

MTD Sales
514.53 L

Brand Share %
14.05 %

Information:

MTD : 01-11-2025 To 14-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.05 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	257.75	18.68 %
Fridge	252.31	22.19 %
Air-Cond	4.48	0.39 %
Total	514.53	14.05 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	76.47	14.36 %
SOUTH-03	71.61	15.83 %
TRICHY-01	70.01	14.42 %
CHENNAI-02	62.18	14.65 %
CHENNAI-01	59.24	10.72 %
WEST-01	52.44	16.43 %
WEST-02	49.82	14.09 %
NORTH ARCOT	34.20	15.80 %
SOUTH ARCOT	31.85	11.24 %
KL-SOUTH	6.72	16.49 %
Total	514.53	14.05 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	39.10	19.93 %
Fridge	36.22	21.27 %
Air-Cond	1.15	0.69 %
Total	76.47	14.36 %

Branch *	MTD Sales L	Brand Share %
TVL1	2.69	5.54 %
RND1	2.08	11.28 %
RPM1	1.92	8.58 %
TKS2	1.85	11.02 %
TKS1	1.57	10.71 %
APK2	1.33	11.07 %
MAR1	1.32	7.18 %
PKD1	1.30	8.79 %
APK1	1.24	10.68 %
VNR1	1.22	13.19 %
NGR1	1.16	4.03 %
VLY1	0.85	6.72 %
ARM1	0.68	11.68 %
TVL2	0.24	2.68 %
COL1	0.19	6.38 %
TKY1	0.15	4.31 %
KGL1	0.14	2.65 %
SGT1	0.09	2.15 %
WHTV		0.00 %
Total	76.47	14.36 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	36.06	24.20 %
Wash-Mac	35.28	19.43 %
Air-Cond	0.26	0.22 %
Total	71.61	15.83 %

Branch *	MTD Sales L	Brand Share %
KKD3	4.69	13.97 %
MDU2	3.80	10.98 %
MDU6	3.68	13.33 %
ATG1	2.17	11.86 %
MDU3	1.25	12.63 %
MDU4	1.24	11.19 %
MDU5	1.22	12.67 %
KRR1	1.19	12.09 %
TEN2	1.09	10.32 %
PNV2	0.76	5.38 %
SGP1	0.61	13.33 %
PVI1	0.52	5.91 %
KYK1	0.46	7.11 %
MLR1	0.33	5.95 %
KPT1	0.25	5.52 %
CMR1	0.22	6.14 %
NKI1	0.18	3.51 %
MNM1	0.12	2.23 %
ODM1	0.10	2.75 %
BTU1		0.00 %
Total	71.61	15.83 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	39.41	27.76 %
Wash-Mac	28.83	20.09 %
Air-Cond	1.77	0.88 %
Total	70.01	14.42 %

Branch *	MTD Sales L	Brand Share %
TNJ1	4.33	13.42 %
PBR2	4.10	12.41 %
TRY3	3.01	13.67 %
TNJ2	2.83	12.85 %
KUM1	2.44	8.57 %
TVR2	2.06	7.58 %
TRY2	2.04	9.62 %
KIK1	1.94	13.93 %
MDI1	1.80	9.42 %
PTK1	1.08	6.30 %
TTP1	0.81	8.03 %
NGT1	0.66	4.45 %
PBR1	0.40	4.97 %
Total	70.01	14.42 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	36.15	23.35 %
Fridge	25.77	22.83 %
Air-Cond	0.26	0.17 %
Total	62.18	14.65 %

Branch *	MTD Sales L	Brand Share %
CH15	7.11	12.10 %
CH03	4.60	11.71 %
CH24	2.96	10.55 %
CH18	2.82	10.73 %
CH34	2.20	11.55 %
CH06	2.00	12.69 %
CH21	1.86	8.89 %
CH44	1.26	9.11 %
CH09	1.23	8.67 %
CH43	0.93	10.11 %
UKI1	0.84	11.62 %
CH23	0.35	3.25 %
CH36	0.35	4.74 %
MC06	0.24	13.75 %
Total	62.18	14.65 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	37.03	19.00 %
Fridge	21.95	15.19 %
Air-Cond	0.26	0.12 %
Total	59.24	10.72 %

