

MTD Sales
433.36 L

Brand Share %
13.64 %

Information:

MTD : 01-09-2025 To 12-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.64 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	239.25	23.06 %
Wash-Mac	182.75	19.95 %
Air-Cond	11.36	0.93 %
Total	433.36	13.64 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	73.62	12.41 %
TRICHY-01	55.24	14.03 %
SOUTH-03	53.17	14.29 %
WEST-02	50.28	18.94 %
CHENNAI-01	48.86	9.84 %
CHENNAI-02	44.04	12.53 %
WEST-01	38.14	17.27 %
NORTH ARCOT	29.35	16.20 %
SOUTH ARCOT	25.95	11.33 %
KL-SOUTH	14.70	20.22 %
Total	433.36	13.64 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	42.65	23.70 %
Wash-Mac	28.58	18.71 %
Air-Cond	2.40	0.92 %
Total	73.62	12.41 %

Branch *	MTD Sales L	Brand Share %
RPM1	4.06	7.88 %
NGR1	3.19	10.77 %
TUT2	2.97	9.25 %
VNR2	2.75	13.51 %
KVT1	2.38	8.99 %
TVL1	1.73	6.18 %
MAR1	1.52	7.09 %
RND1	1.44	6.45 %
TYI1	1.38	12.74 %
TKS1	1.30	9.39 %
TKS2	1.14	6.85 %
VNR1	0.44	5.77 %
VLY1	0.42	2.70 %
ARM1	0.31	4.91 %
STU2	0.31	5.93 %
COL1	0.11	3.27 %
KGL1	0.11	2.75 %
TKY1	0.08	0.91 %
SGT1		0.00 %
TVL2	-0.09	-1.93 %
Total	73.62	12.41 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	34.34	27.48 %
Wash-Mac	19.62	21.16 %
Air-Cond	1.28	0.73 %
Total	55.24	14.03 %

Branch *	MTD Sales L	Brand Share %
TRY1	8.65	9.34 %
TVR2	2.28	10.43 %
PBR2	2.26	10.88 %
KUM1	1.78	8.70 %
PDK1	1.42	13.56 %
PTK1	1.03	5.34 %
TTP1	0.72	12.66 %
TRY2	0.67	7.10 %
NMM1	0.66	12.12 %
APM1	0.65	10.02 %
NGT1	0.58	3.50 %
KRN1	0.45	9.84 %
PBR1	0.42	6.26 %
Total	55.24	14.03 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	28.12	19.47 %
Wash-Mac	23.48	21.11 %
Air-Cond	1.57	1.35 %
Total	53.17	14.29 %

Branch *	MTD Sales L	Brand Share %
MDU2	3.99	13.10 %
MDU6	2.35	11.65 %
TEN1	1.00	12.77 %
PVI1	0.98	4.73 %
MPA1	0.84	7.37 %
NTM1	0.76	9.00 %
TEN2	0.75	11.05 %
KRR1	0.68	9.88 %
BNR1	0.65	13.56 %
KYK1	0.64	7.37 %
USL1	0.61	8.11 %
PKM1	0.60	11.16 %
SGP1	0.57	12.86 %
SVG1	0.54	6.30 %
ATG1	0.53	8.35 %
PNV1	0.30	3.59 %
NKI1	0.25	7.96 %
MNM1	0.14	1.22 %
CMR1	0.11	3.82 %
BTU1		0.00 %
KPT1		0.00 %
ODM1		0.00 %
Total	53.17	14.29 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	28.23	26.05 %
Wash-Mac	20.21	18.62 %
Air-Cond	1.84	3.80 %
Total	50.28	18.94 %

Branch *	MTD Sales L	Brand Share %
HSR1	1.15	9.53 %
NKL2	0.96	7.08 %
ATU1	0.76	7.46 %
KMM1	0.48	11.86 %
PLC1	0.45	11.60 %
VKL1	0.40	6.20 %
DPR2	0.33	10.14 %
MCR1	0.32	3.24 %
CMI1	0.16	6.95 %
SGG1	0.14	13.44 %
DPR1		0.00 %
SGI1		0.00 %
Total	50.28	18.94 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	24.31	18.34 %
Fridge	22.32	18.47 %
Air-Cond	2.23	0.92 %
Total	48.86	9.84 %

