

MTD Sales
742.40 L

Brand Share %
14.34 %

Information:

MTD : 01-11-2025 To 21-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.34 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	376.47	18.91 %
Fridge	358.19	22.25 %
Air-Cond	7.73	0.49 %
Total	742.40	14.34 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	113.71	14.89 %
SOUTH-03	103.61	15.86 %
CHENNAI-01	98.58	12.18 %
CHENNAI-02	88.59	14.29 %
TRICHY-01	88.13	14.12 %
WEST-01	74.00	17.05 %
WEST-02	68.07	14.41 %
NORTH ARCOT	54.09	14.97 %
SOUTH ARCOT	44.13	11.38 %
KL-SOUTH	9.50	17.98 %
Total	742.40	14.34 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	60.33	20.70 %
Fridge	51.43	20.98 %
Air-Cond	1.95	0.86 %
Total	113.71	14.89 %

Branch *	MTD Sales L	Brand Share %
RPM1	4.29	12.14 %
TVL1	4.19	5.85 %
RND1	3.25	11.13 %
TKS2	2.77	12.67 %
PKD1	2.49	12.48 %
TKS1	2.37	10.66 %
NGR1	2.27	5.31 %
APK2	2.18	14.00 %
MAR1	2.10	7.88 %
VNR1	1.46	13.18 %
ARM1	1.15	14.32 %
VLY1	1.03	5.29 %
TVL2	0.35	3.52 %
COL1	0.31	7.80 %
TKY1	0.15	2.43 %
KGL1	0.14	2.21 %
SGT1	0.09	1.70 %
WHTV		0.00 %
Total	113.71	14.89 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	52.58	20.02 %
Fridge	49.92	23.56 %
Air-Cond	1.11	0.62 %
Total	103.61	15.86 %

Branch *	MTD Sales L	Brand Share %
KKD3	5.73	13.12 %
MDU2	5.42	11.59 %
MDU3	3.92	9.29 %
ATG1	2.48	11.08 %
MPA1	2.05	13.79 %
TEN2	1.75	12.35 %
KRR1	1.35	10.15 %
PVI1	1.09	8.26 %
MLR1	1.02	11.76 %
PNV2	0.87	5.41 %
KYK1	0.46	5.39 %
KPT1	0.37	5.63 %
CMR1	0.30	5.94 %
ODM1	0.29	5.15 %
NKI1	0.28	4.18 %
BTU1	0.12	2.22 %
MNM1		0.04 %
Total	103.61	15.86 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	56.12	19.53 %
Fridge	41.72	18.78 %
Air-Cond	0.75	0.25 %
Total	98.58	12.18 %

Branch *	MTD Sales L	Brand Share %
CH16	8.23	12.49 %
CH05	5.89	9.78 %
CH42	5.39	8.42 %
CH08	4.83	9.44 %
CH14	4.56	13.04 %
GUD1	3.59	10.90 %
CH22	2.99	10.79 %
CH19	2.74	5.82 %
MRM1	2.67	13.52 %
CH28	2.51	7.42 %
AVD1	2.48	7.52 %
CH39	2.08	12.07 %
CH30	1.95	6.83 %
CH07	1.70	4.71 %
KNR1	1.16	9.44 %
TKM1	0.69	7.16 %
CH48	0.62	1.88 %
CGL1	0.39	2.54 %
CH29	0.15	5.01 %
CH40		0.00 %
MC09		0.00 %
WCHN	-1.45	9.92 %
Total	98.58	12.18 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	51.99	23.30 %
Fridge	36.34	22.00 %
Air-Cond	0.26	0.11 %
Total	88.59	14.29 %

Branch *	MTD Sales L	Brand Share %
CH15	8.72	10.34 %
CH03	8.29	14.08 %
CH12	5.80	13.50 %
CH24	5.47	13.09 %
CH18	4.37	11.98 %
CH20	4.12	14.24 %
CH34	2.84	11.24 %
CH21	2.33	8.47 %
CH44	2.30	11.67 %
CH09	1.60	7.13 %
UKI1	1.19	11.33 %
CH23	0.47	2.66 %
CH36	0.45	4.41 %
CH01		0.00 %
Total	88.59	14.29 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	49.58	27.19 %
Wash-Mac	36.53	18.35 %
Air-Cond	2.02	0.83 %
Total	88.13	14.12 %

