

MTD Sales
452.75 L

Brand Share %
14.11 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **14.11 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	226.65	22.80 %
Wash-Mac	221.89	18.35 %
Air-Cond	4.21	0.42 %
Total	452.75	14.11 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	68.73	14.56 %
TRICHY-01	61.78	14.69 %
SOUTH-03	61.51	15.91 %
CHENNAI-02	53.77	14.26 %
CHENNAI-01	48.61	10.06 %
WEST-01	48.04	17.09 %
WEST-02	44.17	14.76 %
SOUTH ARCOT	30.32	11.53 %
NORTH ARCOT	29.71	15.52 %
KL-SOUTH	6.12	17.94 %
Total	452.75	14.11 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	34.66	19.76 %
Fridge	32.92	21.67 %
Air-Cond	1.15	0.80 %
Total	68.73	14.56 %

Branch *	MTD Sales L	Brand Share %
TVL1	2.08	4.63 %
RND1	1.93	12.04 %
RPM1	1.92	9.51 %
TKS2	1.74	13.56 %
APK2	1.21	11.68 %
MAR1	1.20	7.97 %
VNR1	1.13	13.73 %
TKS1	1.12	8.77 %
PKD1	1.06	7.95 %
NGR1	1.04	3.79 %
APK1	1.01	9.14 %
VLY1	0.85	8.42 %
ARM1	0.68	14.07 %
TVL2	0.24	2.87 %
COL1	0.19	7.58 %
TKY1	0.15	4.48 %
KGL1	0.14	2.65 %
SGT1	0.09	2.37 %
WHTV		0.00 %
Total	68.73	14.56 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	34.53	29.32 %
Wash-Mac	25.48	20.52 %
Air-Cond	1.77	0.99 %
Total	61.78	14.69 %

Branch *	MTD Sales L	Brand Share %
TNJ1	3.68	12.59 %
PBR2	3.54	12.25 %
TNJ2	2.77	13.68 %
TVR2	2.43	9.35 %
KUM1	2.07	8.48 %
TRY2	1.72	8.82 %
MDI1	1.37	8.63 %
KIK1	1.19	10.15 %
AYR1	1.09	12.81 %
PTK1	1.08	7.61 %
APM1	0.76	12.67 %
NGT1	0.66	5.44 %
TTP1	0.43	5.43 %
PBR1	0.28	3.69 %
WTRZ	-0.19	7.33 %
Total	61.78	14.69 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	31.08	20.04 %
Fridge	30.17	24.34 %
Air-Cond	0.26	0.24 %
Total	61.51	15.91 %

Branch *	MTD Sales L	Brand Share %
MDU1	6.21	13.40 %
MDU2	3.35	10.59 %
ATG1	1.77	12.55 %
TEN2	1.09	13.07 %
KRR1	1.07	12.18 %
MDU3	1.01	11.61 %
MDU4	1.00	10.23 %
MDU5	0.72	8.92 %
KYK1	0.46	9.81 %
PNV2	0.43	3.63 %
MLR1	0.33	6.13 %
KPT1	0.25	6.69 %
PVI1	0.24	3.71 %
NKI1	0.18	3.69 %
CMR1	0.13	4.30 %
MNM1	0.12	2.97 %
ODM1	0.10	3.23 %
BTU1		0.00 %
Total	61.51	15.91 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	29.93	21.79 %
Fridge	23.57	22.59 %
Air-Cond	0.26	0.19 %
Total	53.77	14.26 %

Branch *	MTD Sales L	Brand Share %
CH03	4.48	12.07 %
CH12	2.92	12.56 %
CH20	2.63	13.56 %
CH18	2.53	10.45 %
CH24	2.52	11.41 %
CH34	2.07	11.81 %
CH06	1.59	11.65 %
CH21	1.41	7.77 %
CH09	1.23	10.27 %
CH44	0.88	6.91 %
CH43	0.81	10.48 %
CH46	0.71	9.94 %
UKI1	0.69	10.40 %
CH23	0.35	3.49 %
CH36	0.35	4.93 %
MC06	0.24	13.75 %
Total	53.77	14.26 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	28.79	17.05 %
Fridge	19.82	15.77 %
Total	48.61	10.06 %

