

MTD Sales
490.46 L

Brand Share %
13.70 %

Information:

MTD : 01-09-2025 To 14-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.70 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	268.14	22.79 %
Wash-Mac	210.32	19.98 %
Air-Cond	12.00	0.89 %
Total	490.46	13.70 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	83.51	12.65 %
SOUTH-03	64.09	14.47 %
TRICHY-01	60.74	14.28 %
CHENNAI-01	55.57	9.74 %
WEST-02	55.52	18.82 %
CHENNAI-02	51.27	12.64 %
WEST-01	42.08	17.00 %
NORTH ARCOT	34.66	16.69 %
SOUTH ARCOT	27.75	11.23 %
KL-SOUTH	15.25	19.35 %
Total	490.46	13.70 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	47.74	23.47 %
Wash-Mac	32.74	19.34 %
Air-Cond	3.04	1.06 %
Total	83.51	12.65 %

Branch *	MTD Sales L	Brand Share %
NGR1	4.26	12.79 %
RPM1	4.16	7.92 %
TUT2	3.49	9.25 %
KVT1	2.91	9.75 %
TVL1	1.85	5.73 %
MAR1	1.68	7.28 %
RND1	1.44	6.04 %
TKS1	1.30	8.33 %
SNL1	1.30	12.46 %
TKS2	1.14	5.95 %
VNR1	0.44	4.91 %
VLY1	0.42	2.30 %
ARM1	0.31	4.66 %
STU2	0.31	5.64 %
COL1	0.11	3.27 %
KGL1	0.11	2.38 %
TKY1	0.08	0.75 %
TVL2	0.05	0.92 %
SGT1		0.00 %
Total	83.51	12.65 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	34.01	19.83 %
Wash-Mac	28.51	21.39 %
Air-Cond	1.57	1.13 %
Total	64.09	14.47 %

Branch *	MTD Sales L	Brand Share %
ATG1	2.96	10.58 %
MDU6	2.77	12.13 %
PVI1	1.46	6.34 %
MPA1	1.12	8.47 %
USL1	0.87	10.01 %
KYK1	0.84	7.93 %
TDI1	0.82	11.82 %
TEN2	0.75	9.03 %
SVG1	0.69	7.59 %
PKM1	0.69	11.76 %
KRR1	0.68	9.46 %
NTM1	0.68	7.56 %
BNR1	0.65	10.14 %
SGP1	0.57	12.47 %
PNV1	0.46	5.00 %
PNI1	0.40	13.14 %
NKI1	0.25	7.96 %
CMR1	0.20	5.15 %
MNM1	0.14	1.18 %
BTU1		0.00 %
KPT1		0.00 %
ODM1		0.00 %
Total	64.09	14.47 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	37.28	27.24 %
Wash-Mac	22.18	22.07 %
Air-Cond	1.28	0.68 %
Total	60.74	14.28 %

Branch *	MTD Sales L	Brand Share %
TRY1	9.38	9.58 %
PBR2	2.70	11.84 %
TVR2	2.42	9.72 %
KUM1	1.78	7.75 %
PTK1	1.03	4.96 %
APM1	0.89	11.82 %
TRY2	0.82	8.12 %
TTP1	0.72	12.26 %
NMM1	0.66	11.01 %
NGT1	0.58	3.41 %
KRN1	0.45	9.30 %
PBR1	0.42	5.81 %
Total	60.74	14.28 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	27.71	17.40 %
Fridge	25.64	17.91 %
Air-Cond	2.23	0.83 %
Total	55.57	9.74 %

Branch *	MTD Sales L	Brand Share %
CH42	4.59	12.79 %
CH14	3.35	8.00 %
CH08	2.68	6.73 %
CH11	2.57	13.39 %
CH19	2.55	7.59 %
CH45	2.39	11.08 %
AVD1	2.26	11.54 %
CH05	1.95	5.12 %
GUD1	1.45	7.26 %
CH30	1.03	4.91 %
CH07	1.01	3.72 %
CH39	0.97	7.66 %
KNR1	0.87	7.22 %
CGL1	0.72	6.50 %
TKM1	0.40	5.17 %
CH48	0.30	1.27 %
CH40	0.09	2.66 %
CH29		0.00 %
MC10		0.00 %
MRM1		0.00 %
WHC3		0.00 %
Total	55.57	9.74 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	30.81	26.03 %
Wash-Mac	22.87	18.46 %
Air-Cond	1.84	3.49 %
Total	55.52	18.82 %

