

MTD Sales
565.31 L

Brand Share %
13.87 %

Information:

MTD : 01-11-2025 To 15-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **13.87 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	284.19	18.58 %
Fridge	275.79	21.93 %
Air-Cond	5.32	0.41 %
Total	565.31	13.87 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	85.49	14.18 %
SOUTH-03	79.70	15.48 %
TRICHY-01	73.89	14.30 %
CHENNAI-02	69.43	14.20 %
CHENNAI-01	65.40	10.54 %
WEST-01	56.09	16.63 %
WEST-02	53.41	14.26 %
NORTH ARCOT	39.85	15.50 %
SOUTH ARCOT	35.32	10.94 %
KL-SOUTH	6.72	16.25 %
Total	565.31	13.87 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	44.26	19.82 %
Fridge	39.77	20.96 %
Air-Cond	1.46	0.77 %
Total	85.49	14.18 %

Branch *	MTD Sales L	Brand Share %
TVL1	3.05	5.66 %
RND1	2.58	11.28 %
RPM1	2.02	8.23 %
TKS1	1.92	10.76 %
TKS2	1.85	10.91 %
PKD1	1.83	11.55 %
MAR1	1.73	7.07 %
APK2	1.60	12.74 %
NGR1	1.54	4.71 %
APK1	1.45	11.24 %
VNR1	1.33	13.33 %
VLY1	0.85	5.90 %
ARM1	0.80	13.45 %
TVL2	0.24	2.68 %
COL1	0.19	5.05 %
TKY1	0.15	3.30 %
KGL1	0.14	2.49 %
SGT1	0.09	1.93 %
WHTV		0.00 %
Total	85.49	14.18 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	40.01	19.85 %
Fridge	39.14	23.84 %
Air-Cond	0.55	0.37 %
Total	79.70	15.48 %

Branch *	MTD Sales L	Brand Share %
KKD3	4.69	13.08 %
MDU2	4.14	11.06 %
MDU3	2.68	7.67 %
ATG1	2.17	11.77 %
MDU5	1.31	13.02 %
TEN2	1.25	10.46 %
MDU4	1.24	10.77 %
KRR1	1.19	11.09 %
BNR1	1.07	13.73 %
PVI1	0.86	8.94 %
PNV2	0.76	5.20 %
MLR1	0.54	8.63 %
KYK1	0.46	6.25 %
CMR1	0.30	8.34 %
NKI1	0.28	4.89 %
KPT1	0.25	4.86 %
MNM1	0.12	2.12 %
ODM1	0.10	2.51 %
BTU1		0.00 %
Total	79.70	15.48 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	41.63	27.59 %
Wash-Mac	30.24	19.48 %
Air-Cond	2.02	0.96 %
Total	73.89	14.30 %

Branch *	MTD Sales L	Brand Share %
PBR2	4.61	12.43 %
TNJ1	4.45	13.32 %
TNJ2	3.11	13.50 %
KUM1	2.73	8.92 %
TVR2	2.22	7.60 %
TRY2	2.04	9.28 %
MDI1	1.80	9.20 %
TVR1	1.61	13.66 %
AYR1	1.57	12.98 %
PTK1	1.30	7.40 %
NMM1	1.08	12.71 %
NGT1	0.82	5.09 %
TTP1	0.81	7.67 %
PBR1	0.40	4.72 %
Total	73.89	14.30 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	40.19	23.23 %
Fridge	28.98	22.27 %
Air-Cond	0.26	0.14 %
Total	69.43	14.20 %

Branch *	MTD Sales L	Brand Share %
CH15	7.59	10.36 %
CH03	5.88	12.56 %
CH18	3.39	10.72 %
CH24	3.28	10.61 %
CH34	2.20	11.08 %
CH21	2.11	9.54 %
CH44	1.81	10.99 %
CH43	1.40	11.84 %
CH09	1.39	8.27 %
UKI1	0.94	11.97 %
CH23	0.35	2.85 %
CH36	0.35	4.26 %
MC06	0.24	11.76 %
Total	69.43	14.20 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	40.70	18.61 %
Fridge	24.44	15.18 %
Air-Cond	0.26	0.11 %
Total	65.40	10.54 %

