

MTD Sales
773.85 L

Brand Share %
14.31 %

Information:

MTD : 01-11-2025 To 22-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.31 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	392.45	18.85 %
Fridge	373.67	22.21 %
Air-Cond	7.73	0.47 %
Total	773.85	14.31 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	117.52	14.62 %
SOUTH-03	111.07	16.21 %
CHENNAI-01	103.40	12.10 %
CHENNAI-02	91.81	14.27 %
TRICHY-01	91.75	14.12 %
WEST-01	75.56	16.88 %
WEST-02	70.54	14.39 %
NORTH ARCOT	57.35	15.15 %
SOUTH ARCOT	45.27	11.35 %
KL-SOUTH	9.59	17.34 %
Total	773.85	14.31 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	62.50	20.30 %
Fridge	53.08	20.53 %
Air-Cond	1.95	0.82 %
Total	117.52	14.62 %

Branch *	MTD Sales L	Brand Share %
TVL1	4.61	6.15 %
RPM1	4.29	11.81 %
TKS2	4.19	10.27 %
RND1	3.25	11.01 %
TKS1	2.62	11.49 %
PKD1	2.49	12.16 %
NGR1	2.40	5.53 %
APK2	2.18	13.78 %
MAR1	2.10	7.88 %
VLY1	1.03	5.04 %
TVL2	0.35	3.52 %
COL1	0.31	7.54 %
TKY1	0.15	2.38 %
KGL1	0.14	2.21 %
SGT1	0.09	1.65 %
WHTV		0.00 %
Total	117.52	14.62 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	55.82	20.40 %
Fridge	54.14	24.23 %
Air-Cond	1.11	0.59 %
Total	111.07	16.21 %

Branch *	MTD Sales L	Brand Share %
MDU2	6.90	13.74 %
KKD3	5.85	13.04 %
MDU3	4.07	9.45 %
ATG1	3.06	13.26 %
TEN2	1.91	13.19 %
KRR1	1.35	9.60 %
PVI1	1.21	8.93 %
PNV2	0.87	5.41 %
KYK1	0.46	5.12 %
NKI1	0.44	6.15 %
KPT1	0.37	5.41 %
CMR1	0.30	5.94 %
ODM1	0.29	4.37 %
BTU1	0.12	2.06 %
MNM1		0.03 %
Total	111.07	16.21 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	58.34	19.02 %
Fridge	44.31	18.62 %
Air-Cond	0.75	0.24 %
Total	103.40	12.10 %

Branch *	MTD Sales L	Brand Share %
CH16	8.61	12.75 %
CH05	6.04	9.64 %
CH42	5.83	8.71 %
CH08	5.23	9.86 %
CH14	4.64	12.76 %
GUD1	4.21	11.87 %
CH28	3.89	8.27 %
CH22	3.22	11.20 %
CH19	2.89	6.00 %
MRM1	2.67	13.01 %
AVD1	2.48	7.18 %
CH39	2.26	12.44 %
CH30	1.95	6.65 %
CH07	1.70	4.55 %
KNR1	1.16	9.44 %
CH48	0.99	2.72 %
TKM1	0.69	6.94 %
CGL1	0.39	2.49 %
CH29	0.15	5.01 %
CH40		0.00 %
MC09		0.00 %
WCHN	-1.45	9.92 %
Total	103.40	12.10 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	54.48	23.79 %
Fridge	37.07	21.78 %
Air-Cond	0.26	0.11 %
Total	91.81	14.27 %

Branch *	MTD Sales L	Brand Share %
CH15	8.84	10.45 %
CH12	5.92	12.11 %
CH24	4.92	11.84 %
CH18	4.81	12.97 %
CH34	2.97	11.13 %
CH21	2.53	8.96 %
CH43	2.37	13.76 %
CH44	2.30	11.58 %
CH46	1.96	13.82 %
CH09	1.60	6.76 %
UKI1	1.29	11.60 %
CH23	0.47	2.52 %
CH36	0.45	4.28 %
CH01		0.00 %
Total	91.81	14.27 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	51.30	27.12 %
Wash-Mac	38.44	18.30 %
Air-Cond	2.02	0.80 %
Total	91.75	14.12 %

