

MTD Sales
468.68 L

Brand Share %
13.94 %

Information:

MTD : 01-11-2025 To 12-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.94 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	232.91	22.45 %
Wash-Mac	231.56	18.23 %
Air-Cond	4.21	0.40 %
Total	468.68	13.94 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	71.15	14.35 %
SOUTH-03	64.66	15.71 %
TRICHY-01	62.43	14.32 %
CHENNAI-02	54.01	13.96 %
CHENNAI-01	51.87	10.17 %
WEST-01	50.00	17.09 %
WEST-02	46.99	14.58 %
NORTH ARCOT	30.93	15.42 %
SOUTH ARCOT	30.40	11.26 %
KL-SOUTH	6.24	17.25 %
Total	468.68	13.94 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	35.90	19.51 %
Fridge	34.10	21.47 %
Air-Cond	1.15	0.75 %
Total	71.15	14.35 %

Branch *	MTD Sales L	Brand Share %
TVL1	2.08	4.36 %
RND1	1.93	11.43 %
RPM1	1.92	9.31 %
TKS2	1.74	13.13 %
TKS1	1.25	9.43 %
APK2	1.21	11.18 %
MAR1	1.20	7.81 %
VNR1	1.13	13.38 %
PKD1	1.06	7.87 %
NGR1	1.05	3.79 %
APK1	1.01	9.14 %
VLY1	0.85	7.64 %
ARM1	0.68	11.92 %
TVL2	0.24	2.87 %
COL1	0.19	6.80 %
TKY1	0.15	4.48 %
KGL1	0.14	2.65 %
SGT1	0.09	2.21 %
WHTV		0.00 %
Total	71.15	14.35 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	32.36	19.73 %
Fridge	32.04	23.91 %
Air-Cond	0.26	0.23 %
Total	64.66	15.71 %

Branch *	MTD Sales L	Brand Share %
MDU2	3.36	10.25 %
ATG1	2.01	12.89 %
CBM1	1.46	13.43 %
MDU4	1.24	11.65 %
KRR1	1.19	12.83 %
TEN2	1.09	11.32 %
MDU3	1.01	11.04 %
MDU5	0.95	10.99 %
SGP1	0.61	13.33 %
PNV2	0.52	4.17 %
TDI1	0.52	13.16 %
KYK1	0.46	8.42 %
PVI1	0.35	4.30 %
MLR1	0.33	5.95 %
KPT1	0.25	6.08 %
NKI1	0.18	3.60 %
CMR1	0.13	4.30 %
MNM1	0.12	2.57 %
ODM1	0.10	3.23 %
BTU1		0.00 %
Total	64.66	15.71 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	34.69	28.23 %
Wash-Mac	25.98	20.15 %
Air-Cond	1.77	0.96 %
Total	62.43	14.32 %

Branch *	MTD Sales L	Brand Share %
TNJ1	3.80	12.69 %
PBR2	3.69	12.19 %
TNJ2	2.85	13.55 %
KUM1	2.07	8.35 %
TVR2	2.06	7.94 %
TRY2	1.81	8.99 %
MDI1	1.37	8.41 %
KIK1	1.19	9.78 %
AYR1	1.09	12.81 %
PTK1	1.08	6.86 %
NGT1	0.66	5.11 %
TTP1	0.57	6.63 %
PBR1	0.28	3.54 %
Total	62.43	14.32 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	30.57	21.61 %
Fridge	23.18	22.23 %
Air-Cond	0.26	0.19 %
Total	54.01	13.96 %

Branch *	MTD Sales L	Brand Share %
CH15	7.21	13.58 %
CH03	4.01	10.77 %
CH12	3.19	13.49 %
CH20	2.63	13.40 %
CH18	2.53	10.22 %
CH24	2.52	11.36 %
CH34	2.07	11.63 %
CH06	1.59	11.86 %
CH21	1.50	8.11 %
CH09	1.23	9.68 %
CH43	0.93	11.52 %
CH44	0.88	6.91 %
UKI1	0.84	12.15 %
CH46	0.71	9.55 %
CH23	0.35	3.38 %
CH36	0.35	4.93 %
MC06	0.24	13.75 %
Total	54.01	13.96 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	31.46	17.60 %
Fridge	20.41	15.41 %
Total	51.87	10.17 %

