

MTD Sales
860.35 L

Brand Share %
14.39 %

Information:

MTD : 01-11-2025 To 25-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.39 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	435.57	18.80 %
Fridge	416.25	22.12 %
Air-Cond	8.53	0.48 %
Total	860.35	14.39 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	135.52	14.60 %
SOUTH-03	122.17	16.20 %
CHENNAI-01	116.34	12.46 %
CHENNAI-02	99.15	14.11 %
TRICHY-01	97.60	14.04 %
WEST-01	84.94	16.95 %
WEST-02	77.27	14.46 %
NORTH ARCOT	65.86	15.71 %
SOUTH ARCOT	50.55	11.25 %
KL-SOUTH	10.93	18.25 %
Total	860.35	14.39 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	70.91	20.14 %
Fridge	62.32	20.92 %
Air-Cond	2.29	0.82 %
Total	135.52	14.60 %

Branch *	MTD Sales L	Brand Share %
TVL1	5.60	6.60 %
RPM1	5.10	12.10 %
TKS2	4.43	8.50 %
RND1	3.43	10.56 %
NGR1	3.11	5.88 %
TKS1	2.80	10.98 %
MAR1	2.70	8.57 %
PKD1	2.61	10.95 %
ASM1	2.42	14.24 %
ARM1	1.37	14.11 %
VLY1	1.18	4.91 %
COL1	0.49	8.81 %
TVL2	0.35	3.52 %
TKY1	0.15	1.96 %
KGL1	0.14	1.97 %
SGT1	0.09	1.43 %
WHTV		0.00 %
Total	135.52	14.60 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	62.07	20.41 %
Fridge	58.99	23.66 %
Air-Cond	1.11	0.55 %
Total	122.17	16.20 %

Branch *	MTD Sales L	Brand Share %
MDU2	7.22	13.06 %
KKD3	6.75	13.76 %
MDU3	4.23	8.99 %
ATG1	3.52	12.91 %
MPA1	2.65	14.34 %
TEN2	1.91	11.71 %
KRR1	1.77	10.48 %
PVI1	1.21	8.27 %
PNV2	0.87	4.98 %
KYK1	0.63	6.63 %
NKI1	0.53	6.77 %
KPT1	0.52	6.95 %
CMR1	0.30	5.45 %
ODM1	0.29	4.18 %
MNM1	0.13	1.57 %
BTU1	0.12	2.00 %
Total	122.17	16.20 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	64.80	19.06 %
Fridge	50.80	19.15 %
Air-Cond	0.75	0.23 %
Total	116.34	12.46 %

Branch *	MTD Sales L	Brand Share %
CH16	9.55	12.95 %
CH05	6.21	9.38 %
CH42	6.07	8.63 %
CH08	5.44	9.30 %
CH28	5.23	9.73 %
CH14	5.10	12.64 %
GUD1	4.57	11.64 %
CH19	4.31	7.83 %
AVD1	3.94	10.30 %
CH22	3.63	11.55 %
MRM1	2.98	12.58 %
CH39	2.49	13.11 %
CH07	2.15	5.16 %
CH30	1.95	6.21 %
KNR1	1.54	11.35 %
TKM1	1.00	8.35 %
CH48	0.99	2.48 %
CGL1	0.39	2.30 %
CH29	0.29	8.03 %
CH40		0.00 %
MC09		0.00 %
WCHN	-1.55	10.56 %
Total	116.34	12.46 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	58.86	23.54 %
Fridge	40.02	21.27 %
Air-Cond	0.26	0.10 %
Total	99.15	14.11 %

Branch *	MTD Sales L	Brand Share %
CH15	9.95	10.60 %
CH12	6.10	11.69 %
CH24	5.30	11.83 %
CH18	5.03	12.76 %
CH20	4.66	14.33 %
CH06	3.25	14.16 %
CH34	3.21	10.29 %
CH43	2.85	14.25 %
CH21	2.84	9.15 %
CH44	2.52	11.28 %
CH46	1.96	13.12 %
CH09	1.60	6.21 %
UKI1	1.29	10.92 %
CH23	0.47	2.36 %
CH36	0.45	4.09 %
CH01		0.00 %
Total	99.15	14.11 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	54.71	26.97 %
Wash-Mac	40.87	17.67 %
Air-Cond	2.02	0.77 %
Total	97.60	14.04 %

