

MTD Sales
737.34 L

Brand Share %
13.45 %

Information:

MTD : 01-10-2025 To 14-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.45 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	393.28	21.86 %
Wash-Mac	335.69	19.26 %
Air-Cond	8.38	0.43 %
Total	737.34	13.45 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	127.15	16.43 %
SOUTH-01	107.53	11.33 %
WEST-02	94.74	16.44 %
TRICHY-01	94.58	14.38 %
WEST-01	82.41	17.99 %
CHENNAI-01	71.56	9.34 %
CHENNAI-02	67.26	11.72 %
NORTH ARCOT	43.94	14.23 %
SOUTH ARCOT	43.35	11.54 %
KL-SOUTH	4.84	10.71 %
Total	737.34	13.45 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	70.42	24.86 %
Wash-Mac	55.97	21.50 %
Air-Cond	0.76	0.33 %
Total	127.15	16.43 %

Branch *	MTD Sales L	Brand Share %
MDU2	6.45	10.25 %
CBM1	3.06	13.07 %
SVG1	2.89	11.49 %
MDU3	2.57	10.80 %
TEN1	2.27	10.79 %
TEN2	2.04	10.47 %
TDI1	0.94	10.25 %
KYK1	0.94	11.68 %
NKI1	0.92	6.44 %
KPT1	0.49	7.89 %
ODM1	0.45	5.39 %
PVI1	0.31	2.29 %
PNV1	0.27	2.92 %
CMR1	0.21	3.60 %
MNM1	0.11	1.02 %
BTU1	0.09	1.16 %
Total	127.15	16.43 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	60.20	20.97 %
Wash-Mac	46.14	16.77 %
Air-Cond	1.19	0.31 %
Total	107.53	11.33 %

Branch *	MTD Sales L	Brand Share %
TUT1	15.19	12.12 %
RPM1	7.16	11.66 %
NGR1	6.15	9.90 %
TUT2	4.09	9.74 %
PKD1	3.72	9.77 %
TVL1	3.35	3.93 %
APK2	2.07	12.05 %
TKS1	2.05	6.26 %
TKS2	1.94	5.11 %
RND1	1.70	5.19 %
MAR1	1.63	10.13 %
SNL1	1.62	10.71 %
TYI1	1.37	12.56 %
SDI1	1.19	9.70 %
ASM1	1.08	9.82 %
SKD1	0.98	9.86 %
TKY1	0.63	3.53 %
VL1	0.58	3.35 %
ARM1	0.35	4.24 %
KGL1	0.11	1.60 %
TVL2	0.11	1.06 %
SGT1		0.00 %
Total	107.53	11.33 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	50.07	21.85 %
Wash-Mac	43.22	17.77 %
Air-Cond	1.44	1.39 %
Total	94.74	16.44 %

Branch *	MTD Sales L	Brand Share %
SLM1	6.67	13.33 %
HSR2	3.86	11.53 %
HSR1	0.79	5.71 %
HRR1	0.77	8.59 %
NKL2	0.70	2.07 %
KMM1	0.70	7.95 %
DPR2	0.60	13.39 %
CMI1	0.55	5.99 %
VKL1	0.51	6.59 %
SGG1	0.45	4.74 %
SGI1	0.17	1.21 %
DPR1	0.12	1.44 %
MCR1		0.00 %
Total	94.74	16.44 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	56.58	27.23 %
Wash-Mac	34.69	19.74 %
Air-Cond	3.31	1.21 %
Total	94.58	14.38 %

Branch *	MTD Sales L	Brand Share %
TNJ1	5.51	11.22 %
TRY4	3.14	12.34 %
MVM1	3.07	8.73 %
PBR2	2.94	7.88 %
KUM1	2.90	7.33 %
PTK1	2.28	8.73 %
AYR1	1.67	10.34 %
TVR1	1.35	12.88 %
PBR1	1.03	7.03 %
NGT1	0.78	4.04 %
NMM1	0.66	8.80 %
KRN1	0.44	5.25 %
Total	94.58	14.38 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	45.72	24.19 %
Fridge	36.10	20.51 %
Air-Cond	0.59	0.64 %
Total	82.41	17.99 %

