

MTD Sales
541.22 L

Brand Share %
14.05 %

Information:

MTD : 01-09-2025 To 16-09-2025

* 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 %
Fridge	296.03	23.39 %
Wash-Mac	232.66	20.42 %
Air-Cond	12.53	0.86 %
Total	541.22	14.05 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	90.28	12.72 %
CHENNAI-01	70.41	11.40 %
SOUTH-03	66.94	14.18 %
TRICHY-01	65.13	14.37 %
WEST-02	58.87	18.32 %
CHENNAI-02	56.90	13.05 %
WEST-01	48.85	18.07 %
NORTH ARCOT	37.29	16.66 %
SOUTH ARCOT	30.94	11.62 %
KL-SOUTH	15.61	18.78 %
Total	541.22	14.05 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	50.42	23.19 %
Wash-Mac	36.82	19.99 %
Air-Cond	3.04	0.99 %
Total	90.28	12.72 %

Branch *	MTD Sales L	Brand Share %
NGR1	5.11	13.74 %
RPM1	4.32	7.94 %
TUT2	3.83	9.68 %
KVT1	3.31	10.68 %
VNR2	3.08	13.78 %
TVL1	2.10	5.51 %
MAR1	1.80	7.00 %
RND1	1.62	6.04 %
SNL1	1.47	13.02 %
TKS1	1.43	8.55 %
TKS2	1.14	5.78 %
VLY1	0.50	2.60 %
VNR1	0.44	4.65 %
ARM1	0.31	4.66 %
STU2	0.31	5.49 %
TVL2	0.15	2.70 %
COL1	0.11	2.70 %
KGL1	0.11	2.38 %
TKY1	0.08	0.70 %
SGT1		0.00 %
Total	90.28	12.72 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	36.32	22.43 %
Wash-Mac	31.86	18.76 %
Air-Cond	2.23	0.78 %
Total	70.41	11.40 %

Branch *	MTD Sales L	Brand Share %
CH42	4.93	12.83 %
CH14	3.45	7.72 %
CH19	2.92	8.24 %
CH45	2.74	11.99 %
CH11	2.73	12.13 %
CH08	2.68	6.26 %
AVD1	2.47	11.57 %
CH05	2.11	5.13 %
GUD1	1.37	6.22 %
CH07	1.23	4.16 %
CH39	1.18	8.18 %
CH30	1.16	5.34 %
KNR1	1.01	8.04 %
CGL1	0.72	6.32 %
TKM1	0.40	5.07 %
CH48	0.30	1.27 %
CH40	0.09	2.66 %
CH29		0.00 %
MC10		0.00 %
MRM1		0.00 %
Total	70.41	11.40 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	35.71	19.51 %
Wash-Mac	29.66	20.72 %
Air-Cond	1.57	1.08 %
Total	66.94	14.18 %

Branch *	MTD Sales L	Brand Share %
ATG1	2.96	10.19 %
MDU6	2.93	12.65 %
PVI1	1.46	6.24 %
MPA1	1.12	7.88 %
TDI1	0.91	11.36 %
USL1	0.87	9.23 %
KYK1	0.84	7.42 %
NTM1	0.82	8.59 %
TEN2	0.75	8.42 %
SVG1	0.69	7.23 %
PKM1	0.69	11.76 %
KRR1	0.68	9.02 %
BNR1	0.65	9.70 %
SGP1	0.57	11.64 %
PNV1	0.46	4.53 %
PNI1	0.40	12.01 %
NKI1	0.25	6.49 %
CMR1	0.20	5.15 %
MNM1	0.14	1.17 %
BTU1		0.00 %
KPT1		0.00 %
ODM1		0.00 %
Total	66.94	14.18 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	39.32	27.08 %
Wash-Mac	24.53	22.94 %
Air-Cond	1.28	0.64 %
Total	65.13	14.37 %