Branch *	MTD Sales L	Brand Share %
TRY1	17.23	14.20 %
PBR2	5.75	11.32 %
KUM1	3.44	8.33 %
TRY4	3.29	14.17 %
TVR2	2.93	6.86 %
MDI1	2.65	11.46 %
KIK1	2.37	13.30 %
TRY2	2.32	9.69 %
TTP1	1.69	13.36 %
PTK1	1.39	5.15 %
NMM1	1.39	12.80 %
NGT1	1.00	4.68 %
PBR1	0.61	5.18 %
Total	97.60	14.04 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	45.73	18.85 %
Fridge	38.49	21.54 %
Air-Cond	0.73	0.91 %
Total	84.94	16.95 %

Branch *	MTD Sales L	Brand Share %
KMR1	3.48	12.44 %
CBE4	3.15	12.70 %
TPR2	3.14	13.35 %
CBE6	2.23	10.38 %
PDM1	1.48	13.13 %
DPM2	0.85	5.94 %
SUL1	0.78	4.61 %
CNR1	0.48	6.27 %
SYM2	0.45	5.58 %
ANR1	0.39	9.49 %
CBE5	0.36	4.87 %
TPR4	0.10	1.28 %
WHCB	-0.42	10.27 %
Total	84.94	16.95 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	40.32	20.58 %
Wash-Mac	36.96	14.74 %
Total	77.27	14.46 %

Branch *	MTD Sales L	Brand Share %
SLM1	6.24	13.49 %
ERD2	6.19	13.63 %
ERD1	4.71	13.99 %
SLM3	3.45	13.94 %
SLM2	2.96	11.99 %
HSR1	2.48	11.43 %
RSP1	1.50	14.08 %
DPR2	1.11	7.28 %
VKL1	1.06	10.13 %
PMP1	0.99	10.46 %
NKL2	0.76	2.77 %
CMI1	0.40	4.02 %
MCR1	0.32	2.26 %
KMM1	0.30	3.32 %
SGG1	0.30	4.84 %
HRR1	0.12	2.24 %
DPR1		0.00 %
SGI1		0.00 %
Total	77.27	14.46 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	34.08	23.65 %
Wash-Mac	31.01	18.45 %
Air-Cond	0.77	0.72 %
Total	65.86	15.71 %

Branch *	MTD Sales L	Brand Share %
VEL2	6.15	13.45 %
KPM2	4.93	12.29 %
SBR1	4.65	12.86 %
VEL1	2.54	11.92 %
KPM1	2.39	13.50 %
VSI1	2.39	12.48 %
TRR1	1.68	6.24 %
TRT1	1.15	10.87 %
PTU1	0.23	3.71 %
PLR1	0.11	1.44 %
BGR1	0.10	1.85 %
CGM1		0.00 %
UGI1		0.00 %
VNB1	-0.02	-0.20 %
Total	65.86	15.71 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	29.18	21.45 %
Wash-Mac	20.76	13.08 %
Air-Cond	0.61	0.39 %
Total	50.55	11.25 %

Branch *	MTD Sales L	Brand Share %
POY1	7.28	11.58 %
CUD1	5.03	11.67 %
NVL2	2.32	9.05 %
VPM2	2.22	8.66 %
TRK1	2.14	11.51 %
TDM1	2.11	10.90 %
SJI2	1.43	8.87 %
KKI2	1.35	5.66 %
POY2	1.32	2.35 %
PRT1	1.31	6.78 %
VPM1	0.62	13.72 %
VCM1	0.12	0.74 %
TVM2	0.10	1.11 %
WHUT	-0.14	4.33 %
Total	50.55	11.25 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	7.35	30.61 %
Wash-Mac	3.59	18.97 %
Total	10.93	18.25 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.41	4.25 %
Total	10.93	18.25 %