Branch *	MTD Sales L	Brand Share %
CH16	4.53	10.14 %
CH08	4.01	10.81 %
CH05	3.94	9.10 %
CH42	3.47	8.45 %
CH14	3.29	11.87 %
CH19	2.44	8.01 %
CH22	1.74	8.16 %
CH28	1.68	5.82 %
AVD1	1.51	6.72 %
CH39	1.51	11.62 %
CH07	1.36	5.62 %
CH30	1.18	7.62 %
KNR1	0.91	8.11 %
CH48	0.38	1.57 %
TKM1	0.18	3.89 %
CH29	0.15	6.85 %
CGL1		0.00 %
CH40		0.00 %
MC09		0.00 %
WHC3	-0.52	-20.36 %
WCHN	-1.45	13.64 %
Total	59.24	10.72 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	25.97	22.37 %
Wash-Mac	25.96	17.56 %
Air-Cond	0.51	0.92 %
Total	52.44	16.43 %

Branch *	MTD Sales L	Brand Share %
KMR1	1.96	11.35 %
TPR2	1.82	13.29 %
CBE6	1.35	8.55 %
CBE1	1.34	13.04 %
UMP1	1.29	11.27 %
CBE4	1.15	6.68 %
SUL1	0.60	5.24 %
DPM2	0.60	6.64 %
SYM2	0.26	5.93 %
ANR1	0.24	7.20 %
CNR1	0.20	3.96 %
TPR4	0.10	2.00 %
CBE5	0.09	2.02 %
WHCB	-0.12	11.98 %
Total	52.44	16.43 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	26.10	20.03 %
Wash-Mac	23.72	14.28 %
Total	49.82	14.09 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.81	11.33 %
ERD2	3.80	12.04 %
HSR1	1.72	10.35 %
SLM2	1.69	10.34 %
PMP1	0.79	10.95 %
DPR2	0.42	6.65 %
CMI1	0.40	5.89 %
NKL2	0.27	1.45 %
MCR1	0.11	1.29 %
VKL1	0.09	2.29 %
KMM1	0.09	1.67 %
DPR1		0.00 %
HRR1		0.00 %
SGI1		0.00 %
WHKP		0.00 %
Total	49.82	14.09 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	17.72	24.22 %
Wash-Mac	16.22	18.32 %
Air-Cond	0.26	0.48 %
Total	34.20	15.80 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.68	12.45 %
VEL2	2.33	12.98 %
SBR1	1.57	9.15 %
KPM1	1.31	11.37 %
VEL1	1.00	8.76 %
TRT1	0.95	12.99 %
TRR1	0.69	5.29 %
VSI1	0.44	10.22 %
PTU1	0.23	6.36 %
BGR1	0.10	3.23 %
CGM1		0.00 %
PLR1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
VNB1	-0.02	-0.40 %
Total	34.20	15.80 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	18.80	22.58 %
Wash-Mac	13.04	13.86 %
Total	31.85	11.24 %

Branch *	MTD Sales L	Brand Share %
POY1	5.08	13.77 %
TRK1	1.24	12.84 %
VPM2	1.14	8.24 %
PRT1	1.07	7.75 %
NVL2	1.04	5.82 %
TDM1	1.01	9.78 %
KKI2	0.58	3.53 %
POY2	0.30	0.84 %
SJI2	0.29	2.83 %
VPM1	0.26	12.36 %
VCM1	0.12	1.05 %
TVM2		0.00 %
WHUT		0.00 %
Total	31.85	11.24 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	4.29	27.38 %
Wash-Mac	2.42	19.15 %
Total	6.72	16.49 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.23	3.90 %
Total	6.72	16.49 %