

MTD Sales
379.51 L

Brand Share %
13.37 %

Information:

MTD : 01-09-2025 To 10-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.37 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	210.47	22.72 %
Wash-Mac	158.18	19.37 %
Air-Cond	10.85	0.99 %
Total	379.51	13.37 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	63.63	11.79 %
TRICHY-01	48.79	13.67 %
SOUTH-03	47.28	14.07 %
CHENNAI-01	43.57	9.99 %
WEST-02	39.26	17.39 %
CHENNAI-02	39.24	12.69 %
WEST-01	35.60	17.56 %
NORTH ARCOT	25.76	16.14 %
SOUTH ARCOT	23.17	11.20 %
KL-SOUTH	13.22	20.19 %
Total	379.51	13.37 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	37.97	22.78 %
Wash-Mac	23.26	16.95 %
Air-Cond	2.40	1.02 %
Total	63.63	11.79 %

Branch *	MTD Sales L	Brand Share %
RPM1	3.48	7.09 %
TUT2	2.70	9.32 %
NGR1	2.54	9.77 %
VNR2	2.41	13.24 %
KVT1	2.05	8.27 %
RND1	1.35	6.57 %
TVL1	1.32	5.30 %
TKS1	1.30	9.38 %
MAR1	1.18	5.95 %
TKS2	0.79	5.10 %
VNR1	0.44	6.06 %
VLY1	0.42	2.77 %
ARM1	0.31	5.83 %
STU2	0.31	7.82 %
COL1	0.11	3.52 %
KGL1	0.11	3.40 %
TKY1	0.08	1.09 %
S2SD		0.00 %
SGT1		0.00 %
TVL2	-0.09	-2.19 %
Total	63.63	11.79 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	30.93	28.10 %
Wash-Mac	16.83	20.54 %
Air-Cond	1.03	0.62 %
Total	48.79	13.67 %

Branch *	MTD Sales L	Brand Share %
TRY1	7.74	8.83 %
TVR2	2.07	11.34 %
PBR2	1.94	10.31 %
KUM1	1.62	8.56 %
PTK1	1.03	6.78 %
PDK1	1.02	11.07 %
TTP1	0.72	12.98 %
NMM1	0.66	12.85 %
APM1	0.65	10.85 %
NGT1	0.58	3.79 %
KRN1	0.45	13.30 %
PBR1	0.42	7.09 %
TRY2	0.38	4.33 %
TZSD		0.00 %
Total	48.79	13.67 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	24.46	18.94 %
Wash-Mac	21.25	21.20 %
Air-Cond	1.57	1.47 %
Total	47.28	14.07 %

Branch *	MTD Sales L	Brand Share %
TEN1	1.00	12.70 %
PVI1	0.98	5.11 %
CBM1	0.85	12.94 %
MPA1	0.84	8.11 %
TEN2	0.75	11.51 %
KRR1	0.68	10.39 %
NTM1	0.66	8.11 %
KYK1	0.64	7.59 %
USL1	0.61	8.31 %
SVG1	0.54	7.31 %
ATG1	0.53	9.12 %
PKM1	0.45	11.53 %
BNR1	0.38	9.43 %
PNV1	0.30	3.78 %
NKI1	0.25	8.96 %
PNI1	0.24	10.98 %
MNM1	0.14	1.24 %
CMR1	0.11	3.60 %
BTU1		0.00 %
KPT1		0.00 %
ODM1		0.00 %
SZSD		0.00 %
Total	47.28	14.07 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	20.92	17.85 %
Fridge	20.68	19.38 %
Air-Cond	1.97	0.93 %
Total	43.57	9.99 %