Branch *	MTD Sales L	Brand Share %
CH16	3.95	9.83 %
CH08	3.45	9.99 %
CH14	3.29	12.50 %
CH42	3.19	8.21 %
CZWH	3.13	12.93 %
CH05	3.10	7.87 %
CH45	2.16	13.92 %
CH19	2.08	7.58 %
CH22	1.74	10.10 %
CH28	1.43	5.45 %
CH39	1.39	11.54 %
CH07	1.36	6.12 %
AVD1	1.19	5.64 %
CH30	1.18	8.39 %
CH35	1.07	12.58 %
KNR1	0.91	9.25 %
CH48	0.38	1.66 %
CH29	0.15	6.85 %
TKM1	0.06	1.29 %
CGL1		0.00 %
CH40		0.00 %
MC09		0.00 %
WHC3	-0.52	-20.36 %
WCHN	-1.33	13.24 %
Total	51.87	10.17 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	25.03	23.49 %
Wash-Mac	24.46	17.88 %
Air-Cond	0.51	1.03 %
Total	50.00	17.09 %

Branch *	MTD Sales L	Brand Share %
KMR1	1.53	10.77 %
CBE6	1.35	9.27 %
CBE1	1.34	13.64 %
UMP1	1.33	12.25 %
CBE4	1.15	7.04 %
UAM1	1.01	13.70 %
PDM1	0.94	13.77 %
SUL1	0.60	5.31 %
DPM2	0.37	5.36 %
SYM2	0.26	6.67 %
ANR1	0.24	8.51 %
CNR1	0.20	4.08 %
TPR4	0.10	2.14 %
CBE5	0.09	2.11 %
WHCB	-0.12	11.98 %
Total	50.00	17.09 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	25.74	21.72 %
Wash-Mac	21.25	13.95 %
Total	46.99	14.58 %

Branch *	MTD Sales L	Brand Share %
SLM1	4.20	12.93 %
ERD2	3.97	13.22 %
ERD1	2.72	13.44 %
ATU1	1.77	12.52 %
SLM2	1.69	11.08 %
KRI1	1.01	12.92 %
HSR1	0.90	7.22 %
PMP1	0.79	11.26 %
CMI1	0.40	6.75 %
NKL2	0.27	1.67 %
DPR2	0.13	2.28 %
MCR1	0.11	1.53 %
VKL1	0.09	2.20 %
KMM1	0.09	1.73 %
DPR1		0.00 %
HRR1		0.00 %
SGI1		0.00 %
WHKP		0.00 %
WHPD	-0.25	10.56 %
Total	46.99	14.58 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	16.26	23.83 %
Wash-Mac	14.41	17.57 %
Air-Cond	0.26	0.52 %
Total	30.93	15.42 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.16	11.00 %
VEL2	1.97	11.41 %
KPM1	1.31	11.68 %
SBR1	1.22	8.10 %
VEL1	1.00	8.76 %
TRT1	0.95	13.39 %
TRR1	0.69	5.51 %
VSI1	0.44	10.22 %
PTU1	0.10	9.75 %
BGR1	0.10	3.43 %
CGM1		0.00 %
PLR1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
VNB1	-0.02	-0.42 %
Total	30.93	15.42 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	17.40	22.24 %
Wash-Mac	12.99	14.38 %
Total	30.40	11.26 %

Branch *	MTD Sales L	Brand Share %
POY1	4.61	12.92 %
VPM2	1.30	9.80 %
TRK1	1.24	13.02 %
PRT1	0.94	7.58 %
TDM1	0.88	8.69 %
NVL2	0.74	4.40 %
KKI2	0.58	3.62 %
POY2	0.30	0.86 %
SJI2	0.29	2.87 %
VPM1	0.26	12.36 %
VCM1	0.12	1.21 %
TVM2		0.00 %
WHUT		0.00 %
Total	30.40	11.26 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	4.07	29.74 %
Wash-Mac	2.17	19.13 %
Total	6.24	17.25 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.23	4.64 %
Total	6.24	17.25 %