

MTD Sales
583.53 L

Brand Share %
14.23 %

Information:

MTD : 01-09-2025 To 18-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.23 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	316.49	23.28 %
Wash-Mac	252.91	20.69 %
Air-Cond	14.12	0.93 %
Total	583.53	14.23 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	94.88	12.64 %
CHENNAI-01	83.40	12.72 %
SOUTH-03	71.56	14.41 %
TRICHY-01	70.63	14.14 %
WEST-02	62.34	17.93 %
CHENNAI-02	61.18	13.30 %
WEST-01	51.84	17.79 %
NORTH ARCOT	39.93	16.85 %
SOUTH ARCOT	31.67	11.53 %
KL-SOUTH	16.10	18.61 %
Total	583.53	14.23 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	52.88	22.78 %
Wash-Mac	38.96	19.73 %
Air-Cond	3.04	0.95 %
Total	94.88	12.64 %

Branch *	MTD Sales L	Brand Share %
NGR1	5.11	13.01 %
RPM1	4.54	8.07 %
TUT2	4.02	9.63 %
KVT1	3.31	10.07 %
VNR2	3.17	13.82 %
TVL1	2.69	6.72 %
MAR1	1.80	6.68 %
RND1	1.75	6.15 %
TKS1	1.72	9.81 %
SNL1	1.61	13.97 %
TKS2	1.25	6.14 %
VLY1	0.50	2.39 %
ARM1	0.49	7.06 %
VNR1	0.44	4.51 %
STU2	0.31	5.49 %
TVL2	0.15	2.63 %
COL1	0.11	2.70 %
KGL1	0.11	2.41 %
TKY1	0.08	0.66 %
SGT1		0.00 %
Total	94.88	12.64 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	44.17	24.36 %
Wash-Mac	35.69	19.63 %
Air-Cond	3.54	1.21 %
Total	83.40	12.72 %

Branch *	MTD Sales L	Brand Share %
CH42	5.54	14.07 %
CH14	3.72	8.08 %
CH08	3.16	7.14 %
CH11	3.09	12.84 %
CH19	2.92	7.87 %
AVD1	2.84	13.07 %
CH45	2.74	11.46 %
CH05	2.47	5.81 %
CH30	1.44	6.40 %
CH07	1.44	4.51 %
GUD1	1.24	5.57 %
KNR1	1.20	9.05 %
CH39	1.18	7.79 %
CGL1	0.82	6.77 %
TKM1	0.77	8.54 %
CH48	0.50	1.97 %
CH40	0.09	2.42 %
CH29		0.00 %
MC10		0.00 %
MRM1		0.00 %
Total	83.40	12.72 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	37.77	19.70 %
Wash-Mac	32.22	20.92 %
Air-Cond	1.57	1.04 %
Total	71.56	14.41 %

Branch *	MTD Sales L	Brand Share %
MDU6	3.14	12.32 %
ATG1	2.96	10.00 %
PVI1	1.58	6.57 %
MPA1	1.41	8.86 %
TEN2	1.23	11.65 %
NTM1	0.98	9.91 %
TDI1	0.91	10.98 %
USL1	0.87	8.81 %
KYK1	0.84	7.16 %
SVG1	0.69	6.95 %
KRR1	0.68	8.00 %
BNR1	0.65	8.11 %
PNV1	0.64	5.76 %
SGP1	0.57	11.64 %
PNI1	0.40	12.01 %
NKI1	0.25	6.49 %
CMR1	0.20	4.95 %
KPT1	0.15	2.67 %
MNM1	0.14	1.17 %
BTU1		0.00 %
ODM1		0.00 %
Total	71.56	14.41 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	41.61	25.89 %
Wash-Mac	27.74	23.38 %
Air-Cond	1.28	0.58 %
Total	70.63	14.14 %

