

MTD Sales
714.35 L

Brand Share %
14.37 %

Information:

MTD : 01-11-2025 To 20-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.37 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	363.21	19.03 %
Fridge	344.20	22.33 %
Air-Cond	6.94	0.46 %
Total	714.35	14.37 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	110.83	14.90 %
SOUTH-03	99.25	15.77 %
CHENNAI-01	96.24	12.26 %
TRICHY-01	86.14	14.40 %
CHENNAI-02	85.43	14.21 %
WEST-01	71.65	17.07 %
WEST-02	64.79	14.14 %
NORTH ARCOT	48.01	15.56 %
SOUTH ARCOT	42.50	11.34 %
KL-SOUTH	9.50	18.29 %
Total	714.35	14.37 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	58.66	20.58 %
Fridge	50.22	21.08 %
Air-Cond	1.95	0.88 %
Total	110.83	14.90 %

Branch *	MTD Sales L	Brand Share %
TVL1	4.19	6.06 %
RPM1	4.12	11.98 %
RND1	3.12	11.10 %
TKS2	2.64	12.34 %
NGR1	2.27	5.42 %
PKD1	2.13	11.15 %
MAR1	2.10	8.00 %
TKS1	2.07	9.66 %
VNR1	1.46	14.00 %
ARM1	1.15	14.32 %
VLY1	1.03	5.33 %
TVL2	0.35	3.52 %
COL1	0.31	8.10 %
TKY1	0.15	2.55 %
KGL1	0.14	2.27 %
SGT1	0.09	1.70 %
WHTV		0.00 %
Total	110.83	14.90 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	50.47	20.00 %
Fridge	47.67	23.47 %
Air-Cond	1.11	0.64 %
Total	99.25	15.77 %

Branch *	MTD Sales L	Brand Share %
KKD3	5.57	13.06 %
MDU2	5.27	11.42 %
MDU3	3.55	8.63 %
ATG1	2.48	11.68 %
MPA1	2.05	14.07 %
MDU5	1.77	13.71 %
TEN2	1.75	12.45 %
KRR1	1.35	10.76 %
PVI1	1.09	9.72 %
PNV2	0.87	5.52 %
MLR1	0.78	10.01 %
KYK1	0.46	5.46 %
KPT1	0.37	5.63 %
CMR1	0.30	5.94 %
ODM1	0.29	5.15 %
NKI1	0.28	4.29 %
BTU1	0.12	2.27 %
MNM1	-0.11	-1.60 %
Total	99.25	15.77 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	54.89	19.66 %
Fridge	40.83	19.16 %
Air-Cond	0.52	0.18 %
Total	96.24	12.26 %

Branch *	MTD Sales L	Brand Share %
CH16	7.92	12.49 %
CH05	5.89	9.84 %
CH42	5.10	8.15 %
CH08	4.83	9.64 %
CH14	4.56	13.18 %
GUD1	3.59	11.23 %
CH22	2.85	10.83 %
CH19	2.74	5.93 %
CH28	2.51	7.42 %
AVD1	2.36	7.55 %
MRM1	2.35	13.28 %
CH39	2.08	12.08 %
CH30	1.85	6.73 %
CH07	1.70	4.74 %
KNR1	1.16	9.69 %
CH48	0.62	1.88 %
TKM1	0.57	6.80 %
CGL1	0.25	1.69 %
CH29	0.15	5.01 %
CH40		0.00 %
MC09		0.00 %
WCHN	-1.45	9.92 %
Total	96.24	12.26 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	48.03	27.39 %
Wash-Mac	36.09	19.21 %
Air-Cond	2.02	0.86 %
Total	86.14	14.40 %

