 %
CH30	0.70	9.48 %
CH35	0.35	4.68 %
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	31.65	9.38 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	13.38	23.47 %
Wash-Mac	10.38	15.21 %
Total	23.76	11.19 %

Branch *	MTD Sales L	Brand Share %
POY1	3.05	10.82 %
KKI2	0.72	5.43 %
PRT1	0.66	7.07 %
TDM1	0.65	7.73 %
NVL2	0.63	5.07 %
SJI2	0.38	4.31 %
POY2	0.30	1.06 %
VCM1	0.12	1.38 %
VPM1	0.12	11.13 %
TVM2		0.00 %
WHUT		0.00 %
Total	23.76	11.19 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	12.50	26.28 %
Wash-Mac	9.94	16.74 %
Air-Cond	0.26	0.63 %
Total	22.70	15.28 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.15	8.88 %
SBR1	0.86	8.50 %
KPM1	0.79	8.90 %
VEL1	0.47	5.25 %
VSI1	0.44	11.52 %
TRT1	0.42	7.41 %
TRR1	0.39	4.38 %
BGR1	0.10	4.68 %
CGM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
VNB1	-0.02	-0.62 %
Total	22.70	15.28 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	3.35	33.17 %
Wash-Mac	1.81	19.87 %
Total	5.16	19.97 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.23	5.63 %
Total	5.16	19.97 %