Branch *	MTD Sales L	Brand Share %
TRY1	12.24	10.66 %
TVR2	3.02	10.45 %
PBR2	2.94	11.17 %
KUM1	1.88	6.91 %
MDI1	1.70	10.00 %
TRY2	1.21	8.93 %
PTK1	1.20	4.60 %
TTP1	0.86	12.09 %
NMM1	0.66	9.55 %
KRN1	0.56	9.15 %
NGT1	0.55	2.87 %
PBR1	0.42	5.29 %
Total	70.63	14.14 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	33.68	24.52 %
Wash-Mac	26.82	18.45 %
Air-Cond	1.84	2.84 %
Total	62.34	17.93 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.70	12.66 %
NKL2	1.33	7.19 %
ATU1	1.21	9.16 %
KRI1	0.95	14.15 %
VKL1	0.80	10.57 %
MCR1	0.64	5.06 %
KMM1	0.64	12.95 %
HRR1	0.55	13.05 %
PLC1	0.45	9.18 %
DPR2	0.33	8.37 %
CMI1	0.26	7.51 %
DPR1		0.00 %
SGI1		0.00 %
SGG1	-0.06	-3.39 %
Total	62.34	17.93 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	30.97	23.64 %
Fridge	29.16	25.29 %
Air-Cond	1.05	0.49 %
Total	61.18	13.30 %

Branch *	MTD Sales L	Brand Share %
CH15	6.26	11.62 %
CH06	2.65	11.47 %
CH41	2.10	12.56 %
CH09	1.59	9.61 %
CH43	1.56	9.12 %
CH44	1.20	8.40 %
CH21	1.18	3.99 %
CH24	0.98	4.51 %
CH34	0.80	4.37 %
CH23	0.65	10.03 %
PON1	0.61	9.70 %
CH32	0.36	5.51 %
MC06	0.24	9.59 %
CH01		0.00 %
CH36		0.00 %
Total	61.18	13.30 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	26.11	22.37 %
Fridge	24.93	21.56 %
Air-Cond	0.81	1.36 %
Total	51.84	17.79 %

Branch *	MTD Sales L	Brand Share %
CBE4	1.48	10.97 %
SNR1	1.37	8.76 %
CBE1	1.07	11.71 %
TPR3	0.85	10.81 %
AVI1	0.80	12.11 %
UAM1	0.62	7.32 %
CBE5	0.55	4.55 %
KGI1	0.51	8.95 %
DPM2	0.50	7.06 %
GDR1	0.41	9.22 %
CBE3	0.30	7.66 %
CNR1	0.25	5.70 %
ANR1	0.20	8.42 %
SYM2	0.19	3.16 %
TPR4	0.09	1.80 %
PDM1	-0.10	-1.85 %
Total	51.84	17.79 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	20.94	24.48 %
Wash-Mac	18.00	24.13 %
Air-Cond	1.00	1.30 %
Total	39.93	16.85 %

Branch *	MTD Sales L	Brand Share %
SBR1	3.03	12.06 %
VEL2	1.85	12.20 %
CYR1	0.79	11.33 %
VSI1	0.46	5.71 %
TRT1	0.45	8.44 %
PTU1	0.30	7.92 %
PLR1	0.21	7.16 %
CGM1	0.20	3.53 %
VNB1	0.09	1.32 %
BGR1		0.00 %
UGI1		0.00 %
Total	39.93	16.85 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	20.30	21.21 %
Wash-Mac	11.37	14.78 %
Total	31.67	11.53 %

Branch *	MTD Sales L	Brand Share %
POY1	3.18	9.29 %
CUD1	2.38	12.67 %
CDM1	2.36	11.90 %
NVL2	2.14	12.50 %
TRK1	2.00	13.67 %
SJI1	1.65	13.08 %
PRT1	1.40	10.40 %
TDM1	1.36	12.98 %
POY2	1.17	4.99 %
KKI2	1.14	8.20 %
MKM1	0.82	13.55 %
KML1	0.55	6.27 %
VPM2	0.39	2.75 %
VCM1	0.14	1.50 %
TVM2	0.10	3.25 %
Total	31.67	11.53 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	11.06	24.92 %
Wash-Mac	5.04	19.75 %
Total	16.10	18.61 %

Branch *	MTD Sales L	Brand Share %
KLR1	1.32	9.56 %
Total	16.10	18.61 %