

MTD Sales
568.89 L

Brand Share %
14.22 %

Information:

MTD : 01-09-2025 To 17-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.22 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	310.44	23.47 %
Wash-Mac	244.61	20.59 %
Air-Cond	13.84	0.93 %
Total	568.89	14.22 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	92.72	12.77 %
CHENNAI-01	80.60	12.44 %
SOUTH-03	69.28	14.30 %
TRICHY-01	68.43	14.20 %
WEST-02	61.11	18.17 %
CHENNAI-02	60.28	13.32 %
WEST-01	49.89	17.79 %
NORTH ARCOT	38.60	16.55 %
SOUTH ARCOT	31.79	11.69 %
KL-SOUTH	16.17	19.05 %
Total	568.89	14.22 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	51.74	23.15 %
Wash-Mac	37.95	19.97 %
Air-Cond	3.04	0.97 %
Total	92.72	12.77 %

Branch *	MTD Sales L	Brand Share %
NGR1	5.11	13.34 %
RPM1	4.54	8.23 %
TUT2	4.02	10.02 %
KVT1	3.31	10.47 %
VNR2	3.08	13.58 %
TVL1	2.31	5.94 %
MAR1	1.80	6.81 %
RND1	1.75	6.32 %
TKS1	1.72	9.98 %
SNL1	1.61	13.97 %
TKS2	1.14	5.77 %
VLY1	0.50	2.56 %
VNR1	0.44	4.51 %
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	0.67 %
SGT1		0.00 %
Total	92.72	12.77 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	43.58	24.48 %
Wash-Mac	33.49	18.67 %
Air-Cond	3.54	1.22 %
Total	80.60	12.44 %

Branch *	MTD Sales L	Brand Share %
CH42	5.54	13.91 %
CH14	3.45	7.69 %
CH11	3.09	13.10 %
CH19	2.92	8.08 %
CH08	2.83	6.57 %
CH45	2.74	11.46 %
AVD1	2.72	12.56 %
CH05	2.30	5.46 %
CH07	1.44	4.71 %
GUD1	1.37	6.08 %
CH30	1.28	5.68 %
CH39	1.18	7.79 %
KNR1	1.01	7.93 %
CGL1	0.82	6.89 %
TKM1	0.40	4.75 %
CH48	0.30	1.18 %
CH40	0.09	2.66 %
CH29		0.00 %
MC10		0.00 %
MRM1		0.00 %
Total	80.60	12.44 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	36.76	19.46 %
Wash-Mac	30.95	21.10 %
Air-Cond	1.57	1.05 %
Total	69.28	14.30 %

Branch *	MTD Sales L	Brand Share %
MDU6	3.05	12.43 %
ATG1	2.96	10.00 %
PVI1	1.46	6.11 %
MPA1	1.12	7.88 %
TDI1	0.91	10.98 %
USL1	0.87	8.98 %
TEN2	0.84	9.07 %
KYK1	0.84	7.19 %
PKM1	0.83	13.39 %
NTM1	0.82	8.59 %
SVG1	0.69	6.95 %
KRR1	0.68	8.65 %
BNR1	0.65	8.43 %
PNV1	0.64	5.89 %
SGP1	0.57	11.64 %
PNI1	0.40	12.01 %
NKI1	0.25	6.49 %
CMR1	0.20	5.15 %
KPT1	0.15	2.76 %
MNM1	0.14	1.17 %
BTU1		0.00 %
ODM1		0.00 %
Total	69.28	14.30 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	40.64	26.32 %
Wash-Mac	26.51	23.09 %
Air-Cond	1.28	0.60 %
Total	68.43	14.20 %