Branch *	MTD Sales L	Brand Share %
PBR2	5.31	11.50 %
TNJ2	3.88	13.63 %
KUM1	3.44	9.05 %
TVR2	2.80	7.32 %
MDI1	2.50	11.28 %
KIK1	2.37	14.03 %
TRY2	2.04	8.64 %
PTK1	1.39	5.60 %
TTP1	1.39	11.82 %
NMM1	1.39	13.78 %
NGT1	0.91	4.46 %
PBR1	0.61	5.46 %
Total	91.75	14.12 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	40.34	18.62 %
Fridge	34.71	21.91 %
Air-Cond	0.51	0.70 %
Total	75.56	16.88 %

Branch *	MTD Sales L	Brand Share %
KMR1	2.85	11.60 %
TPR2	2.77	13.33 %
CBE4	2.43	10.41 %
CBE6	2.23	11.47 %
UAM1	1.59	14.17 %
PDM1	1.48	13.71 %
DPM2	0.85	6.76 %
SUL1	0.78	5.56 %
CNR1	0.48	6.39 %
SYM2	0.45	6.33 %
ANR1	0.39	9.87 %
CBE5	0.21	3.30 %
TPR4	0.10	1.53 %
WHCB	-0.42	10.76 %
Total	75.56	16.88 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	37.01	20.87 %
Wash-Mac	33.52	14.61 %
Total	70.54	14.39 %

Branch *	MTD Sales L	Brand Share %
ERD2	5.74	13.46 %
SLM1	5.51	12.64 %
HSR2	4.40	14.06 %
SLM3	3.24	13.82 %
SLM2	2.71	11.50 %
HSR1	2.36	11.16 %
PMP1	0.99	11.19 %
DPR2	0.95	6.61 %
VKL1	0.63	11.10 %
NKL2	0.55	2.16 %
CMI1	0.40	4.38 %
MCR1	0.32	2.47 %
KMM1	0.30	3.32 %
SGG1	0.30	5.95 %
DPR1		0.00 %
HRR1		0.00 %
SGI1		0.00 %
WHKP	-0.13	13.85 %
Total	70.54	14.39 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	29.08	22.94 %
Wash-Mac	27.74	18.17 %
Air-Cond	0.53	0.54 %
Total	57.35	15.15 %

Branch *	MTD Sales L	Brand Share %
VEL2	5.20	12.33 %
KPM2	3.94	11.15 %
SBR1	3.46	11.01 %
KPM1	2.39	14.00 %
VEL1	2.14	10.59 %
VSI1	2.10	11.94 %
TRR1	1.38	5.69 %
TRT1	1.15	11.40 %
PTU1	0.23	3.91 %
PLR1	0.11	1.66 %
BGR1	0.10	1.93 %
CGM1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
VNB1	-0.02	-0.22 %
Total	57.35	15.15 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	26.61	22.56 %
Wash-Mac	18.04	12.94 %
Air-Cond	0.61	0.43 %
Total	45.27	11.35 %

Branch *	MTD Sales L	Brand Share %
POY1	6.77	13.45 %
CUD1	4.80	13.36 %
TRK1	2.14	12.81 %
NVL2	2.08	8.39 %
VPM2	1.86	8.10 %
TDM1	1.68	9.75 %
PRT1	1.31	7.69 %
SJI2	1.29	8.61 %
KKI2	1.18	5.25 %
POY2	1.04	2.11 %
VCM1	0.12	0.78 %
WHUT		0.00 %
TVM2	-0.07	-0.81 %
Total	45.27	11.35 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	6.36	28.14 %
Wash-Mac	3.23	19.48 %
Total	9.59	17.34 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.41	4.50 %
Total	9.59	17.34 %