

MTD Sales
835.89 L

Brand Share %
14.34 %

Information:

MTD : 01-11-2025 To 24-11-2025

* 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	423.24	18.77 %
Fridge	404.35	22.07 %
Air-Cond	8.31	0.48 %
Total	835.89	14.34 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	130.41	14.50 %
SOUTH-03	119.14	16.29 %
CHENNAI-01	111.89	12.26 %
CHENNAI-02	97.68	14.24 %
TRICHY-01	95.17	13.94 %
WEST-01	82.46	16.85 %
WEST-02	75.78	14.52 %
NORTH ARCOT	64.59	15.71 %
SOUTH ARCOT	48.83	11.10 %
KL-SOUTH	9.94	17.51 %
Total	835.89	14.34 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	68.62	20.07 %
Fridge	59.51	20.58 %
Air-Cond	2.29	0.85 %
Total	130.41	14.50 %

Branch *	MTD Sales L	Brand Share %
TVL1	5.48	6.81 %
RPM1	4.95	11.89 %
TKS2	4.43	8.58 %
RND1	3.43	10.64 %
NGR1	2.77	5.38 %
TKS1	2.62	10.53 %
PKD1	2.49	10.59 %
MAR1	2.46	7.98 %
ASM1	2.29	14.02 %
VLY1	1.18	5.38 %
COL1	0.49	9.33 %
TVL2	0.35	3.52 %
TKY1	0.15	2.06 %
KGL1	0.14	1.97 %
SGT1	0.09	1.47 %
WHTV		0.00 %
Total	130.41	14.50 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	60.10	20.50 %
Fridge	57.93	23.85 %
Air-Cond	1.11	0.57 %
Total	119.14	16.29 %

Branch *	MTD Sales L	Brand Share %
MDU2	7.22	13.46 %
KKD3	6.26	13.15 %
MDU3	4.23	9.33 %
ATG1	3.06	12.28 %
TEN2	1.91	11.71 %
KRR1	1.52	9.55 %
PVI1	1.21	8.54 %
PNV2	0.87	5.15 %
NKI1	0.53	6.87 %
KYK1	0.46	5.12 %
KPT1	0.37	4.99 %
CMR1	0.30	5.94 %
ODM1	0.29	4.37 %
MNM1	0.13	1.61 %
BTU1	0.12	2.00 %
Total	119.14	16.29 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	62.64	18.93 %
Fridge	48.50	18.87 %
Air-Cond	0.75	0.23 %
Total	111.89	12.26 %

Branch *	MTD Sales L	Brand Share %
CH16	9.04	12.71 %
CH05	6.21	9.38 %
CH42	6.07	8.73 %
CH08	5.35	9.29 %
CH14	4.94	12.51 %
CH28	4.78	9.24 %
CH19	4.31	7.86 %
GUD1	4.18	10.98 %
CH22	3.63	11.88 %
AVD1	3.04	8.41 %
MRM1	2.82	12.53 %
CH39	2.36	12.51 %
CH07	2.03	5.02 %
CH30	1.95	6.31 %
KNR1	1.54	11.35 %
TKM1	1.00	9.36 %
CH48	0.99	2.59 %
CGL1	0.39	2.38 %
CH29	0.29	8.03 %
CH40		0.00 %
MC09		0.00 %
WCHN	-1.55	10.56 %
Total	111.89	12.26 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	57.80	23.66 %
Fridge	39.62	21.67 %
Air-Cond	0.26	0.10 %
Total	97.68	14.24 %

Branch *	MTD Sales L	Brand Share %
CH15	9.28	10.19 %
CH12	6.10	12.04 %
CH24	5.21	11.64 %
CH18	4.94	13.02 %
CH34	3.21	11.02 %
CH21	2.73	8.86 %
CH43	2.71	14.27 %
CH44	2.52	11.84 %
CH46	1.96	13.23 %
CH09	1.60	6.36 %
UKI1	1.29	11.14 %
CH23	0.47	2.42 %
CH36	0.45	4.23 %
CH01		0.00 %
Total	97.68	14.24 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	53.03	26.74 %
Wash-Mac	40.13	17.70 %
Air-Cond	2.02	0.78 %
Total	95.17	13.94 %