Branch *	MTD Sales L	Brand Share %
HSR1	1.34	10.06 %
ATU1	1.05	9.75 %
NKL2	0.96	6.07 %
MCR1	0.64	5.68 %
VKL1	0.56	8.09 %
KMM1	0.48	11.11 %
PLC1	0.45	10.46 %
DPR2	0.33	9.34 %
CMI1	0.16	6.58 %
SGG1	0.14	9.12 %
DPR1		0.00 %
SGI1		0.00 %
Total	55.52	18.82 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	26.18	23.65 %
Fridge	24.05	23.66 %
Air-Cond	1.05	0.54 %
Total	51.27	12.64 %

Branch *	MTD Sales L	Brand Share %
CH15	4.73	10.37 %
CH20	2.72	13.64 %
CH06	2.15	10.81 %
CH41	1.75	11.03 %
CH09	1.26	9.48 %
CH44	1.05	7.99 %
CH43	1.02	6.91 %
CH24	1.01	6.38 %
CH21	0.81	2.98 %
CH34	0.80	4.62 %
CH23	0.65	10.30 %
CH32	0.36	6.04 %
MC06	0.24	9.59 %
PON1	0.17	2.81 %
CH01		0.00 %
CH36		0.00 %
Total	51.27	12.64 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	21.34	21.09 %
Fridge	20.75	21.09 %
Air-Cond	-0.01	-0.01 %
Total	42.08	17.00 %

Branch *	MTD Sales L	Brand Share %
CBE4	1.27	11.42 %
SNR1	0.97	6.54 %
CBE1	0.91	11.93 %
CBE5	0.55	4.78 %
UAM1	0.52	8.17 %
KGI1	0.42	8.33 %
DPM2	0.40	6.33 %
AVI1	0.37	7.77 %
TPR3	0.33	5.02 %
GDR1	0.32	7.99 %
CNR1	0.25	6.23 %
SYM2	0.19	4.10 %
ANR1	0.08	4.14 %
CBE3		0.00 %
PDM1		0.00 %
TPR4		0.00 %
Total	42.08	17.00 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	18.44	24.66 %
Wash-Mac	15.22	24.06 %
Air-Cond	1.00	1.43 %
Total	34.66	16.69 %

Branch *	MTD Sales L	Brand Share %
SBR1	2.70	11.95 %
VEL2	1.33	9.39 %
CYR1	0.66	10.39 %
VSI1	0.46	6.11 %
TRT1	0.30	6.89 %
PTU1	0.30	7.92 %
PLR1	0.21	10.29 %
CGM1	0.20	3.53 %
VNB1	0.09	2.09 %
BGR1		0.00 %
UGI1		0.00 %
Total	34.66	16.69 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	18.78	21.59 %
Wash-Mac	8.97	13.05 %
Total	27.75	11.23 %

Branch *	MTD Sales L	Brand Share %
POY1	2.48	8.22 %
CUD1	2.38	13.29 %
KLM1	2.37	12.86 %
SJI1	1.51	13.30 %
NVL2	1.49	9.52 %
PRT1	1.19	9.38 %
POY2	1.17	5.57 %
TDM1	1.04	12.03 %
KKI2	0.96	7.75 %
KML1	0.55	6.87 %
VPM2	0.25	1.83 %
VCM1	0.14	1.65 %
TVM2	0.10	4.03 %
Total	27.75	11.23 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	10.64	25.74 %
Wash-Mac	4.61	20.58 %
Total	15.25	19.35 %

Branch *	MTD Sales L	Brand Share %
KLR1	1.32	10.16 %
Total	15.25	19.35 %