Branch *	MTD Sales L	Brand Share %
PBR2	5.19	11.78 %
TNJ2	3.88	13.95 %
KUM1	3.44	9.28 %
TVR2	2.65	7.29 %
MDI1	2.50	11.47 %
TRY4	2.39	12.24 %
TRY2	2.04	8.64 %
PTK1	1.39	5.81 %
TTP1	1.39	11.95 %
NMM1	1.26	12.81 %
NGT1	0.91	4.49 %
PBR1	0.61	5.53 %
Total	88.13	14.12 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	39.55	18.78 %
Fridge	33.94	22.06 %
Air-Cond	0.51	0.73 %
Total	74.00	17.05 %

Branch *	MTD Sales L	Brand Share %
KMR1	2.85	12.04 %
TPR2	2.77	13.52 %
CBE6	2.23	11.47 %
CBE4	2.16	9.77 %
UAM1	1.48	13.93 %
PDM1	1.37	12.78 %
DPM2	0.85	7.22 %
SUL1	0.78	5.56 %
CNR1	0.48	6.81 %
SYM2	0.45	6.66 %
ANR1	0.25	6.69 %
TPR4	0.10	1.53 %
CBE5	0.09	1.52 %
WHCB	-0.42	10.76 %
Total	74.00	17.05 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	35.40	20.71 %
Wash-Mac	32.67	14.72 %
Total	68.07	14.41 %

Branch *	MTD Sales L	Brand Share %
ERD2	5.59	13.65 %
SLM1	5.39	12.59 %
HSR2	4.40	14.23 %
SLM2	2.87	14.12 %
HSR1	2.36	11.45 %
PMP1	0.99	11.48 %
DPR2	0.95	6.61 %
VKL1	0.63	11.18 %
CMI1	0.40	4.62 %
NKL2	0.37	1.61 %
MCR1	0.32	2.51 %
KMM1	0.30	3.41 %
SGG1	0.30	6.39 %
DPR1		0.00 %
HRR1		0.00 %
SGI1		0.00 %
WHKP	-0.13	13.85 %
Total	68.07	14.41 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	27.54	22.76 %
Wash-Mac	26.01	17.99 %
Air-Cond	0.53	0.55 %
Total	54.09	14.97 %

Branch *	MTD Sales L	Brand Share %
VEL2	5.20	13.17 %
KPM2	3.70	10.97 %
SBR1	2.92	9.77 %
KPM1	2.39	14.09 %
VSI1	2.10	12.36 %
VEL1	1.81	9.27 %
TRR1	1.38	6.01 %
TRT1	1.15	11.68 %
PTU1	0.23	4.25 %
PLR1	0.11	1.71 %
BGR1	0.10	2.05 %
CGM1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
VNB1	-0.02	-0.24 %
Total	54.09	14.97 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	25.98	22.55 %
Wash-Mac	17.54	13.11 %
Air-Cond	0.61	0.44 %
Total	44.13	11.38 %

Branch *	MTD Sales L	Brand Share %
POY1	6.57	13.33 %
CUD1	4.80	13.58 %
TRK1	2.14	13.70 %
NVL2	2.08	8.71 %
VPM2	1.86	8.78 %
TDM1	1.54	9.66 %
PRT1	1.31	7.69 %
SJI2	1.07	7.44 %
POY2	1.04	2.12 %
KKI2	1.03	4.76 %
VCM1	0.12	0.79 %
WHUT		0.00 %
TVM2	-0.07	-0.82 %
Total	44.13	11.38 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	6.36	29.00 %
Wash-Mac	3.14	19.74 %
Total	9.50	17.98 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.41	4.93 %
Total	9.50	17.98 %