

MTD Sales
462.51 L

Brand Share %
13.62 %

Information:

MTD : 01-09-2025 To 13-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.62 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	254.95	22.93 %
Wash-Mac	195.55	19.88 %
Air-Cond	12.00	0.92 %
Total	462.51	13.62 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	78.31	12.43 %
SOUTH-03	61.16	14.45 %
TRICHY-01	57.19	13.86 %
WEST-02	52.75	18.92 %
CHENNAI-01	52.54	9.91 %
CHENNAI-02	46.52	12.33 %
WEST-01	40.06	17.28 %
NORTH ARCOT	32.03	16.23 %
SOUTH ARCOT	26.86	11.23 %
KL-SOUTH	15.10	20.12 %
Total	462.51	13.62 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	45.21	23.50 %
Wash-Mac	30.06	18.58 %
Air-Cond	3.04	1.10 %
Total	78.31	12.43 %

Branch *	MTD Sales L	Brand Share %
RPM1	4.06	7.82 %
NGR1	3.42	10.85 %
TUT2	3.17	9.19 %
KVT1	2.63	9.09 %
TVL1	1.73	5.73 %
MAR1	1.52	6.96 %
RND1	1.44	6.26 %
TKS1	1.30	8.88 %
SNL1	1.30	13.17 %
TKS2	1.14	6.07 %
VNR1	0.44	4.97 %
VLY1	0.42	2.44 %
ARM1	0.31	4.66 %
STU2	0.31	5.93 %
COL1	0.11	3.27 %
KGL1	0.11	2.75 %
TKY1	0.08	0.88 %
SGT1		0.00 %
TVL2	-0.09	-1.82 %
Total	78.31	12.43 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	32.53	19.84 %
Wash-Mac	27.06	21.50 %
Air-Cond	1.57	1.18 %
Total	61.16	14.45 %

Branch *	MTD Sales L	Brand Share %
ATG1	2.73	10.28 %
MDU6	2.66	12.26 %
PVI1	1.30	5.94 %
MPA1	1.12	8.67 %
KYK1	0.84	9.08 %
TDI1	0.82	13.06 %
TEN2	0.75	10.20 %
USL1	0.74	9.50 %
SVG1	0.69	7.97 %
PKM1	0.69	11.76 %
KRR1	0.68	9.63 %
NTM1	0.68	7.56 %
BNR1	0.65	11.06 %
SGP1	0.57	12.47 %
PNV1	0.46	5.13 %
NKI1	0.25	7.96 %
CMR1	0.20	5.34 %
MNM1	0.14	1.22 %
BTU1		0.00 %
KPT1		0.00 %
ODM1		0.00 %
Total	61.16	14.45 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	35.25	26.94 %
Wash-Mac	20.66	21.32 %
Air-Cond	1.28	0.69 %
Total	57.19	13.86 %

Branch *	MTD Sales L	Brand Share %
TRY1	8.78	9.18 %
PBR2	2.70	11.98 %
TVR2	2.28	9.94 %
KUM1	1.78	8.12 %
PDK1	1.42	13.56 %
PTK1	1.03	5.00 %
APM1	0.89	12.31 %
TTP1	0.72	12.26 %
TRY2	0.67	6.93 %
NMM1	0.66	11.01 %
NGT1	0.58	3.44 %
KRN1	0.45	9.30 %
PBR1	0.42	5.81 %
Total	57.19	13.86 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	29.52	26.10 %
Wash-Mac	21.38	18.60 %
Air-Cond	1.84	3.64 %
Total	52.75	18.92 %

Branch *	MTD Sales L	Brand Share %
HSR1	1.34	10.65 %
NKL2	0.96	6.27 %
ATU1	0.90	8.53 %
MCR1	0.64	6.19 %
KMM1	0.48	11.86 %
PLC1	0.45	10.81 %
VKL1	0.40	5.92 %
DPR2	0.33	9.34 %
CMI1	0.16	6.95 %
SGG1	0.14	11.43 %
DPR1		0.00 %
SGI1		0.00 %
Total	52.75	18.92 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	26.03	18.03 %
Fridge	24.28	18.48 %
Air-Cond	2.23	0.88 %
Total	52.54	9.91 %

