

MTD Sales
878.46 L

Brand Share %
14.46 %

Information:

MTD : 01-11-2025 To 26-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.46 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	444.89	18.88 %
Fridge	425.04	22.09 %
Air-Cond	8.53	0.48 %
Total	878.46	14.46 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	139.49	14.68 %
SOUTH-03	126.38	16.46 %
CHENNAI-01	117.94	12.43 %
CHENNAI-02	100.29	14.13 %
TRICHY-01	98.96	14.11 %
WEST-01	86.43	16.90 %
WEST-02	80.49	14.75 %
NORTH ARCOT	66.75	15.66 %
SOUTH ARCOT	50.79	11.17 %
KL-SOUTH	10.93	18.84 %
Total	878.46	14.46 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	73.07	20.27 %
Fridge	64.14	20.84 %
Air-Cond	2.29	0.81 %
Total	139.49	14.68 %

Branch *	MTD Sales L	Brand Share %
TVL1	5.71	6.64 %
RPM1	5.23	12.36 %
TKS2	4.63	8.74 %
RND1	3.56	10.91 %
NGR1	3.11	5.63 %
PKD1	2.80	11.59 %
TKS1	2.80	10.43 %
MAR1	2.70	8.45 %
ARM1	1.37	13.61 %
VLY1	1.18	4.72 %
COL1	0.49	8.50 %
TVL2	0.35	3.44 %
TKY1	0.15	1.92 %
KGL1	0.14	1.91 %
SGT1	0.09	1.43 %
WHTV		0.00 %
Total	139.49	14.68 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	63.86	20.58 %
Fridge	61.41	24.00 %
Air-Cond	1.11	0.55 %
Total	126.38	16.46 %

Branch *	MTD Sales L	Brand Share %
MDU2	7.74	13.75 %
KKD3	6.93	13.96 %
MDU3	4.34	9.11 %
ATG1	3.52	12.61 %
KRR1	1.93	10.92 %
TEN2	1.91	11.63 %
PVI1	1.21	8.10 %
PNV2	0.87	4.94 %
KYK1	0.63	6.63 %
NKI1	0.53	6.77 %
KPT1	0.52	6.95 %
ODM1	0.39	5.46 %
CMR1	0.30	5.09 %
MNM1	0.13	1.54 %
BTU1	0.12	2.00 %
Total	126.38	16.46 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	65.84	19.04 %
Fridge	51.35	18.92 %
Air-Cond	0.75	0.22 %
Total	117.94	12.43 %

Branch *	MTD Sales L	Brand Share %
CH16	9.79	13.19 %
CH05	6.39	9.37 %
CH42	6.07	8.48 %
CH08	5.44	9.17 %
CH28	5.23	9.60 %
CH14	5.22	12.73 %
GUD1	4.57	11.56 %
CH19	4.47	8.02 %
CH45	4.47	13.82 %
AVD1	4.06	10.32 %
CH22	3.91	12.17 %
MRM1	3.14	12.91 %
CH39	2.49	12.99 %
CH07	2.15	5.08 %
CH30	1.95	6.16 %
KNR1	1.54	11.35 %
TKM1	1.17	9.15 %
CH48	0.99	2.48 %
CGL1	0.39	2.27 %
CH29	0.29	7.64 %
CH40		0.00 %
MC09		0.00 %
WCHN	-1.55	10.56 %
Total	117.94	12.43 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	59.73	23.63 %
Fridge	40.30	21.16 %
Air-Cond	0.26	0.10 %
Total	100.29	14.13 %

Branch *	MTD Sales L	Brand Share %
CH15	9.95	10.55 %
CH12	6.25	11.68 %
CH24	5.30	11.83 %
CH18	5.03	12.76 %
CH20	4.66	14.33 %
CH34	3.37	10.69 %
CH21	2.95	9.21 %
CH43	2.85	14.11 %
CH44	2.52	11.28 %
CH46	1.96	12.96 %
CH09	1.60	6.18 %
UKI1	1.39	11.48 %
CH23	0.47	2.36 %
CH36	0.45	4.09 %
CH01		0.00 %
Total	100.29	14.13 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	55.45	27.04 %
Wash-Mac	41.49	17.74 %
Air-Cond	2.02	0.77 %
Total	98.96	14.11 %