Branch *	MTD Sales L	Brand Share %
TRY1	11.37	10.44 %
PBR2	2.94	11.68 %
TVR2	2.82	9.91 %
KUM1	1.88	7.19 %
MDI1	1.54	9.56 %
TRY2	1.21	9.63 %
PTK1	1.20	4.71 %
APM1	1.10	13.46 %
TTP1	0.86	12.09 %
NMM1	0.66	9.95 %
KRN1	0.56	9.88 %
NGT1	0.47	2.49 %
PBR1	0.42	5.38 %
Total	68.43	14.20 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	32.71	24.60 %
Wash-Mac	26.56	18.78 %
Air-Cond	1.84	2.98 %
Total	61.11	18.17 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.70	12.99 %
HSR1	1.94	13.67 %
ATU1	1.21	9.16 %
NKL2	0.96	5.45 %
VKL1	0.80	11.13 %
MCR1	0.64	5.15 %
KMM1	0.64	12.95 %
HRR1	0.55	13.66 %
PLC1	0.45	9.18 %
DPR2	0.33	9.34 %
CMI1	0.26	8.16 %
DPR1		0.00 %
SGI1		0.00 %
SGG1	-0.06	-3.67 %
Total	61.11	18.17 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	30.20	23.56 %
Fridge	29.03	25.43 %
Air-Cond	1.05	0.50 %
Total	60.28	13.32 %

Branch *	MTD Sales L	Brand Share %
CH15	5.76	11.31 %
CH06	2.65	11.96 %
CH41	2.34	13.49 %
CH09	1.59	9.38 %
CH43	1.56	9.29 %
CH44	1.20	8.40 %
CH21	1.02	3.46 %
CH24	0.98	4.69 %
CH34	0.80	4.37 %
CH23	0.65	9.65 %
PON1	0.61	9.70 %
CH32	0.36	5.51 %
MC06	0.24	9.59 %
CH01		0.00 %
CH36		0.00 %
Total	60.28	13.32 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	25.26	22.05 %
Fridge	24.11	22.23 %
Air-Cond	0.52	0.91 %
Total	49.89	17.79 %

Branch *	MTD Sales L	Brand Share %
CBE4	1.48	11.13 %
SNR1	1.37	8.76 %
CBE1	1.07	11.71 %
TPR3	0.85	10.81 %
AVI1	0.80	12.99 %
UAM1	0.62	7.63 %
CBE5	0.55	4.60 %
KGI1	0.51	9.18 %
DPM2	0.50	7.42 %
GDR1	0.32	7.45 %
CNR1	0.25	5.70 %
ANR1	0.20	8.42 %
SYM2	0.19	3.40 %
CBE3		0.00 %
PDM1		0.00 %
TPR4		0.00 %
Total	49.89	17.79 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	20.09	23.89 %
Wash-Mac	17.52	24.05 %
Air-Cond	1.00	1.31 %
Total	38.60	16.55 %

Branch *	MTD Sales L	Brand Share %
SBR1	3.03	12.20 %
VEL1	1.89	14.21 %
VEL2	1.49	10.06 %
CYR1	0.79	11.33 %
VSI1	0.46	5.86 %
TRT1	0.45	8.57 %
PTU1	0.30	7.92 %
PLR1	0.21	7.59 %
CGM1	0.20	3.53 %
VNB1	0.09	1.37 %
BGR1		0.00 %
UGI1		0.00 %
Total	38.60	16.55 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	20.58	21.80 %
Wash-Mac	11.21	14.70 %
Total	31.79	11.69 %

Branch *	MTD Sales L	Brand Share %
POY1	3.18	9.48 %
CDM1	2.70	13.92 %
CUD1	2.38	12.67 %
NVL2	2.14	12.67 %
TRK1	2.00	13.83 %
SJI1	1.65	13.08 %
TDM1	1.36	13.30 %
PRT1	1.19	8.92 %
POY2	1.17	5.04 %
KKI2	1.14	8.47 %
MKM1	0.82	13.55 %
KML1	0.55	6.27 %
VPM2	0.39	2.73 %
VCM1	0.14	1.50 %
TVM2	0.10	3.58 %
Total	31.79	11.69 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	11.21	25.50 %
Wash-Mac	4.97	20.64 %
Total	16.17	19.05 %

Branch *	MTD Sales L	Brand Share %
KLR1	1.32	9.49 %
Total	16.17	19.05 %