

MTD Sales
974.35 L

Brand Share %
14.23 %

Information:

MTD : 01-11-2025 To 28-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.23 %** are only listed below

Property	MTD Sales L	Brand Share %
Wash-Mac	492.31	18.90 %
Fridge	472.94	22.16 %
Air-Cond	9.09	0.43 %
Total	974.35	14.23 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	150.85	14.47 %
SOUTH-03	135.00	15.95 %
CHENNAI-01	129.88	12.37 %
TRICHY-01	115.26	14.34 %
CHENNAI-02	114.34	13.52 %
WEST-02	93.20	14.87 %
WEST-01	92.87	16.60 %
NORTH ARCOT	75.02	15.42 %
SOUTH ARCOT	57.28	10.95 %
KL-SOUTH	10.66	17.46 %
Total	974.35	14.23 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	79.19	20.15 %
Fridge	69.09	20.68 %
Air-Cond	2.57	0.81 %
Total	150.85	14.47 %

Branch *	MTD Sales L	Brand Share %
TVL1	6.29	6.11 %
RPM1	5.39	11.27 %
TKS2	4.99	8.87 %
RND1	3.72	11.00 %
NGR1	3.28	5.49 %
PKD1	3.16	12.40 %
TKS1	3.16	11.31 %
MAR1	2.93	8.07 %
VLY1	1.41	5.46 %
ARM1	1.37	13.08 %
COL1	0.49	7.99 %
TVL2	0.47	4.59 %
TKY1	0.15	1.72 %
KGL1	0.14	1.53 %
SGT1	0.09	1.27 %
WHTV	-0.46	5.93 %
Total	150.85	14.47 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	68.65	20.60 %
Fridge	65.23	23.55 %
Air-Cond	1.11	0.47 %
Total	135.00	15.95 %

Branch *	MTD Sales L	Brand Share %
MDU2	8.04	13.34 %
KKD3	7.20	13.19 %
MDU3	4.34	8.81 %
ATG1	3.63	10.85 %
TEN2	2.07	11.89 %
KRR1	1.93	8.10 %
PNV2	1.42	7.50 %
PVI1	1.41	8.56 %
KYK1	0.63	5.89 %
NKI1	0.53	6.29 %
KPT1	0.52	6.79 %
ODM1	0.39	5.03 %
MNM1	0.33	3.76 %
CMR1	0.30	4.23 %
BTU1	0.12	1.74 %
Total	135.00	15.95 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	71.72	19.09 %
Fridge	57.14	19.00 %
Air-Cond	1.03	0.28 %
Total	129.88	12.37 %

Branch *	MTD Sales L	Brand Share %
CH16	10.61	12.77 %
CH05	7.39	9.88 %
CH42	6.56	8.46 %
CH28	6.02	10.42 %
CH14	6.01	13.09 %
GUD1	5.96	12.93 %
CH08	5.65	8.83 %
CH45	4.85	12.76 %
CH19	4.47	7.49 %
CH22	4.19	12.31 %
AVD1	4.06	9.83 %
MRM1	3.38	11.69 %
CH39	2.49	11.66 %
CH07	2.38	4.86 %
CH30	2.33	6.66 %
KNR1	1.54	10.92 %
TKM1	1.27	9.24 %
CH48	1.10	2.43 %
CGL1	0.39	2.02 %
CH29	0.29	7.10 %
CH40		0.00 %
MC09		0.00 %
WCHN	-1.55	10.56 %
Total	129.88	12.37 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	65.82	27.98 %
Wash-Mac	47.42	17.88 %
Air-Cond	2.02	0.67 %
Total	115.26	14.34 %

Branch *	MTD Sales L	Brand Share %
PBR2	8.52	11.46 %
MVM1	6.67	14.07 %
KUM1	4.33	8.93 %
TVR2	3.42	7.47 %
MDI1	3.14	11.28 %
KIK1	2.37	12.21 %
TRY2	2.32	9.08 %
TTP1	1.84	13.37 %
PTK1	1.83	6.00 %
NMM1	1.53	12.64 %
NGT1	1.34	5.26 %
PBR1	0.79	5.97 %
Total	115.26	14.34 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	66.55	22.98 %
Fridge	47.53	21.66 %
Air-Cond	0.26	0.08 %
Total	114.34	13.52 %