Branch *	MTD Sales L	Brand Share %
PBR2	5.19	11.98 %
KUM1	3.35	9.25 %
MDI1	2.50	11.94 %
TVR2	2.41	7.02 %
KIK1	2.23	14.27 %
TRY4	2.20	12.38 %
TRY2	2.04	8.75 %
PTK1	1.39	6.49 %
TTP1	1.39	12.29 %
NMM1	1.26	12.98 %
NGT1	0.91	4.67 %
PBR1	0.61	5.90 %
Total	86.14	14.40 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	50.08	23.08 %
Fridge	35.09	22.10 %
Air-Cond	0.26	0.12 %
Total	85.43	14.21 %

Branch *	MTD Sales L	Brand Share %
CH15	8.33	10.16 %
CH03	7.93	13.75 %
CH12	5.62	13.49 %
CH24	5.47	13.66 %
CH18	4.37	11.98 %
CH20	3.99	13.86 %
CH34	2.67	10.67 %
CH21	2.33	8.79 %
CH44	2.30	12.00 %
CH43	1.94	12.77 %
CH09	1.60	7.67 %
UKI1	1.19	11.33 %
CH23	0.47	2.70 %
CH36	0.45	4.41 %
CH01		0.00 %
Total	85.43	14.21 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	38.27	18.89 %
Fridge	32.87	22.03 %
Air-Cond	0.51	0.75 %
Total	71.65	17.07 %

Branch *	MTD Sales L	Brand Share %
TPR2	2.48	12.91 %
KMR1	2.34	10.21 %
CBE6	2.25	11.93 %
CBE4	1.91	8.87 %
PDM1	1.37	13.00 %
SUL1	0.78	5.69 %
DPM2	0.71	6.21 %
CNR1	0.48	7.00 %
SYM2	0.45	7.02 %
ANR1	0.25	6.69 %
TPR4	0.10	1.58 %
CBE5	0.09	1.64 %
WHCB	-0.42	11.61 %
Total	71.65	17.07 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	33.24	20.22 %
Wash-Mac	31.54	14.63 %
Total	64.79	14.14 %

Branch *	MTD Sales L	Brand Share %
ERD2	5.28	13.31 %
SLM1	4.93	12.30 %
SLM2	2.70	13.62 %
HSR1	2.24	11.16 %
EDP1	0.82	14.00 %
DPR2	0.80	5.70 %
PMP1	0.79	9.47 %
VKL1	0.63	11.18 %
CMI1	0.40	4.36 %
NKL2	0.37	1.61 %
MCR1	0.32	2.69 %
KMM1	0.30	3.43 %
SGG1	0.30	7.23 %
DPR1		0.00 %
HRR1		0.00 %
SGI1		0.00 %
WHKP	-0.13	13.85 %
Total	64.79	14.14 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	24.35	23.11 %
Wash-Mac	23.39	18.77 %
Air-Cond	0.26	0.33 %
Total	48.01	15.56 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.51	11.19 %
KPM1	2.29	13.96 %
VSI1	2.10	12.87 %
SBR1	1.99	10.48 %
VEL1	1.81	10.68 %
TRR1	1.26	5.80 %
TRT1	1.06	12.27 %
PTU1	0.23	4.25 %
PLR1	0.11	1.75 %
BGR1	0.10	2.30 %
CGM1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
VNB1	-0.02	-0.26 %
Total	48.01	15.56 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	25.54	22.81 %
Wash-Mac	16.65	12.97 %
Air-Cond	0.31	0.23 %
Total	42.50	11.34 %

Branch *	MTD Sales L	Brand Share %
POY1	6.57	13.49 %
CUD1	4.68	13.82 %
NVL2	2.08	9.41 %
TRK1	1.99	13.39 %
VPM2	1.86	9.11 %
TDM1	1.54	10.57 %
PRT1	1.31	7.81 %
KKI2	1.03	4.94 %
SJI2	0.92	6.79 %
POY2	0.74	1.53 %
VPM1	0.38	11.29 %
VCM1	0.12	0.81 %
WHUT		0.00 %
TVM2	-0.16	-2.09 %
Total	42.50	11.34 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	6.36	29.37 %
Wash-Mac	3.14	20.55 %
Total	9.50	18.29 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.41	5.14 %
Total	9.50	18.29 %