Branch *	MTD Sales L	Brand Share %
PBR2	5.46	11.12 %
KUM1	3.44	8.45 %
TRY4	3.17	14.07 %
TVR2	2.93	7.01 %
MDI1	2.65	11.52 %
KIK1	2.37	13.45 %
TRY2	2.16	9.11 %
TTP1	1.54	12.56 %
PTK1	1.39	5.20 %
NMM1	1.39	13.14 %
NGT1	1.00	4.68 %
PBR1	0.61	5.26 %
Total	95.17	13.94 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	44.20	18.72 %
Fridge	37.75	21.60 %
Air-Cond	0.51	0.64 %
Total	82.46	16.85 %

Branch *	MTD Sales L	Brand Share %
KMR1	3.26	11.76 %
CBE4	2.95	11.97 %
TPR2	2.85	12.56 %
CBE6	2.23	10.92 %
AVI1	2.16	13.76 %
PDM1	1.48	13.13 %
DPM2	0.85	6.05 %
SUL1	0.78	4.83 %
CNR1	0.48	6.39 %
SYM2	0.45	5.94 %
ANR1	0.39	9.87 %
CBE5	0.21	3.13 %
TPR4	0.10	1.38 %
WHCB	-0.42	10.76 %
Total	82.46	16.85 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	40.09	20.93 %
Wash-Mac	35.69	14.58 %
Total	75.78	14.52 %

Branch *	MTD Sales L	Brand Share %
ERD2	6.19	13.92 %
SLM1	5.84	12.94 %
ERD1	4.71	14.19 %
SLM3	3.45	14.33 %
SLM2	2.83	11.64 %
HSR1	2.48	11.43 %
DPR2	1.11	7.28 %
PMP1	0.99	10.46 %
VKL1	0.88	8.80 %
NKL2	0.65	2.43 %
CMI1	0.40	4.28 %
MCR1	0.32	2.42 %
KMM1	0.30	3.32 %
SGG1	0.30	4.84 %
HRR1	0.12	2.24 %
DPR1		0.00 %
SGI1		0.00 %
WHKP	-0.13	13.85 %
Total	75.78	14.52 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	33.15	23.64 %
Wash-Mac	30.67	18.56 %
Air-Cond	0.77	0.73 %
Total	64.59	15.71 %

Branch *	MTD Sales L	Brand Share %
VEL2	5.86	13.21 %
KPM2	4.71	12.10 %
SBR1	4.65	13.15 %
VEL1	2.54	12.00 %
KPM1	2.39	13.62 %
VSI1	2.39	12.66 %
TRR1	1.54	5.91 %
TRT1	1.15	11.40 %
PTU1	0.23	3.71 %
PLR1	0.11	1.46 %
BGR1	0.10	1.85 %
CGM1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
VNB1	-0.02	-0.20 %
Total	64.59	15.71 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	28.41	21.40 %
Wash-Mac	19.80	12.84 %
Air-Cond	0.61	0.40 %
Total	48.83	11.10 %

Branch *	MTD Sales L	Brand Share %
POY1	7.28	11.64 %
CUD1	5.03	12.01 %
NVL2	2.32	9.17 %
VPM2	2.22	9.02 %
TRK1	2.14	11.51 %
TDM1	2.11	11.09 %
PRT1	1.31	6.99 %
SJI2	1.29	8.32 %
KKI2	1.18	5.02 %
POY2	1.17	2.10 %
VCM1	0.12	0.74 %
WHUT		0.00 %
TVM2	-0.07	-0.76 %
Total	48.83	11.10 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	6.36	27.95 %
Wash-Mac	3.59	20.34 %
Total	9.94	17.51 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.41	4.32 %
Total	9.94	17.51 %