Branch *	MTD Sales L	Brand Share %
TRY1	10.55	10.22 %
PBR2	2.94	12.23 %
TVR2	2.82	10.34 %
KUM1	1.88	7.48 %
TRY2	1.09	8.99 %
PTK1	1.03	4.54 %
APM1	0.89	11.33 %
TTP1	0.72	11.75 %
NMM1	0.66	11.01 %
KRN1	0.45	9.30 %
PBR1	0.42	5.38 %
NGT1	0.21	1.18 %
Total	65.13	14.37 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	31.70	24.99 %
Wash-Mac	25.33	18.64 %
Air-Cond	1.84	3.15 %
Total	58.87	18.32 %

Branch *	MTD Sales L	Brand Share %
HSR1	1.94	13.67 %
ATU1	1.05	8.99 %
NKL2	0.96	5.51 %
MCR1	0.64	5.15 %
KMM1	0.64	13.70 %
VKL1	0.56	8.06 %
HRR1	0.55	13.66 %
PLC1	0.45	9.18 %
DPR2	0.33	9.34 %
CM11	0.26	8.16 %
DPR1		0.00 %
SGI1		0.00 %
SGG1	-0.06	-4.40 %
Total	58.87	18.32 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	28.34	23.30 %
Fridge	27.52	25.08 %
Air-Cond	1.05	0.51 %
Total	56.90	13.05 %

Branch *	MTD Sales L	Brand Share %
CH15	5.49	11.05 %
CH06	2.56	12.39 %
CH41	2.13	12.72 %
CH09	1.59	9.81 %
CH43	1.44	8.84 %
CH44	1.05	7.47 %
CH21	1.02	3.52 %
CH24	0.85	4.35 %
CH34	0.80	4.46 %
CH23	0.65	10.30 %
CH32	0.36	5.67 %
PON1	0.29	4.86 %
MC06	0.24	9.59 %
CH01		0.00 %
CH36		0.00 %
Total	56.90	13.05 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	24.35	22.03 %
Fridge	23.98	22.67 %
Air-Cond	0.52	0.97 %
Total	48.85	18.07 %

Branch *	MTD Sales L	Brand Share %
CBE4	1.48	11.89 %
SNR1	1.21	7.93 %
CBE1	1.07	13.75 %
TPR3	0.85	11.20 %
AVI1	0.80	13.65 %
UAM1	0.62	7.90 %
CBE5	0.55	4.69 %
KGI1	0.51	9.50 %
DPM2	0.40	6.37 %
GDR1	0.32	7.99 %
CNR1	0.25	5.94 %
ANR1	0.20	9.59 %
SYM2	0.19	3.60 %
CBE3		0.00 %
PDM1		0.00 %
TPR4		0.00 %
Total	48.85	18.07 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	19.68	24.49 %
Wash-Mac	16.61	23.96 %
Air-Cond	1.00	1.35 %
Total	37.29	16.66 %

Branch *	MTD Sales L	Brand Share %
SBR1	3.03	12.58 %
VEL2	1.33	9.07 %
CYR1	0.66	9.89 %
VSI1	0.46	5.86 %
TRT1	0.30	5.95 %
PTU1	0.30	7.92 %
PLR1	0.21	7.59 %
CGM1	0.20	3.53 %
VNB1	0.09	1.66 %
BGR1		0.00 %
UGI1		0.00 %
Total	37.29	16.66 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	20.37	22.18 %
Wash-Mac	10.57	14.21 %
Total	30.94	11.62 %

Branch *	MTD Sales L	Brand Share %
POY1	3.18	9.74 %
CDM1	2.70	13.92 %
CUD1	2.38	12.78 %
TRK1	2.00	13.98 %
NVL2	1.82	10.97 %
SJI1	1.65	13.48 %
PRT1	1.19	9.23 %
POY2	1.17	5.16 %
KKI2	1.14	8.68 %
TDM1	1.04	10.48 %
MKM1	0.82	13.55 %
KML1	0.55	6.50 %
VPM2	0.39	2.78 %
VCM1	0.14	1.52 %
TVM2	0.10	4.03 %
Total	30.94	11.62 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	11.00	25.42 %
Wash-Mac	4.61	19.62 %
Total	15.61	18.78 %

Branch *	MTD Sales L	Brand Share %
KLR1	1.32	9.68 %
Total	15.61	18.78 %