Branch *	MTD Sales L	Brand Share %
CH42	2.96	10.31 %
CH14	2.79	8.14 %
CH08	2.48	8.32 %
CH19	2.09	7.62 %
AVD1	1.79	10.56 %
CH05	1.77	6.85 %
CH45	1.63	10.07 %
GUD1	1.22	7.50 %
CH30	1.03	8.33 %
CH07	0.79	4.90 %
CH39	0.61	7.56 %
CGL1	0.42	4.69 %
TKM1	0.40	6.60 %
KNR1	0.38	4.22 %
CH48	0.30	1.63 %
CH29		0.00 %
CH40		0.00 %
MC10		0.00 %
MRM1		0.00 %
WHC3		0.00 %
Total	43.57	9.99 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	20.24	22.49 %
Wash-Mac	17.17	18.16 %
Air-Cond	1.84	4.48 %
Total	39.26	17.39 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.83	7.21 %
ATU1	0.76	7.90 %
HSR1	0.75	7.44 %
PLC1	0.45	13.31 %
DPR2	0.33	10.14 %
MCR1	0.32	3.75 %
PMP1	0.19	6.74 %
CMI1	0.16	7.37 %
DPR1		0.00 %
SGI1		0.00 %
VKL1		0.00 %
WZWH		0.00 %
Total	39.26	17.39 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	19.55	24.67 %
Fridge	18.64	24.09 %
Air-Cond	1.05	0.69 %
Total	39.24	12.69 %

Branch *	MTD Sales L	Brand Share %
CH15	3.98	11.88 %
CH20	2.04	12.88 %
CH06	1.48	10.28 %
CH41	1.43	11.54 %
CH44	1.05	10.27 %
CH09	0.76	7.99 %
CH43	0.72	6.31 %
CH34	0.64	5.71 %
CH24	0.55	5.01 %
CH23	0.54	10.29 %
CH21	0.50	2.25 %
PON1	0.17	3.36 %
CH32	0.11	2.08 %
CH01		0.00 %
CH36		0.00 %
Total	39.24	12.69 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	18.28	22.86 %
Wash-Mac	17.32	21.06 %
Air-Cond	-0.01	-0.01 %
Total	35.60	17.56 %

Branch *	MTD Sales L	Brand Share %
CBE4	1.27	12.94 %
CBE1	0.75	12.17 %
CBE5	0.55	5.02 %
SNR1	0.48	3.84 %
PPI1	0.47	13.32 %
KGI1	0.42	12.10 %
DPM2	0.40	9.08 %
AVI1	0.37	12.19 %
UAM1	0.29	6.87 %
CNR1	0.25	7.19 %
TPR3	0.24	4.46 %
GDR1	0.22	5.68 %
SYM2	0.10	2.48 %
ANR1	0.08	4.80 %
CBE3		0.00 %
PDM1		0.00 %
TPR4		0.00 %
WZSD		0.00 %
Total	35.60	17.56 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	13.68	24.24 %
Wash-Mac	11.09	22.57 %
Air-Cond	1.00	1.84 %
Total	25.76	16.14 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.78	11.50 %
SBR1	1.57	10.19 %
VEL2	1.19	9.19 %
CYR1	0.52	9.51 %
VSI1	0.37	5.99 %
TRT1	0.30	10.00 %
CGM1	0.20	3.94 %
PTU1	0.15	4.84 %
PLR1	0.11	6.19 %
VNB1	0.09	2.53 %
BGR1		0.00 %
UGI1		0.00 %
Total	25.76	16.14 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	15.81	21.28 %
Wash-Mac	7.35	13.00 %
Total	23.17	11.20 %

Branch *	MTD Sales L	Brand Share %
POY1	2.40	10.75 %
CUD1	2.10	12.95 %
KLM1	1.50	9.91 %
POY2	1.17	6.30 %
KKI2	0.96	9.48 %
NVL2	0.94	7.08 %
PRT1	0.76	7.00 %
MKM1	0.68	12.07 %
KML1	0.55	7.12 %
TVM2	0.10	5.80 %
VPM2	0.09	0.79 %
VCM1		0.00 %
Total	23.17	11.20 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	9.78	27.47 %
Wash-Mac	3.44	18.78 %
Total	13.22	20.19 %

Branch *	MTD Sales L	Brand Share %
KLR1	1.02	9.09 %
Total	13.22	20.19 %