

MTD Sales
591.97 L

Brand Share %
14.19 %

Information:

MTD : 01-09-2025 To 19-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.19 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	321.27	23.12 %
Wash-Mac	256.32	20.58 %
Air-Cond	14.38	0.94 %
Total	591.97	14.19 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	96.33	12.63 %
CHENNAI-01	84.01	12.60 %
SOUTH-03	73.04	14.37 %
TRICHY-01	71.77	14.06 %
CHENNAI-02	62.65	13.42 %
WEST-02	62.03	17.73 %
WEST-01	52.50	17.55 %
NORTH ARCOT	40.58	16.91 %
SOUTH ARCOT	32.65	11.72 %
KL-SOUTH	16.40	18.58 %
Total	591.97	14.19 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	53.88	22.84 %
Wash-Mac	39.41	19.63 %
Air-Cond	3.04	0.93 %
Total	96.33	12.63 %

Branch *	MTD Sales L	Brand Share %
NGR1	5.80	13.84 %
RPM1	4.90	8.60 %
TUT2	4.02	9.47 %
KVT1	3.44	10.30 %
VNR2	3.17	13.50 %
TVL1	2.69	6.61 %
TYI1	2.16	14.07 %
MAR1	1.90	7.02 %
RND1	1.75	6.19 %
TKS1	1.72	9.72 %
SNL1	1.47	13.12 %
TKS2	1.25	6.14 %
VLY1	0.50	2.41 %
ARM1	0.49	7.06 %
VNR1	0.44	4.51 %
STU2	0.31	5.49 %
TVL2	0.15	2.63 %
KGL1	0.11	2.67 %
TKY1	0.08	0.66 %
SGT1		0.00 %
COL1	-0.31	-7.71 %
Total	96.33	12.63 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	43.77	23.71 %
Wash-Mac	36.70	19.60 %
Air-Cond	3.54	1.20 %
Total	84.01	12.60 %

Branch *	MTD Sales L	Brand Share %
CH42	5.42	13.23 %
CH14	4.37	9.31 %
CH08	3.16	7.01 %
CH11	3.09	12.70 %
CH19	2.92	7.70 %
AVD1	2.84	12.83 %
CH45	2.83	11.48 %
CH05	2.47	5.70 %
CH30	1.44	6.24 %
CH07	1.44	4.50 %
CH39	1.30	8.24 %
GUD1	1.24	5.37 %
KNR1	1.20	8.84 %
CGL1	0.82	6.77 %
TKM1	0.77	8.54 %
CH48	0.50	1.95 %
CH40	0.09	2.42 %
CH29		0.00 %
MC10		0.00 %
MRM1		0.00 %
Total	84.01	12.60 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	38.36	19.58 %
Wash-Mac	33.12	20.88 %
Air-Cond	1.57	1.02 %
Total	73.04	14.37 %

Branch *	MTD Sales L	Brand Share %
MDU6	3.51	13.15 %
ATG1	2.96	10.00 %
MPA1	1.73	10.20 %
PVI1	1.58	6.52 %
KKD2	1.45	13.65 %
TEN2	1.23	11.65 %
USL1	1.02	10.17 %
NTM1	0.98	9.78 %
TDI1	0.91	10.98 %
KYK1	0.84	7.16 %
SVG1	0.69	7.16 %
KRR1	0.68	8.05 %
BNR1	0.65	8.11 %
PNV1	0.64	5.92 %
SGP1	0.57	11.64 %
PNI1	0.40	10.21 %
NKI1	0.25	6.49 %
CMR1	0.20	4.95 %
KPT1	0.15	2.60 %
MNM1	0.14	1.17 %
BTU1		0.00 %
ODM1		0.00 %
Total	73.04	14.37 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	42.61	25.83 %
Wash-Mac	27.87	23.01 %
Air-Cond	1.28	0.57 %
Total	71.77	14.06 %

