

MTD Sales
915.51 L

Brand Share %
14.35 %

Information:

MTD : 01-11-2025 To 27-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.35 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	465.11	18.93 %
Fridge	441.87	22.03 %
Air-Cond	8.53	0.44 %
Total	915.51	14.35 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	145.92	14.64 %
SOUTH-03	130.98	16.13 %
CHENNAI-01	121.40	12.44 %
TRICHY-01	106.46	14.04 %
CHENNAI-02	103.45	14.07 %
WEST-01	89.35	16.77 %
WEST-02	84.06	14.29 %
NORTH ARCOT	70.68	15.58 %
SOUTH ARCOT	52.12	11.12 %
KL-SOUTH	11.07	18.89 %
Total	915.51	14.35 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	76.92	20.35 %
Fridge	66.72	20.72 %
Air-Cond	2.29	0.77 %
Total	145.92	14.64 %

Branch *	MTD Sales L	Brand Share %
TVL1	5.83	6.38 %
RPM1	5.23	11.31 %
TKS2	4.79	8.84 %
RND1	3.72	11.00 %
NGR1	3.11	5.48 %
TKS1	3.03	11.11 %
PKD1	2.97	12.05 %
MAR1	2.93	8.48 %
VLY1	1.41	5.59 %
ARM1	1.37	13.08 %
COL1	0.49	7.99 %
TVL2	0.47	4.59 %
TKY1	0.15	1.79 %
KGL1	0.14	1.59 %
SGT1	0.09	1.34 %
WHTV	-0.46	5.93 %
Total	145.92	14.64 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	66.56	20.63 %
Fridge	63.31	23.51 %
Air-Cond	1.11	0.51 %
Total	130.98	16.13 %

Branch *	MTD Sales L	Brand Share %
MDU2	8.04	13.82 %
KKD3	6.93	12.98 %
MDU3	4.34	9.02 %
ATG1	3.52	11.12 %
KRR1	1.93	10.41 %
TEN2	1.91	11.27 %
PNV2	1.22	6.56 %
PVI1	1.21	7.83 %
KYK1	0.63	6.07 %
NKI1	0.53	6.58 %
KPT1	0.52	6.79 %
ODM1	0.39	5.03 %
CMR1	0.30	4.59 %
MNM1	0.13	1.51 %
BTU1	0.12	1.86 %
Total	130.98	16.13 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	68.07	19.19 %
Fridge	52.58	18.94 %
Air-Cond	0.75	0.22 %
Total	121.40	12.44 %

Branch *	MTD Sales L	Brand Share %
CH16	9.92	12.98 %
CH05	6.51	9.38 %
CH42	6.07	8.30 %
CH28	6.02	10.68 %
CH08	5.65	9.35 %
CH14	5.22	12.51 %
GUD1	4.76	11.79 %
CH45	4.72	13.38 %
CH19	4.47	7.65 %
AVD1	4.06	10.39 %
CH22	3.99	11.97 %
MRM1	3.30	13.36 %
CH39	2.49	12.44 %
CH07	2.15	4.87 %
CH30	1.95	6.16 %
KNR1	1.54	11.13 %
TKM1	1.27	9.76 %
CH48	0.99	2.42 %
CGL1	0.39	2.26 %
CH29	0.29	7.64 %
CH40		0.00 %
MC09		0.00 %
WCHN	-1.55	10.56 %
Total	121.40	12.44 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	60.17	27.25 %
Wash-Mac	44.27	17.49 %
Air-Cond	2.02	0.71 %
Total	106.46	14.04 %

Branch *	MTD Sales L	Brand Share %
PBR2	8.10	11.42 %
MVM1	6.35	14.05 %
TNJ2	4.40	14.23 %
KUM1	3.73	8.38 %
TVR2	3.42	7.72 %
MDI1	3.01	11.72 %
KIK1	2.37	12.64 %
TRY2	2.32	9.39 %
TTP1	1.84	13.99 %
PTK1	1.60	5.60 %
NMM1	1.53	12.88 %
NGT1	1.00	4.38 %
PBR1	0.79	6.39 %
Total	106.46	14.04 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	61.17	23.72 %
Fridge	42.03	21.52 %
Air-Cond	0.26	0.09 %
Total	103.45	14.07 %

