

MTD Sales
362.68 L

Brand Share %
13.87 %

Information:

MTD : 01-11-2025 To 08-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.87 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	182.98	22.98 %
Wash-Mac	175.72	18.19 %
Air-Cond	3.99	0.47 %
Total	362.68	13.87 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	54.83	14.54 %
TRICHY-01	51.99	14.40 %
SOUTH-03	48.30	15.63 %
CHENNAI-02	42.36	13.64 %
WEST-01	39.64	17.90 %
WEST-02	35.93	14.72 %
CHENNAI-01	33.45	8.77 %
SOUTH ARCOT	25.94	11.59 %
NORTH ARCOT	24.78	15.54 %
KL-SOUTH	5.45	20.13 %
Total	362.68	13.87 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	27.39	19.57 %
Fridge	26.52	22.41 %
Air-Cond	0.93	0.78 %
Total	54.83	14.54 %

Branch *	MTD Sales L	Brand Share %
RND1	1.59	11.09 %
TKS2	1.41	13.50 %
TVL1	1.35	3.76 %
RPM1	1.31	8.29 %
NGR1	1.04	4.81 %
APK1	0.91	8.82 %
MAR1	0.87	7.03 %
VNR1	0.84	13.74 %
TKS1	0.79	8.06 %
APK2	0.73	9.65 %
PKD1	0.60	5.17 %
ARM1	0.56	12.23 %
VLY1	0.39	4.42 %
TVL2	0.24	3.07 %
TKY1	0.15	6.66 %
KGL1	0.14	3.18 %
COL1		0.00 %
SGT1		0.00 %
WHTV		0.00 %
Total	54.83	14.54 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	29.22	30.56 %
Wash-Mac	21.01	20.16 %
Air-Cond	1.77	1.10 %
Total	51.99	14.40 %

Branch *	MTD Sales L	Brand Share %
PBR2	3.08	12.23 %
TNJ1	2.86	12.47 %
KUM1	2.07	9.72 %
TVR2	1.56	7.17 %
TRY2	1.15	6.49 %
AYR1	1.09	13.09 %
KIK1	1.04	9.38 %
PTK1	0.96	8.23 %
MDI1	0.92	7.09 %
NMM1	0.81	11.91 %
APM1	0.64	10.61 %
MSI1	0.53	13.30 %
NGT1	0.49	5.00 %
TTP1	0.43	6.17 %
PBR1	0.15	2.74 %
WTRZ		0.00 %
Total	51.99	14.40 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	25.30	25.16 %
Wash-Mac	22.74	18.71 %
Air-Cond	0.26	0.30 %
Total	48.30	15.63 %

Branch *	MTD Sales L	Brand Share %
MDU1	4.71	13.38 %
MDU6	2.89	13.49 %
MDU2	2.63	9.89 %
ATG1	1.60	12.40 %
TEN2	0.79	12.33 %
KRR1	0.76	11.37 %
MDU4	0.62	9.19 %
MDU5	0.59	8.38 %
KYK1	0.46	11.79 %
SGP1	0.42	10.96 %
KPT1	0.25	7.95 %
MLR1	0.24	5.51 %
PVI1	0.24	4.97 %
NKI1	0.18	4.44 %
CMR1	0.13	4.30 %
ODM1	0.10	3.23 %
BTU1		0.00 %
MNM1		0.00 %
Total	48.30	15.63 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	24.45	22.17 %
Fridge	17.64	20.47 %
Air-Cond	0.26	0.23 %
Total	42.36	13.64 %

Branch *	MTD Sales L	Brand Share %
CH15	4.73	11.33 %
CH03	3.85	11.93 %
CH18	2.04	10.43 %
CH17	2.03	13.12 %
CH20	1.99	12.05 %
CH24	1.56	8.52 %
CH34	1.53	11.67 %
CH09	0.95	11.12 %
CH44	0.92	8.47 %
CH21	0.90	5.60 %
CH43	0.70	10.61 %
UKI1	0.69	12.78 %
CH23	0.35	4.71 %
CH36	0.35	5.64 %
CH32	0.23	10.24 %
Total	42.36	13.64 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	20.36	24.98 %
Wash-Mac	18.77	18.73 %
Air-Cond	0.51	1.28 %
Total	39.64	17.90 %