Branch *	MTD Sales L	Brand Share %
CH15	10.59	9.47 %
CH12	7.15	11.85 %
CH18	5.97	12.52 %
CH24	5.70	11.86 %
CH20	5.48	12.38 %
CH17	5.41	13.47 %
CH34	3.61	10.26 %
CH21	3.18	8.27 %
CH43	3.08	9.59 %
CH44	2.69	10.48 %
CH09	1.69	5.93 %
UKI1	1.39	9.82 %
CH32	0.79	11.50 %
CH23	0.63	2.95 %
CH36	0.62	4.64 %
CH01		0.00 %
Total	114.34	13.52 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	49.02	21.81 %
Wash-Mac	44.18	15.45 %
Total	93.20	14.87 %

Branch *	MTD Sales L	Brand Share %
SLM1	7.34	12.86 %
ERD1	5.22	13.50 %
SLM3	3.86	12.73 %
SLM2	2.96	10.42 %
HSR1	2.96	11.26 %
TCG1	2.22	13.08 %
RSP1	1.50	12.44 %
DPR2	1.40	7.43 %
VKL1	1.32	11.39 %
PMP1	0.99	9.58 %
NKL2	0.91	3.00 %
CMI1	0.50	4.82 %
MCR1	0.32	1.78 %
KMM1	0.30	3.02 %
SGG1	0.30	4.29 %
HRR1	0.29	4.30 %
DPR1		0.00 %
SGI1		0.00 %
Total	93.20	14.87 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	51.24	19.31 %
Fridge	40.90	20.50 %
Air-Cond	0.73	0.77 %
Total	92.87	16.60 %

Branch *	MTD Sales L	Brand Share %
KMR1	3.79	11.41 %
CBE4	3.58	12.71 %
TPR2	3.40	12.48 %
AVI1	2.40	14.15 %
CBE6	2.32	10.25 %
PDM1	1.48	12.36 %
DPM2	1.26	6.84 %
SUL1	0.78	4.11 %
CBE5	0.67	7.60 %
SYM2	0.55	6.15 %
CNR1	0.48	6.06 %
ANR1	0.39	8.82 %
TPR4	0.10	1.16 %
WHCB	-0.42	9.99 %
Total	92.87	16.60 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	39.01	23.90 %
Wash-Mac	35.24	18.16 %
Air-Cond	0.77	0.59 %
Total	75.02	15.42 %

Branch *	MTD Sales L	Brand Share %
VEL2	6.35	12.91 %
KPM2	6.12	12.61 %
SBR1	5.40	13.05 %
VSI1	3.01	13.44 %
VEL1	2.88	12.57 %
KPM1	2.50	12.67 %
TRR1	2.49	7.78 %
TRT1	1.35	9.77 %
PTU1	0.23	3.28 %
PLR1	0.11	1.31 %
BGR1	0.10	1.39 %
CGM1		0.00 %
UGI1		0.00 %
VNB1	-0.02	-0.16 %
Total	75.02	15.42 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	32.14	20.36 %
Wash-Mac	24.53	13.49 %
Air-Cond	0.61	0.33 %
Total	57.28	10.95 %

Branch *	MTD Sales L	Brand Share %
POY1	7.82	11.05 %
CUD1	6.17	12.48 %
NVL2	2.48	7.38 %
TRK1	2.44	10.41 %
TVM1	2.28	12.68 %
VPM2	2.22	7.51 %
SJI2	2.20	11.62 %
TDM1	2.11	9.68 %
KKI2	1.76	6.04 %
POY2	1.48	2.52 %
PRT1	1.31	6.24 %
VPM1	0.74	13.65 %
VCM1	0.12	0.59 %
TVM2	0.10	0.98 %
WHUT	-0.14	4.33 %
Total	57.28	10.95 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	7.07	31.35 %
Wash-Mac	3.59	17.83 %
Total	10.66	17.46 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.41	4.08 %
WTVP		0.00 %
Total	10.66	17.46 %