Branch *	MTD Sales L	Brand Share %
TRY1	17.48	14.27 %
PBR2	5.87	11.50 %
KUM1	3.44	8.28 %
TRY4	3.43	13.94 %
TVR2	3.25	7.51 %
MDI1	2.65	11.18 %
AYR1	2.41	14.22 %
KIK1	2.37	13.30 %
TRY2	2.32	9.64 %
TTP1	1.84	14.26 %
PTK1	1.39	5.15 %
NMM1	1.39	12.80 %
NGT1	1.00	4.65 %
PBR1	0.79	6.61 %
Total	98.96	14.11 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	46.56	18.94 %
Fridge	39.14	21.19 %
Air-Cond	0.73	0.90 %
Total	86.43	16.90 %

Branch *	MTD Sales L	Brand Share %
KMR1	3.58	12.58 %
TPR2	3.31	13.48 %
CBE4	3.15	12.57 %
CBE6	2.32	10.57 %
PDM1	1.48	12.99 %
DPM2	0.98	6.07 %
SUL1	0.78	4.61 %
CBE5	0.49	6.34 %
CNR1	0.48	6.27 %
SYM2	0.45	5.44 %
ANR1	0.39	9.18 %
TPR4	0.10	1.26 %
WHCB	-0.42	10.27 %
Total	86.43	16.90 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	41.98	20.80 %
Wash-Mac	38.51	15.06 %
Total	80.49	14.75 %

Branch *	MTD Sales L	Brand Share %
ERD2	6.53	14.24 %
SLM1	6.24	13.41 %
ERD1	5.11	14.39 %
HSR2	4.86	14.27 %
SLM2	2.96	11.90 %
HSR1	2.48	11.05 %
RSP1	1.50	14.08 %
DPR2	1.24	7.92 %
VKL1	1.16	10.94 %
PMP1	0.99	10.27 %
NKL2	0.91	3.27 %
CMI1	0.40	3.98 %
MCR1	0.32	2.23 %
KMM1	0.30	3.32 %
SGG1	0.30	4.84 %
HRR1	0.12	2.24 %
DPR1		0.00 %
SGI1		0.00 %
Total	80.49	14.75 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	34.75	23.62 %
Wash-Mac	31.23	18.23 %
Air-Cond	0.77	0.71 %
Total	66.75	15.66 %

Branch *	MTD Sales L	Brand Share %
VEL2	6.15	12.89 %
KPM2	5.15	12.72 %
SBR1	4.77	12.84 %
VEL1	2.71	12.65 %
KPM1	2.39	13.26 %
VSI1	2.39	12.48 %
TRR1	1.81	6.59 %
TRT1	1.15	10.87 %
PTU1	0.23	3.61 %
PLR1	0.11	1.40 %
BGR1	0.10	1.85 %
CGM1		0.00 %
UGI1		0.00 %
VNB1	-0.02	-0.19 %
Total	66.75	15.66 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	29.18	21.19 %
Wash-Mac	21.01	13.05 %
Air-Cond	0.61	0.39 %
Total	50.79	11.17 %

Branch *	MTD Sales L	Brand Share %
POY1	7.28	11.42 %
CUD1	5.03	11.57 %
NVL2	2.32	9.05 %
TRK1	2.24	11.85 %
VPM2	2.22	8.28 %
TDM1	2.11	10.90 %
SJI2	1.43	8.87 %
KKI2	1.35	5.66 %
POY2	1.32	2.35 %
PRT1	1.31	6.73 %
VPM1	0.62	13.72 %
VCM1	0.12	0.74 %
TVM2	0.10	1.10 %
WHUT	-0.14	4.33 %
Total	50.79	11.17 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	7.35	33.23 %
Wash-Mac	3.59	18.96 %
Total	10.93	18.84 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.41	4.25 %
WTVP		0.00 %
Total	10.93	18.84 %