

MTD Sales
808.48 L

Brand Share %
14.31 %

Information:

MTD : 01-11-2025 To 23-11-2025

* 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	408.86	18.76 %
Fridge	391.56	22.15 %
Air-Cond	8.07	0.47 %
Total	808.48	14.31 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	125.21	14.37 %
SOUTH-03	113.58	16.17 %
CHENNAI-01	109.92	12.32 %
CHENNAI-02	95.40	14.25 %
TRICHY-01	92.83	13.90 %
WEST-01	79.79	16.75 %
WEST-02	74.43	14.68 %
NORTH ARCOT	61.16	15.37 %
SOUTH ARCOT	46.57	11.42 %
KL-SOUTH	9.59	17.17 %
Total	808.48	14.31 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	65.32	19.86 %
Fridge	57.61	20.60 %
Air-Cond	2.29	0.87 %
Total	125.21	14.37 %

Branch *	MTD Sales L	Brand Share %
TVL1	4.89	6.24 %
TKS2	4.43	8.70 %
RPM1	4.29	10.97 %
RND1	3.43	10.75 %
NGR1	2.77	5.54 %
TKS1	2.62	10.87 %
PKD1	2.49	10.65 %
APK2	2.32	13.90 %
ASM1	2.29	14.18 %
APK1	2.29	14.00 %
MAR1	2.25	7.80 %
ARM1	1.25	13.58 %
VLY1	1.03	4.85 %
TVL2	0.35	3.52 %
COL1	0.31	6.30 %
TKY1	0.15	2.15 %
KGL1	0.14	1.97 %
SGT1	0.09	1.60 %
WHTV		0.00 %
Total	125.21	14.37 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	57.52	20.47 %
Fridge	54.95	23.81 %
Air-Cond	1.11	0.58 %
Total	113.58	16.17 %

Branch *	MTD Sales L	Brand Share %
MDU2	7.02	13.67 %
KKD3	6.00	12.89 %
MDU3	4.07	9.31 %
ATG1	3.06	13.10 %
TEN2	1.91	12.21 %
KRR1	1.35	9.00 %
PVI1	1.21	8.63 %
PNV2	0.87	5.41 %
KYK1	0.46	5.12 %
NKI1	0.44	5.84 %
KPT1	0.37	5.31 %
CMR1	0.30	5.94 %
ODM1	0.29	4.37 %
MNM1	0.13	1.61 %
BTU1	0.12	2.00 %
Total	113.58	16.17 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	61.50	19.01 %
Fridge	47.67	18.96 %
Air-Cond	0.75	0.23 %
Total	109.92	12.32 %

Branch *	MTD Sales L	Brand Share %
CH16	8.80	12.60 %
CH05	6.21	9.50 %
CH42	5.83	8.51 %
CH08	5.35	9.77 %
CH14	4.81	12.36 %
CH28	4.68	9.23 %
CH19	4.06	7.74 %
GUD1	4.04	10.90 %
CH22	3.63	12.10 %
AVD1	3.04	8.41 %
MRM1	2.82	13.17 %
CH39	2.26	12.16 %
CH30	1.95	6.54 %
CH07	1.83	4.63 %
KNR1	1.54	11.58 %
TKM1	1.00	9.49 %
CH48	0.99	2.62 %
CGL1	0.39	2.42 %
CH29	0.29	8.95 %
CH40		0.00 %
MC09		0.00 %
WCHN	-1.45	9.92 %
Total	109.92	12.32 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	56.53	23.69 %
Fridge	38.60	21.62 %
Air-Cond	0.26	0.10 %
Total	95.40	14.25 %

Branch *	MTD Sales L	Brand Share %
CH15	9.28	10.44 %
CH12	6.10	12.18 %
CH24	5.06	11.69 %
CH18	4.94	13.09 %
CH34	3.06	11.31 %
CH21	2.53	8.58 %
CH44	2.52	11.92 %
CH43	2.37	13.25 %
CH46	1.96	13.23 %
CH09	1.60	6.48 %
UKI1	1.29	11.60 %
CH23	0.47	2.43 %
CH36	0.45	4.28 %
CH01		0.00 %
Total	95.40	14.25 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	52.10	26.92 %
Wash-Mac	38.72	17.62 %
Air-Cond	2.02	0.79 %
Total	92.83	13.90 %

