

MTD Sales
491.59 L

Brand Share %
14.07 %

Information:

MTD : 01-11-2025 To 13-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.07 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	243.82	18.50 %
Fridge	243.29	22.37 %
Air-Cond	4.48	0.41 %
Total	491.59	14.07 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	73.25	14.23 %
SOUTH-03	67.75	15.68 %
TRICHY-01	64.70	14.29 %
CHENNAI-02	58.57	14.59 %
CHENNAI-01	56.43	10.63 %
WEST-01	51.28	16.86 %
WEST-02	49.92	14.88 %
NORTH ARCOT	32.58	15.66 %
SOUTH ARCOT	30.71	11.13 %
KL-SOUTH	6.39	16.91 %
Total	491.59	14.07 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	36.89	19.35 %
Fridge	35.20	21.30 %
Air-Cond	1.15	0.73 %
Total	73.25	14.23 %

Branch *	MTD Sales L	Brand Share %
TVL1	2.08	4.29 %
RND1	1.93	10.88 %
RPM1	1.92	8.71 %
TKS2	1.74	11.27 %
TKS1	1.43	10.48 %
PKD1	1.30	9.08 %
APK1	1.24	10.77 %
APK2	1.21	10.91 %
MAR1	1.20	7.53 %
VNR1	1.13	13.09 %
NGR1	1.05	3.71 %
VLY1	0.85	7.05 %
ARM1	0.68	11.92 %
TVL2	0.24	2.87 %
COL1	0.19	6.80 %
TKY1	0.15	4.83 %
KGL1	0.14	2.65 %
SGT1	0.09	2.21 %
WHTV		0.00 %
Total	73.25	14.23 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	34.01	23.70 %
Wash-Mac	33.48	19.51 %
Air-Cond	0.26	0.22 %
Total	67.75	15.68 %

Branch *	MTD Sales L	Brand Share %
MDU1	7.35	13.98 %
MDU6	3.68	13.88 %
MDU2	3.57	10.65 %
ATG1	2.01	11.93 %
MDU4	1.24	11.65 %
KRR1	1.19	12.25 %
MDU3	1.15	12.24 %
TEN2	1.09	11.09 %
MDU5	0.84	9.38 %
PNV2	0.76	5.57 %
SGP1	0.61	13.33 %
TDI1	0.52	12.71 %
KYK1	0.46	7.91 %
PVI1	0.35	4.24 %
MLR1	0.33	5.95 %
KPT1	0.25	5.65 %
CMR1	0.22	6.57 %
NKI1	0.18	3.51 %
MNM1	0.12	2.23 %
ODM1	0.10	2.75 %
BTU1		0.00 %
Total	67.75	15.68 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	36.45	27.94 %
Wash-Mac	26.49	19.67 %
Air-Cond	1.77	0.94 %
Total	64.70	14.29 %

Branch *	MTD Sales L	Brand Share %
TNJ1	3.80	12.14 %
PBR2	3.69	11.56 %
TNJ2	2.85	13.47 %
TRY3	2.83	13.87 %
KUM1	2.07	8.08 %
TVR2	2.06	7.65 %
TRY2	1.90	9.41 %
MDI1	1.37	7.81 %
KIK1	1.31	10.68 %
AYR1	1.24	13.77 %
PTK1	1.08	6.66 %
NGT1	0.66	4.88 %
TTP1	0.57	6.63 %
PBR1	0.40	5.14 %
Total	64.70	14.29 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	33.73	22.93 %
Fridge	24.58	22.56 %
Air-Cond	0.26	0.18 %
Total	58.57	14.59 %

Branch *	MTD Sales L	Brand Share %
CH15	7.21	13.27 %
CH03	4.60	11.94 %
CH12	3.19	13.41 %
CH24	2.90	12.14 %
CH18	2.66	10.24 %
CH34	2.20	12.17 %
CH21	1.62	8.21 %
CH09	1.23	9.09 %
CH46	1.07	13.10 %
CH44	1.01	7.79 %
CH43	0.93	10.61 %
UKI1	0.84	11.86 %
CH23	0.35	3.31 %
CH36	0.35	4.74 %
MC06	0.24	13.75 %
Total	58.57	14.59 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	35.14	18.70 %
Fridge	21.02	15.21 %
Air-Cond	0.26	0.13 %
Total	56.43	10.63 %

Branch *	MTD Sales L	Brand Share %
CH16	4.53	10.68 %
CH08	3.90	10.81 %
CH05	3.82	9.40 %
CH42	3.43	8.55 %
CH14	3.29	11.94 %
CZWH	3.13	12.93 %
CH19	2.08	7.35 %
CH22	1.74	9.66 %
CH28	1.55	5.66 %
CH39	1.51	12.39 %
CH07	1.36	5.83 %
AVD1	1.19	5.32 %
CH30	1.18	8.04 %
KNR1	0.91	8.72 %
CH48	0.38	1.59 %
CH29	0.15	6.85 %
TKM1	0.06	1.24 %
CGL1		0.00 %
CH40		0.00 %
MC09		0.00 %
WHC3	-0.52	-20.36 %
WCHN	-1.33	13.24 %
Total	56.43	10.63 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	25.78	23.23 %
Wash-Mac	25.00	17.63 %
Air-Cond	0.51	0.99 %
Total	51.28	16.86 %

Branch *	MTD Sales L	Brand Share %
KMR1	1.96	12.45 %
UMP1	1.42	12.25 %
CBE6	1.35	9.17 %
CBE1	1.34	13.20 %
CBE4	1.15	6.96 %
SUL1	0.60	5.24 %
DPM2	0.37	4.58 %
SYM2	0.26	5.93 %
ANR1	0.24	7.62 %
CNR1	0.20	3.96 %
TPR4	0.10	2.00 %
CBE5	0.09	2.11 %
WHCB	-0.12	11.98 %
Total	51.28	16.86 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	27.26	21.84 %
Wash-Mac	22.65	14.41 %
Total	49.92	14.88 %

Branch *	MTD Sales L	Brand Share %
SLM1	4.63	13.51 %
ERD2	3.97	13.11 %
ERD1	2.92	13.83 %
SLM2	1.69	10.90 %
HSR1	1.03	7.65 %
PMP1	0.79	11.26 %
CM11	0.40	6.27 %
NKL2	0.27	1.55 %
DPR2	0.13	2.17 %
MCR1	0.11	1.50 %
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	49.92	14.88 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	17.03	24.04 %
Wash-Mac	15.29	18.24 %
Air-Cond	0.26	0.49 %
Total	32.58	15.66 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.44	11.61 %
VEL2	2.33	12.55 %
SBR1	1.36	8.87 %
KPM1	1.31	11.68 %
VEL1	1.00	8.76 %
TRT1	0.95	13.39 %
TRR1	0.69	5.35 %
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	-0.40 %
Total	32.58	15.66 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	17.88	22.29 %
Wash-Mac	12.82	14.07 %
Total	30.71	11.13 %

Branch *	MTD Sales L	Brand Share %
POY1	4.61	12.77 %
TRK1	1.24	12.84 %
VPM2	1.14	8.56 %
PRT1	1.07	8.32 %
TDM1	0.88	8.69 %
NVL2	0.74	4.36 %
KKI2	0.58	3.62 %
POY2	0.30	0.85 %
SJI2	0.29	2.87 %
VPM1	0.26	12.36 %
VCM1	0.12	1.08 %
TVM2		0.00 %
WHUT		0.00 %
Total	30.71	11.13 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	4.07	28.93 %
Wash-Mac	2.33	19.66 %
Total	6.39	16.91 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.23	4.15 %
Total	6.39	16.91 %