Branch *	MTD Sales L	Brand Share %
CH16	5.25	13.44 %
CH14	3.15	8.09 %
CH08	2.68	7.14 %
CH19	2.35	7.28 %
CH11	2.25	12.58 %
CH45	2.18	11.18 %
AVD1	2.10	11.24 %
CH05	1.95	5.68 %
GUD1	1.45	7.53 %
CH30	1.03	5.77 %
CH07	1.01	4.35 %
CH39	0.97	8.86 %
KNR1	0.75	6.48 %
CGL1	0.72	6.62 %
TKM1	0.40	5.80 %
CH48	0.30	1.36 %
CH29		0.00 %
CH40		0.00 %
MC10		0.00 %
MRM1		0.00 %
WHC3		0.00 %
Total	52.54	9.91 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	23.70	24.19 %
Fridge	21.76	23.20 %
Air-Cond	1.05	0.57 %
Total	46.52	12.33 %

Branch *	MTD Sales L	Brand Share %
CH15	4.34	10.40 %
CH20	2.52	13.24 %
CH06	2.04	10.64 %
CH41	1.75	11.71 %
CH09	1.11	9.54 %
CH44	1.05	8.96 %
CH43	1.02	7.48 %
CH21	0.81	3.15 %
CH34	0.80	4.62 %
CH24	0.68	4.81 %
CH23	0.65	10.47 %
MC06	0.24	9.59 %
CH32	0.24	4.11 %
PON1	0.17	3.02 %
CH01		0.00 %
CH36		0.00 %
Total	46.52	12.33 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	20.06	21.28 %
Fridge	20.01	21.64 %
Air-Cond	-0.01	-0.01 %
Total	40.06	17.28 %

Branch *	MTD Sales L	Brand Share %
CBE4	1.27	11.85 %
CBE1	0.91	12.93 %
SNR1	0.80	5.80 %
CBE5	0.55	4.95 %
UAM1	0.52	9.47 %
KGI1	0.42	10.04 %
DPM2	0.40	6.44 %
AVI1	0.37	10.63 %
CNR1	0.25	6.51 %
TPR3	0.24	4.21 %
GDR1	0.22	5.68 %
SYM2	0.19	4.10 %
ANR1	0.08	4.14 %
CBE3		0.00 %
PDM1		0.00 %
TPR4		0.00 %
Total	40.06	17.28 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	17.34	24.56 %
Wash-Mac	13.69	22.78 %
Air-Cond	1.00	1.50 %
Total	32.03	16.23 %

Branch *	MTD Sales L	Brand Share %
SBR1	2.46	11.51 %
VEL2	1.33	9.67 %
CYR1	0.66	10.75 %
VSI1	0.37	4.89 %
TRT1	0.30	6.89 %
PLR1	0.21	11.06 %
CGM1	0.20	3.76 %
PTU1	0.15	4.18 %
VNB1	0.09	2.09 %
BGR1		0.00 %
UGI1		0.00 %
Total	32.03	16.23 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	18.42	21.96 %
Wash-Mac	8.44	12.85 %
Total	26.86	11.23 %

Branch *	MTD Sales L	Brand Share %
POY1	2.48	8.68 %
CUD1	2.38	13.48 %
KLM1	1.80	10.54 %
NVL2	1.49	9.62 %
POY2	1.17	5.61 %
TDM1	1.04	12.44 %
PRT1	1.03	8.44 %
KKI2	0.96	7.75 %
KML1	0.55	6.87 %
VPM2	0.25	1.88 %
VCM1	0.14	1.69 %
TVM2	0.10	4.51 %
Total	26.86	11.23 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	10.64	27.07 %
Wash-Mac	4.46	20.56 %
Total	15.10	20.12 %

Branch *	MTD Sales L	Brand Share %
KLR1	1.32	10.65 %
Total	15.10	20.12 %