Branch *	MTD Sales L	Brand Share %
CH16	4.28	11.31 %
CH14	3.34	13.04 %
CH08	3.26	9.84 %
CH42	2.84	7.47 %
CH05	2.79	7.82 %
CH19	2.08	8.09 %
CZWH	1.99	9.34 %
CH45	1.86	12.06 %
CH22	1.74	10.52 %
CH39	1.39	11.79 %
CH28	1.34	5.21 %
AVD1	1.19	5.98 %
CH30	1.18	9.43 %
CH07	1.05	5.16 %
KNR1	0.91	9.25 %
CH35	0.90	10.81 %
CH48	0.38	1.69 %
CH29	0.15	7.27 %
TKM1	0.06	1.34 %
CGL1		0.00 %
CH40		0.00 %
MC09		0.00 %
WHC3	-0.52	-20.36 %
WCHN	-0.84	9.29 %
Total	48.61	10.06 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	24.22	23.55 %
Wash-Mac	23.32	17.89 %
Air-Cond	0.51	1.06 %
Total	48.04	17.09 %

Branch *	MTD Sales L	Brand Share %
KMR1	1.30	10.17 %
CBE6	1.15	8.12 %
CBE4	1.15	7.32 %
UMP1	1.09	10.65 %
CBE1	1.01	10.95 %
SUL1	0.60	5.33 %
DPM2	0.37	5.48 %
SYM2	0.26	7.79 %
ANR1	0.24	8.51 %
CNR1	0.20	4.23 %
TPR4	0.10	2.38 %
CBE5	0.09	2.22 %
WHCB	-0.12	11.98 %
Total	48.04	17.09 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	24.46	21.66 %
Wash-Mac	19.71	13.99 %
Total	44.17	14.76 %

Branch *	MTD Sales L	Brand Share %
SLM1	4.20	13.66 %
ERD2	3.97	14.01 %
ERD1	2.72	14.04 %
SLM2	1.45	12.08 %
ATU1	1.13	9.00 %
HSR1	0.90	7.22 %
PMP1	0.79	13.05 %
CMI1	0.40	7.95 %
NKL2	0.27	1.70 %
DPR2	0.13	2.52 %
MCR1	0.11	1.53 %
VKL1	0.09	2.40 %
KMM1	0.09	1.73 %
DPR1		0.00 %
HRR1		0.00 %
SGI1		0.00 %
WHKP		0.00 %
WHPD	-0.25	10.56 %
Total	44.17	14.76 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	17.23	22.46 %
Wash-Mac	13.09	15.04 %
Total	30.32	11.53 %

Branch *	MTD Sales L	Brand Share %
POY1	4.25	12.64 %
VPM2	1.30	9.85 %
TRK1	1.24	13.95 %
PRT1	0.94	8.12 %
TDM1	0.88	8.69 %
NVL2	0.74	4.40 %
KKI2	0.72	4.38 %
POY2	0.30	0.90 %
SJI2	0.29	3.05 %
VCM1	0.12	1.21 %
VPM1	0.12	6.14 %
TVM2		0.00 %
WHUT		0.00 %
Total	30.32	11.53 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	15.78	24.40 %
Wash-Mac	13.67	17.32 %
Air-Cond	0.26	0.55 %
Total	29.71	15.52 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.97	11.70 %
KPM2	1.93	10.61 %
KPM1	1.16	10.79 %
SBR1	1.12	7.60 %
VEL1	1.00	9.19 %
TRT1	0.83	12.14 %
TRR1	0.60	4.93 %
VSI1	0.44	10.54 %
BGR1	0.10	3.43 %
CGM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
VNB1	-0.02	-0.49 %
Total	29.71	15.52 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	3.95	29.44 %
Wash-Mac	2.17	19.42 %
Total	6.12	17.94 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.23	4.79 %
Total	6.12	17.94 %