Branch *	MTD Sales L	Brand Share %
CH42	3.71	11.68 %
CH14	3.00	7.94 %
CH08	2.68	8.01 %
CH19	2.19	7.13 %
AVD1	2.10	11.36 %
CH45	1.89	10.19 %
CH05	1.77	5.54 %
GUD1	1.45	7.85 %
CH30	1.03	6.41 %
CH39	0.85	8.55 %
CH07	0.79	3.80 %
CGL1	0.42	4.43 %
TKM1	0.40	6.18 %
KNR1	0.38	3.71 %
CH48	0.30	1.42 %
CH29		0.00 %
CH40		0.00 %
MC10		0.00 %
MRM1		0.00 %
WHC3		0.00 %
Total	48.86	9.84 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	22.30	24.55 %
Fridge	20.70	23.67 %
Air-Cond	1.05	0.60 %
Total	44.04	12.53 %

Branch *	MTD Sales L	Brand Share %
CH15	4.34	11.87 %
CH20	2.04	11.86 %
CH41	1.75	12.20 %
CH06	1.65	9.70 %
CH44	1.05	9.62 %
CH09	0.95	9.03 %
CH43	0.86	6.60 %
CH21	0.81	3.23 %
CH34	0.80	5.35 %
CH23	0.65	10.47 %
CH24	0.57	4.37 %
MC06	0.24	9.59 %
CH32	0.24	4.11 %
PON1	0.17	3.02 %
CH01		0.00 %
CH36		0.00 %
Total	44.04	12.53 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	19.41	21.99 %
Wash-Mac	18.74	20.83 %
Air-Cond	-0.01	-0.01 %
Total	38.14	17.27 %

Branch *	MTD Sales L	Brand Share %
CBE4	1.27	12.58 %
CBE1	0.75	11.62 %
SNR1	0.69	5.05 %
CBE5	0.55	4.95 %
PPI1	0.47	12.63 %
KGI1	0.42	10.04 %
DPM2	0.40	7.28 %
AVI1	0.37	10.63 %
UAM1	0.29	5.94 %
CNR1	0.25	6.87 %
TPR3	0.24	4.21 %
GDR1	0.22	5.68 %
SYM2	0.19	4.20 %
ANR1	0.08	4.14 %
CBE3		0.00 %
PDM1		0.00 %
TPR4		0.00 %
Total	38.14	17.27 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	15.48	24.07 %
Wash-Mac	12.87	23.55 %
Air-Cond	1.00	1.60 %
Total	29.35	16.20 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.33	12.61 %
SBR1	2.19	11.63 %
VEL2	1.19	9.07 %
TRR1	1.15	13.00 %
CYR1	0.66	10.75 %
VSI1	0.37	5.17 %
TRT1	0.30	9.52 %
PLR1	0.21	11.06 %
CGM1	0.20	3.76 %
PTU1	0.15	4.31 %
VNB1	0.09	2.29 %
BGR1		0.00 %
UGI1		0.00 %
Total	29.35	16.20 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	17.51	21.64 %
Wash-Mac	8.44	13.62 %
Total	25.95	11.33 %

Branch *	MTD Sales L	Brand Share %
POY1	2.48	9.03 %
CUD1	2.25	13.42 %
KLM1	1.80	10.63 %
NVL2	1.49	10.18 %
POY2	1.17	5.85 %
TDM1	1.04	12.69 %
PRT1	1.03	8.59 %
KKI2	0.96	8.91 %
KML1	0.55	7.12 %
VCM1	0.14	1.74 %
TVM2	0.10	5.14 %
VPM2	0.09	0.71 %
Total	25.95	11.33 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	10.50	27.50 %
Wash-Mac	4.20	20.23 %
Total	14.70	20.22 %

Branch *	MTD Sales L	Brand Share %
KLR1	1.32	10.77 %
Total	14.70	20.22 %