Branch *	MTD Sales L	Brand Share %
KMR1	1.10	11.14 %
CBE6	1.06	9.28 %
CBE1	1.01	12.38 %
UMP1	0.84	9.42 %
CBE4	0.75	6.03 %
UAM1	0.69	13.27 %
DPM2	0.60	10.26 %
SUL1	0.51	5.61 %
ANR1	0.24	9.56 %
CNR1	0.20	5.38 %
TPR4	0.10	3.40 %
CBE5	0.09	2.93 %
SYM2	0.09	3.74 %
Total	39.64	17.90 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	19.60	21.94 %
Wash-Mac	16.33	14.29 %
Total	35.93	14.72 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.05	11.80 %
HSR2	2.09	12.63 %
ATU1	0.93	9.81 %
HSR1	0.62	5.95 %
PMP1	0.52	11.19 %
CMI1	0.40	10.99 %
KRI1	0.39	8.42 %
NKL2	0.27	2.03 %
DPR2	0.13	2.83 %
VKL1	0.09	2.70 %
KMM1	0.09	2.36 %
DPR1		0.00 %
HRR1		0.00 %
MCR1		0.00 %
SGI1		0.00 %
WHKP		0.00 %
WHPD	-0.15	9.33 %
Total	35.93	14.72 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	20.81	16.14 %
Fridge	12.65	12.91 %
Total	33.45	8.77 %

Branch *	MTD Sales L	Brand Share %
CH08	2.74	10.09 %
CH42	2.66	8.07 %
CH16	2.56	8.64 %
CH14	2.03	10.04 %
CZWH	1.99	13.28 %
CH11	1.91	12.66 %
CH22	1.34	9.53 %
CH05	1.29	4.50 %
CH19	1.15	6.62 %
CH38	1.15	12.90 %
CH39	1.00	10.89 %
KNR1	0.91	10.45 %
CH45	0.88	7.03 %
CH28	0.87	4.31 %
CH30	0.86	9.58 %
AVD1	0.86	5.78 %
CH07	0.72	4.18 %
CH35	0.35	4.53 %
CH48	0.21	1.12 %
CH29	0.15	8.60 %
TKM1	0.06	1.58 %
CGL1		0.00 %
CH40		0.00 %
MC09		0.00 %
WHC3	-0.52	-61.09 %
Total	33.45	8.77 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	14.47	23.30 %
Wash-Mac	11.46	15.67 %
Total	25.94	11.59 %

Branch *	MTD Sales L	Brand Share %
POY1	3.32	11.22 %
VPM2	1.54	13.87 %
PRT1	0.81	8.01 %
TDM1	0.74	8.73 %
NVL2	0.74	5.39 %
KKI2	0.72	5.08 %
SJI2	0.38	4.18 %
POY2	0.30	1.02 %
VCM1	0.12	1.34 %
VPM1	0.12	11.13 %
TVM2		0.00 %
WHUT		0.00 %
Total	25.94	11.59 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	13.58	25.29 %
Wash-Mac	10.94	17.05 %
Air-Cond	0.26	0.63 %
Total	24.78	15.54 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.93	13.34 %
VEL2	1.26	8.54 %
SBR1	0.96	8.68 %
KPM1	0.79	8.20 %
VEL1	0.58	6.29 %
VSI1	0.44	11.05 %
TRT1	0.42	7.41 %
TRR1	0.39	3.68 %
BGR1	0.10	4.68 %
CGM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
VNB1	-0.02	-0.53 %
Total	24.78	15.54 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	3.64	33.53 %
Wash-Mac	1.81	18.87 %
Total	5.45	20.13 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.23	5.37 %
Total	5.45	20.13 %