Branch *	MTD Sales L	Brand Share %
TRY1	12.57	10.83 %
TVR2	3.15	10.75 %
PBR2	2.94	11.04 %
KUM1	1.88	6.71 %
MDI1	1.70	10.04 %
PTK1	1.35	5.09 %
TRY2	1.21	8.64 %
TTP1	0.86	11.79 %
NMM1	0.66	9.55 %
KRN1	0.56	8.80 %
NGT1	0.55	2.83 %
PBR1	0.42	5.20 %
Total	71.77	14.06 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	31.61	23.80 %
Fridge	30.00	25.40 %
Air-Cond	1.05	0.48 %
Total	62.65	13.42 %

Branch *	MTD Sales L	Brand Share %
CH15	6.55	12.09 %
CH06	2.65	11.19 %
CH41	2.10	12.36 %
CH09	1.59	9.74 %
CH43	1.42	8.21 %
CH44	1.40	9.72 %
CH21	1.18	3.90 %
CH34	1.03	5.59 %
CH24	0.98	4.45 %
CH23	0.65	10.03 %
PON1	0.61	9.70 %
CH32	0.49	7.29 %
MC06	0.24	9.59 %
CH36		0.00 %
Total	62.65	13.42 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	33.77	24.16 %
Wash-Mac	26.42	18.02 %
Air-Cond	1.84	2.91 %
Total	62.03	17.73 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.70	12.67 %
NKL2	1.33	7.04 %
ATU1	1.21	9.30 %
KRI1	0.73	11.23 %
MCR1	0.64	5.21 %
KMM1	0.64	12.95 %
VKL1	0.56	7.43 %
HRR1	0.55	12.64 %
PLC1	0.45	9.18 %
DPR2	0.33	8.37 %
CMI1	0.26	7.51 %
DPR1		0.00 %
SGI1		0.00 %
SGG1	-0.06	-3.86 %
Total	62.03	17.73 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	26.21	22.02 %
Fridge	25.22	21.00 %
Air-Cond	1.06	1.77 %
Total	52.50	17.55 %

Branch *	MTD Sales L	Brand Share %
CBE4	1.48	10.97 %
SNR1	1.37	8.69 %
CBE1	1.07	11.71 %
TPR3	0.85	10.56 %
AVI1	0.80	11.46 %
CBE5	0.70	5.63 %
UAM1	0.62	7.32 %
KGI1	0.51	8.95 %
DPM2	0.50	7.06 %
GDR1	0.41	8.78 %
CBE3	0.30	7.41 %
CNR1	0.25	5.70 %
ANR1	0.20	7.80 %
TPR4	0.20	3.73 %
SYM2	0.19	2.80 %
PDM1	-0.10	-1.85 %
Total	52.50	17.55 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	21.33	24.52 %
Wash-Mac	18.26	24.01 %
Air-Cond	1.00	1.29 %
Total	40.58	16.91 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.54	13.97 %
SBR1	3.03	11.98 %
VEL2	2.01	12.84 %
CYR1	0.79	11.33 %
VSI1	0.57	6.93 %
TRT1	0.45	8.44 %
PTU1	0.30	7.92 %
PLR1	0.21	7.16 %
CGM1	0.20	3.23 %
VNB1	0.09	1.39 %
BGR1		0.00 %
UGI1		0.00 %
Total	40.58	16.91 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	21.12	21.50 %
Wash-Mac	11.53	14.85 %
Total	32.65	11.72 %

Branch *	MTD Sales L	Brand Share %
POY1	3.46	9.76 %
CDM1	2.56	12.61 %
CUD1	2.38	12.67 %
NVL2	2.14	12.33 %
TRK1	2.00	13.63 %
SJI1	1.65	12.75 %
PRT1	1.40	10.40 %
TDM1	1.36	12.59 %
POY2	1.17	4.90 %
KKI2	1.14	8.20 %
MKM1	0.82	12.99 %
KML1	0.69	7.67 %
VPM2	0.39	2.75 %
VCM1	0.14	1.50 %
TVM2	0.10	3.07 %
Total	32.65	11.72 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	11.21	24.89 %
Wash-Mac	5.19	20.24 %
Total	16.40	18.58 %

Branch *	MTD Sales L	Brand Share %
KLR1	1.47	10.57 %
Total	16.40	18.58 %