

MTD Sales
604.64 L

Brand Share %
14.19 %

Information:

MTD : 01-09-2025 To 20-09-2025

* 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	326.37	23.04 %
Wash-Mac	263.89	20.57 %
Air-Cond	14.38	0.92 %
Total	604.64	14.19 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	98.90	12.51 %
CHENNAI-01	86.77	12.68 %
SOUTH-03	75.75	14.34 %
TRICHY-01	73.06	14.17 %
CHENNAI-02	63.77	13.47 %
WEST-02	61.76	17.55 %
WEST-01	54.55	17.71 %
NORTH ARCOT	40.81	16.75 %
SOUTH ARCOT	32.74	11.79 %
KL-SOUTH	16.52	18.53 %
Total	604.64	14.19 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	55.06	22.87 %
Wash-Mac	40.81	19.55 %
Air-Cond	3.04	0.89 %
Total	98.90	12.51 %

Branch *	MTD Sales L	Brand Share %
NGR1	5.80	13.81 %
RPM1	4.90	8.52 %
TUT2	4.15	9.83 %
KVT1	3.56	10.54 %
VNR2	3.42	13.83 %
TVL1	3.37	5.67 %
PKD1	2.97	13.99 %
TYI1	2.16	14.07 %
MAR1	1.90	6.95 %
RND1	1.87	6.52 %
TKS1	1.84	10.18 %
SNL1	1.47	13.30 %
TKS2	1.25	6.14 %
VNR1	0.54	5.41 %
VLY1	0.50	2.33 %
ARM1	0.49	7.06 %
STU2	0.31	5.49 %
TVL2	0.15	2.49 %
KGL1	0.11	2.67 %
TKY1	0.08	0.66 %
SGT1		0.00 %
COL1	-0.14	-3.10 %
Total	98.90	12.51 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	44.87	23.67 %
Wash-Mac	38.36	19.44 %
Air-Cond	3.54	1.19 %
Total	86.77	12.68 %

Branch *	MTD Sales L	Brand Share %
CH14	4.37	9.23 %
CH19	3.48	8.91 %
CH08	3.16	6.86 %
CH11	3.09	12.49 %
AVD1	2.84	12.70 %
CH45	2.83	11.08 %
CH05	2.47	5.68 %
CH07	1.74	5.40 %
CH39	1.46	8.98 %
CH30	1.44	6.18 %
GUD1	1.24	5.32 %
KNR1	1.20	8.33 %
CGL1	0.82	6.61 %
TKM1	0.77	8.40 %
CH48	0.50	1.87 %
CH40	0.09	2.42 %
CH29		0.00 %
MC10		0.00 %
MRM1		0.00 %
Total	86.77	12.68 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	40.19	19.73 %
Wash-Mac	34.00	20.65 %
Air-Cond	1.57	0.98 %
Total	75.75	14.34 %

Branch *	MTD Sales L	Brand Share %
MDU6	3.51	12.90 %
ATG1	3.17	10.56 %
MPA1	1.73	9.76 %
PVI1	1.67	6.86 %
KKD2	1.45	13.65 %
TEN2	1.23	11.65 %
TDI1	1.04	12.05 %
USL1	1.02	10.17 %
NTM1	0.98	9.78 %
BNR1	0.86	9.99 %
KYK1	0.84	6.99 %
SVG1	0.69	7.16 %
KRR1	0.68	8.05 %
PNV1	0.64	5.82 %
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	1.15 %
BTU1		0.00 %
ODM1		0.00 %
Total	75.75	14.34 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	43.27	26.00 %
Wash-Mac	28.51	23.24 %
Air-Cond	1.28	0.57 %
Total	73.06	14.17 %

Branch *	MTD Sales L	Brand Share %
TRY1	13.13	11.17 %
TVR2	3.15	10.56 %
PBR2	2.94	11.04 %
KUM1	1.88	6.57 %
MDI1	1.70	9.94 %
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	2.78 %
PBR1	0.42	5.04 %
Total	73.06	14.17 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	32.28	23.69 %
Fridge	30.44	25.38 %
Air-Cond	1.05	0.48 %
Total	63.77	13.47 %

Branch *	MTD Sales L	Brand Share %
CH15	6.86	12.44 %
CH06	2.65	11.19 %
CH41	2.37	13.74 %
CH09	1.59	9.53 %
CH44	1.52	10.24 %
CH43	1.42	8.02 %
CH21	1.18	3.86 %
CH34	1.03	5.36 %
CH24	0.98	4.39 %
CH23	0.65	10.03 %
PON1	0.61	9.24 %
CH32	0.49	7.29 %
MC06	0.24	9.59 %
CH36		0.00 %
Total	63.77	13.47 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	33.17	23.71 %
Wash-Mac	26.74	18.09 %
Air-Cond	1.84	2.88 %
Total	61.76	17.55 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.25	10.62 %
NKL2	1.33	6.96 %
ATU1	1.21	9.30 %
MCR1	0.64	5.21 %
KMM1	0.64	12.95 %
KRI1	0.59	8.87 %
VKL1	0.56	7.26 %
HRR1	0.55	12.25 %
PLC1	0.45	9.18 %
DPR2	0.33	8.37 %
CMI1	0.26	7.15 %
SGG1	0.14	7.22 %
DPR1		0.00 %
SGI1		0.00 %
Total	61.76	17.55 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	27.74	22.41 %
Fridge	25.75	20.82 %
Air-Cond	1.06	1.76 %
Total	54.55	17.71 %

Branch *	MTD Sales L	Brand Share %
CBE4	1.48	10.57 %
CBE1	1.39	13.89 %
SNR1	1.37	8.69 %
TPR3	0.85	10.30 %
AVI1	0.80	11.46 %
CBE5	0.70	5.56 %
UAM1	0.62	7.32 %
KGI1	0.51	8.95 %
DPM2	0.50	6.43 %
GDR1	0.41	8.78 %
CBE3	0.30	7.09 %
CNR1	0.25	5.70 %
ANR1	0.20	7.80 %
TPR4	0.20	3.38 %
SYM2	0.19	2.75 %
PDM1	-0.10	-1.85 %
Total	54.55	17.71 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	21.54	24.37 %
Wash-Mac	18.27	23.45 %
Air-Cond	1.00	1.29 %
Total	40.81	16.75 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.54	13.88 %
SBR1	3.03	11.88 %
VEL2	2.01	13.02 %
CYR1	0.79	11.33 %
TRT1	0.45	8.22 %
VSI1	0.41	5.01 %
PTU1	0.30	7.92 %
PLR1	0.21	6.68 %
CGM1	0.20	3.13 %
VNB1	0.09	1.39 %
BGR1		0.00 %
UGI1		0.00 %
Total	40.81	16.75 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	20.88	21.23 %
Wash-Mac	11.87	15.18 %
Total	32.74	11.79 %

Branch *	MTD Sales L	Brand Share %
POY1	3.26	9.71 %
CDM1	2.56	12.51 %
NVL2	1.98	11.37 %
TRK1	1.96	13.41 %
SJI1	1.65	12.75 %
TDM1	1.47	13.47 %
PRT1	1.40	10.32 %
POY2	1.17	4.90 %
KKI2	1.14	8.12 %
MKM1	0.82	12.99 %
KML1	0.69	7.92 %
VPM2	0.39	2.75 %
VCM1	0.14	1.48 %
TVM2	0.10	3.07 %
Total	32.74	11.79 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	11.21	24.66 %
Wash-Mac	5.32	20.81 %
Total	16.52	18.53 %

Branch *	MTD Sales L	Brand Share %
KLR1	1.47	10.55 %
Total	16.52	18.53 %