

MTD Sales
358.42 L

Brand Share %
13.41 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **13.41 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	198.01	22.63 %
Wash-Mac	150.11	19.40 %
Air-Cond	10.30	1.01 %
Total	358.42	13.41 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	59.59	12.03 %
SOUTH-03	46.94	14.55 %
TRICHY-01	46.67	13.58 %
CHENNAI-01	40.20	9.97 %
WEST-02	37.50	17.35 %
CHENNAI-02	35.64	12.44 %
WEST-01	33.83	17.69 %
NORTH ARCOT	23.98	15.79 %
SOUTH ARCOT	21.16	10.67 %
KL-SOUTH	12.92	20.31 %
Total	358.42	13.41 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	35.60	23.12 %
Wash-Mac	21.88	17.39 %
Air-Cond	2.11	0.98 %
Total	59.59	12.03 %

Branch *	MTD Sales L	Brand Share %
RPM1	3.15	6.58 %
TUT2	2.70	10.29 %
VNR2	2.28	13.10 %
NGR1	2.25	9.29 %
KVT1	2.05	8.81 %
PKD1	1.85	12.86 %
RND1	1.35	7.15 %
TVL1	1.32	5.74 %
TKS1	1.30	10.47 %
MAR1	1.18	6.25 %
TKS2	0.79	5.17 %
VNR1	0.44	6.17 %
ARM1	0.31	5.95 %
STU2	0.31	7.82 %
VLY1	0.26	1.86 %
COL1	0.11	3.73 %
KGL1	0.11	4.31 %
TKY1	0.08	1.09 %
S2SD		0.00 %
SGT1		0.00 %
TVL2		0.00 %
Total	59.59	12.03 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	24.12	19.40 %
Wash-Mac	21.25	22.35 %
Air-Cond	1.57	1.52 %
Total	46.94	14.55 %

Branch *	MTD Sales L	Brand Share %
KRR1	0.85	13.27 %
MPA1	0.84	8.46 %
PVI1	0.84	4.53 %
TEN2	0.75	11.78 %
KYK1	0.64	8.15 %
USL1	0.61	8.60 %
SVG1	0.54	6.99 %
ATG1	0.53	8.86 %
NTM1	0.51	7.45 %
PKM1	0.45	11.53 %
PNV1	0.30	3.78 %
NKI1	0.25	9.46 %
PNI1	0.24	10.98 %
BNR1	0.22	5.65 %
MNM1	0.14	1.24 %
CMR1	0.11	3.60 %
BTU1		0.00 %
KPT1		0.00 %
ODM1		0.00 %
SZSD		0.00 %
Total	46.94	14.55 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	29.42	27.49 %
Wash-Mac	16.48	20.93 %
Air-Cond	0.76	0.48 %
Total	46.67	13.58 %

Branch *	MTD Sales L	Brand Share %
TRY1	7.50	8.93 %
KIK1	2.12	13.04 %
TVR2	2.07	11.69 %
PBR2	1.81	9.95 %
KUM1	1.49	8.32 %
PTK1	1.03	6.86 %
PDK1	1.02	12.08 %
TTP1	0.72	12.98 %
NMM1	0.66	13.35 %
NGT1	0.58	3.94 %
APM1	0.47	8.13 %
PBR1	0.42	7.26 %
TRY2	0.38	4.33 %
TZSD		0.00 %
Total	46.67	13.58 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	19.13	19.43 %
Wash-Mac	19.09	17.33 %
Air-Cond	1.97	1.01 %
Total	40.20	9.97 %