Branch *	MTD Sales L	Brand Share %
CH16	5.36	10.56 %
CH08	4.54	10.84 %
CH05	3.94	8.56 %
CH42	3.92	8.87 %
CH14	3.42	11.82 %
GUD1	3.31	13.41 %
CH45	2.87	13.84 %
CH19	2.64	7.36 %
CH22	2.42	10.32 %
CH28	1.78	5.84 %
MRM1	1.76	13.43 %
CH39	1.71	11.74 %
AVD1	1.51	5.75 %
CH07	1.36	4.96 %
CH30	1.18	5.54 %
KNR1	0.91	8.00 %
CH48	0.38	1.38 %
CGL1	0.25	2.05 %
TKM1	0.18	3.56 %
CH29	0.15	5.23 %
CH40		0.00 %
MC09		0.00 %
WHC3	-0.52	-20.36 %
WCHN	-1.45	13.64 %
Total	65.40	10.54 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	27.88	17.72 %
Fridge	27.71	22.55 %
Air-Cond	0.51	0.89 %
Total	56.09	16.63 %

Branch *	MTD Sales L	Brand Share %
KMR1	1.96	10.52 %
TPR2	1.82	12.43 %
UMP1	1.60	13.44 %
CBE6	1.35	8.38 %
CBE1	1.34	11.39 %
CBE4	1.15	6.34 %
SUL1	0.60	4.98 %
DPM2	0.60	6.32 %
CNR1	0.36	6.80 %
SYM2	0.35	7.50 %
ANR1	0.24	7.20 %
TPR4	0.10	1.92 %
CBE5	0.09	1.95 %
WHCB	-0.12	11.98 %
Total	56.09	16.63 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	27.89	20.08 %
Wash-Mac	25.53	14.50 %
Total	53.41	14.26 %

Branch *	MTD Sales L	Brand Share %
SLM1	4.56	12.54 %
ERD2	4.09	12.70 %
ERD1	3.31	13.57 %
SLM2	2.17	12.02 %
HSR1	1.72	9.94 %
PMP1	0.79	10.22 %
DPR2	0.70	9.91 %
CM11	0.40	5.89 %
NKL2	0.27	1.37 %
MCR1	0.11	1.18 %
VKL1	0.09	2.07 %
KMM1	0.09	1.67 %
DPR1		0.00 %
HRR1		0.00 %
SGI1		0.00 %
WHKP		0.00 %
Total	53.41	14.26 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	20.87	23.74 %
Wash-Mac	18.71	18.13 %
Air-Cond	0.26	0.40 %
Total	39.85	15.50 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.25	12.03 %
VEL2	2.33	12.56 %
SBR1	1.57	8.77 %
VEL1	1.46	10.42 %
TRR1	1.05	6.47 %
VSI1	1.02	8.91 %
TRT1	0.95	12.67 %
PTU1	0.23	5.62 %
BGR1	0.10	2.79 %
CGM1		0.00 %
PLR1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
VNB1	-0.02	-0.31 %
Total	39.85	15.50 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	21.08	21.96 %
Wash-Mac	14.24	13.20 %
Total	35.32	10.94 %

Branch *	MTD Sales L	Brand Share %
NVL2	1.59	7.82 %
TRK1	1.37	12.56 %
PRT1	1.31	8.47 %
VPM2	1.26	7.44 %
TDM1	1.17	9.63 %
KKI2	0.58	3.28 %
POY2	0.43	0.97 %
SJI2	0.38	3.29 %
VPM1	0.26	11.58 %
VCM1	0.12	0.91 %
TVM2		0.00 %
WHUT		0.00 %
Total	35.32	10.94 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	4.29	26.94 %
Wash-Mac	2.42	18.54 %
Total	6.72	16.25 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.23	3.80 %
Total	6.72	16.25 %