Branch *	MTD Sales L	Brand Share %
CBE4	3.25	11.98 %
TPR3	2.46	11.74 %
SYM2	1.81	13.40 %
GBM1	1.81	12.68 %
SNR1	0.93	8.02 %
GDR1	0.92	11.35 %
PPI1	0.87	9.20 %
CNR1	0.53	10.68 %
TPR4	0.47	7.44 %
ANR1	0.46	11.20 %
CBE6	0.45	2.13 %
DPM2	0.38	2.94 %
PDM1	0.22	2.79 %
Total	82.41	17.99 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	36.05	17.30 %
Wash-Mac	35.27	16.73 %
Air-Cond	0.24	0.07 %
Total	71.56	9.34 %

Branch *	MTD Sales L	Brand Share %
CH16	6.51	11.15 %
CH42	5.25	11.34 %
CH05	4.96	11.58 %
CH14	3.88	7.76 %
CH08	3.24	5.60 %
CH19	3.20	5.93 %
CH28	3.05	7.60 %
SKL1	2.95	12.81 %
CH22	2.19	8.82 %
CH30	2.13	6.81 %
CH07	2.01	6.19 %
KNR1	1.87	9.57 %
GUD1	1.73	7.17 %
AVD1	1.71	4.30 %
CH39	1.52	10.07 %
CZWH	1.17	7.57 %
CGL1	1.16	8.47 %
MRM1	0.85	4.55 %
CH48	0.82	3.01 %
TKM1	0.65	6.53 %
CH29		0.00 %
CH40		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	71.56	9.34 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	34.52	20.68 %
Fridge	32.48	20.01 %
Air-Cond	0.26	0.11 %
Total	67.26	11.72 %

Branch *	MTD Sales L	Brand Share %
CH15	7.71	9.88 %
CH03	7.23	11.57 %
CH18	4.28	12.49 %
CH43	4.03	11.56 %
CH20	2.17	10.07 %
CH24	2.13	8.06 %
CH46	1.80	11.93 %
CH21	1.66	5.19 %
CH44	1.63	8.55 %
CH09	1.24	5.78 %
CH34	0.84	3.53 %
CH23	0.37	3.82 %
CH32		0.00 %
CH36		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	67.26	11.72 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	22.72	22.65 %
Wash-Mac	20.62	19.90 %
Air-Cond	0.60	0.57 %
Total	43.94	14.23 %

Branch *	MTD Sales L	Brand Share %
VEL2	3.10	12.74 %
AKM1	2.39	12.21 %
VEL1	2.34	12.56 %
TRR1	2.13	12.47 %
KPM2	1.95	9.67 %
KPM1	1.85	11.95 %
SBR1	1.71	9.59 %
TRT1	1.62	7.15 %
PLR1	0.53	7.74 %
PTU1	0.15	5.27 %
BGR1	0.14	2.68 %
UGI1	0.11	1.36 %
CGM1		0.00 %
VNB1		0.00 %
Total	43.94	14.23 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	26.07	20.24 %
Wash-Mac	17.28	15.74 %
Total	43.35	11.54 %

Branch *	MTD Sales L	Brand Share %
POY1	5.78	11.34 %
CUD1	4.26	11.08 %
NVL2	3.01	11.64 %
SJI2	2.71	9.59 %
VPM2	2.38	11.62 %
CDM1	2.14	12.38 %
KKI2	1.82	8.08 %
TRK1	1.81	8.92 %
KML1	0.70	7.26 %
POY2	0.65	1.44 %
PRT1	0.64	5.54 %
VPM1	0.46	7.32 %
VCM1	0.30	5.53 %
TVM2	0.10	1.89 %
SJI1		0.00 %
Total	43.35	11.54 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	2.58	16.28 %
Wash-Mac	2.26	25.45 %
Total	4.84	10.71 %

Branch *	MTD Sales L	Brand Share %
TVP1	3.89	12.85 %
KLR1		0.00 %
Total	4.84	10.71 %