Branch *	MTD Sales L	Brand Share %
CH16	3.86	13.14 %
CH42	2.86	11.22 %
CH14	2.79	8.58 %
CH08	1.92	6.87 %
AVD1	1.79	11.59 %
CH05	1.77	7.20 %
CH45	1.63	10.26 %
CH19	1.62	6.51 %
CH22	1.35	12.53 %
GUD1	1.22	7.99 %
SKL1	1.17	12.62 %
CH30	1.03	9.12 %
CH07	0.79	5.37 %
CH39	0.61	8.28 %
CGL1	0.42	5.03 %
TKM1	0.40	7.71 %
KNR1	0.38	5.43 %
CH48	0.30	1.75 %
CH29		0.00 %
CH40		0.00 %
MC10		0.00 %
MRM1		0.00 %
WHC3		0.00 %
Total	40.20	9.97 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	19.15	22.57 %
Wash-Mac	16.50	18.15 %
Air-Cond	1.84	4.57 %
Total	37.50	17.35 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.83	7.31 %
ATU1	0.76	8.18 %
HSR1	0.75	7.55 %
DPR2	0.33	11.91 %
MCR1	0.32	3.96 %
PMP1	0.19	6.91 %
CMI1	0.16	8.03 %
DPR1		0.00 %
SGI1		0.00 %
VKL1		0.00 %
WZWH		0.00 %
Total	37.50	17.35 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	17.71	23.53 %
Fridge	16.89	23.33 %
Air-Cond	1.05	0.75 %
Total	35.64	12.44 %

Branch *	MTD Sales L	Brand Share %
CH15	3.28	10.30 %
CH33	2.05	13.21 %
CH18	1.93	10.50 %
CH20	1.91	13.07 %
CH06	1.32	10.21 %
CH41	1.25	10.51 %
CH44	1.05	10.88 %
CH43	0.72	6.76 %
CH34	0.64	5.82 %
CH24	0.55	6.62 %
CH23	0.54	10.58 %
CH09	0.52	5.77 %
CH21	0.50	2.43 %
PON1	0.17	3.78 %
CH32	0.11	2.08 %
CH01		0.00 %
CH36		0.00 %
Total	35.64	12.44 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	17.10	22.66 %
Wash-Mac	16.74	21.46 %
Air-Cond	-0.01	-0.02 %
Total	33.83	17.69 %

Branch *	MTD Sales L	Brand Share %
CBE4	1.03	11.67 %
CBE5	0.55	5.15 %
PPI1	0.47	13.32 %
KGI1	0.42	12.10 %
DPM2	0.40	9.08 %
SNR1	0.38	3.45 %
AVI1	0.37	12.74 %
UAM1	0.29	7.64 %
CNR1	0.25	7.19 %
TPR3	0.24	4.80 %
GDR1	0.22	5.68 %
SYM2	0.10	3.22 %
ANR1	0.08	5.51 %
CBE3		0.00 %
PDM1		0.00 %
TPR4		0.00 %
WZSD		0.00 %
Total	33.83	17.69 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	12.69	23.72 %
Wash-Mac	10.29	21.93 %
Air-Cond	1.00	1.94 %
Total	23.98	15.79 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.58	10.47 %
SBR1	1.42	10.10 %
VEL1	1.21	13.00 %
VEL2	1.19	9.29 %
TRR1	0.99	12.19 %
CYR1	0.52	10.42 %
VSI1	0.37	7.38 %
TRT1	0.30	10.00 %
CGM1	0.20	3.94 %
PTU1	0.15	4.84 %
VNB1	0.09	2.81 %
BGR1		0.00 %
PLR1		0.00 %
UGI1		0.00 %
Total	23.98	15.79 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	14.43	20.52 %
Wash-Mac	6.74	12.17 %
Total	21.16	10.67 %

Branch *	MTD Sales L	Brand Share %
POY1	2.25	10.82 %
CDM1	1.46	12.92 %
KLM1	1.35	9.21 %
POY2	1.17	6.47 %
TRK1	1.09	11.57 %
KKI2	0.96	9.65 %
NVL2	0.94	7.14 %
PRT1	0.76	7.27 %
KML1	0.55	7.27 %
MKM1	0.39	7.85 %
TVM2	0.10	8.54 %
VPM2	0.09	0.75 %
VCM1		0.00 %
Total	21.16	10.67 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	9.49	27.21 %
Wash-Mac	3.44	19.65 %
Total	12.92	20.31 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.86	7.85 %
Total	12.92	20.31 %