Branch *	MTD Sales L	Brand Share %
CH15	9.88	9.88 %
CH12	6.94	12.85 %
CH24	5.54	12.18 %
CH18	5.32	13.12 %
CH34	3.37	10.65 %
CH21	2.95	9.11 %
CH43	2.85	10.39 %
CH44	2.52	11.28 %
CH09	1.60	6.11 %
UKI1	1.39	10.83 %
CH32	0.79	13.43 %
CH23	0.47	2.34 %
CH36	0.45	4.09 %
CH01		0.00 %
Total	103.45	14.07 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	48.23	18.98 %
Fridge	40.39	20.98 %
Air-Cond	0.73	0.85 %
Total	89.35	16.77 %

Branch *	MTD Sales L	Brand Share %
CBE4	3.44	12.54 %
TPR2	3.40	13.13 %
KMR1	3.32	11.37 %
CBE6	2.32	10.35 %
PDM1	1.48	12.55 %
DPM2	0.98	5.96 %
SUL1	0.78	4.36 %
CBE5	0.49	6.00 %
CNR1	0.48	6.27 %
SYM2	0.45	5.28 %
ANR1	0.39	9.18 %
TPR4	0.10	1.21 %
WHCB	-0.42	10.27 %
Total	89.35	16.77 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	43.17	20.49 %
Wash-Mac	40.90	15.12 %
Total	84.06	14.29 %

Branch *	MTD Sales L	Brand Share %
ERD2	6.83	14.10 %
SLM1	6.81	12.52 %
ERD1	5.11	13.55 %
HSR2	4.98	14.29 %
SLM3	3.86	13.51 %
SLM2	2.96	11.55 %
HSR1	2.48	10.34 %
TCG1	2.01	12.95 %
RSP1	1.50	13.80 %
DPR2	1.24	7.01 %
VKL1	1.16	10.63 %
PMP1	0.99	9.98 %
NKL2	0.91	3.12 %
CMI1	0.50	4.90 %
MCR1	0.32	2.03 %
KMM1	0.30	3.20 %
SGG1	0.30	4.53 %
HRR1	0.29	4.30 %
DPR1		0.00 %
SGI1		0.00 %
Total	84.06	14.29 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	36.23	23.55 %
Wash-Mac	33.68	18.44 %
Air-Cond	0.77	0.65 %
Total	70.68	15.58 %

Branch *	MTD Sales L	Brand Share %
VEL2	6.15	12.75 %
KPM2	5.69	12.46 %
SBR1	5.14	13.14 %
VSI1	2.89	13.32 %
VEL1	2.88	12.69 %
KPM1	2.39	13.07 %
TRR1	2.12	6.92 %
TRT1	1.15	9.51 %
PTU1	0.23	3.61 %
PLR1	0.11	1.35 %
BGR1	0.10	1.73 %
CGM1		0.00 %
UGI1		0.00 %
VNB1	-0.02	-0.18 %
Total	70.68	15.58 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	29.79	21.03 %
Wash-Mac	21.73	13.21 %
Air-Cond	0.61	0.38 %
Total	52.12	11.12 %

Branch *	MTD Sales L	Brand Share %
POY1	7.78	11.96 %
CUD1	5.03	11.50 %
TRK1	2.44	12.09 %
NVL2	2.32	8.88 %
VPM2	2.22	8.15 %
TVM1	2.11	13.25 %
TDM1	2.11	10.90 %
SJI2	1.43	8.58 %
KKI2	1.35	5.62 %
POY2	1.32	2.35 %
PRT1	1.31	6.67 %
VPM1	0.62	13.72 %
VCM1	0.12	0.70 %
TVM2	0.10	1.06 %
WHUT	-0.14	4.33 %
Total	52.12	11.12 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	7.49	33.39 %
Wash-Mac	3.59	18.96 %
Total	11.07	18.89 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.41	4.13 %
WTVP		0.00 %
Total	11.07	18.89 %