Branch *	MTD Sales L	Brand Share %
TRY1	16.90	14.26 %
PBR2	5.31	11.24 %
TNJ2	4.00	13.80 %
KUM1	3.44	8.62 %
TRY4	3.00	14.16 %
TVR2	2.80	7.12 %
MDI1	2.50	11.12 %
KIK1	2.37	13.83 %
TRY2	2.04	8.64 %
PTK1	1.39	5.33 %
TTP1	1.39	11.66 %
NMM1	1.39	13.50 %
NGT1	0.91	4.30 %
PBR1	0.61	5.26 %
Total	92.83	13.90 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	42.69	18.58 %
Fridge	36.58	21.47 %
Air-Cond	0.51	0.66 %
Total	79.79	16.75 %

Branch *	MTD Sales L	Brand Share %
KMR1	3.10	11.35 %
TPR2	2.85	12.81 %
CBE4	2.58	10.92 %
CBE6	2.23	11.25 %
AVI1	2.01	12.92 %
PDM1	1.48	13.28 %
DPM2	0.85	6.32 %
SUL1	0.78	5.12 %
CNR1	0.48	6.39 %
SYM2	0.45	6.01 %
ANR1	0.39	9.87 %
CBE5	0.21	3.13 %
TPR4	0.10	1.41 %
WHCB	-0.42	10.76 %
Total	79.79	16.75 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	39.35	21.17 %
Wash-Mac	35.08	14.86 %
Total	74.43	14.68 %

Branch *	MTD Sales L	Brand Share %
ERD2	6.19	14.25 %
SLM1	5.84	12.99 %
SLM3	3.24	13.51 %
SLM2	2.83	11.72 %
HSR1	2.48	11.52 %
PMP1	0.99	11.02 %
DPR2	0.95	6.47 %
NKL2	0.65	2.44 %
VKL1	0.63	11.10 %
CMI1	0.40	4.31 %
MCR1	0.32	2.45 %
KMM1	0.30	3.32 %
SGG1	0.30	5.33 %
HRR1	0.12	2.35 %
DPR1		0.00 %
SGI1		0.00 %
WHKP	-0.13	13.85 %
Total	74.43	14.68 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	31.23	23.28 %
Wash-Mac	29.40	18.26 %
Air-Cond	0.53	0.52 %
Total	61.16	15.37 %

Branch *	MTD Sales L	Brand Share %
VEL2	5.42	12.63 %
SBR1	4.37	12.75 %
KPM2	4.21	11.23 %
VEL1	2.40	11.59 %
KPM1	2.39	13.83 %
VSI1	2.39	12.89 %
TRR1	1.38	5.58 %
TRT1	1.15	11.40 %
PTU1	0.23	3.71 %
PLR1	0.11	1.55 %
BGR1	0.10	1.93 %
CGM1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
VNB1	-0.02	-0.20 %
Total	61.16	15.37 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	27.10	22.37 %
Wash-Mac	18.86	13.15 %
Air-Cond	0.61	0.43 %
Total	46.57	11.42 %

Branch *	MTD Sales L	Brand Share %
POY1	6.77	13.32 %
CUD1	4.80	13.04 %
NVL2	2.20	8.65 %
TRK1	2.14	12.17 %
TDM1	2.11	11.26 %
VPM2	2.07	8.70 %
PRT1	1.31	7.46 %
SJI2	1.29	8.41 %
KKI2	1.18	5.09 %
POY2	1.04	2.11 %
VPM1	0.52	13.52 %
VCM1	0.12	0.78 %
WHUT		0.00 %
TVM2	-0.07	-0.78 %
Total	46.57	11.42 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	6.36	28.14 %
Wash-Mac	3.23	18.89 %
Total	9.59	17.17 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.41	4.39 %
Total	9.59	17.17 %