

MTD Sales
542.27 L

Brand Share %
13.62 %

Information:

MTD : 01-08-2026 To 09-08-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **13.62 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	271.72	23.09 %
Wash-Mac	191.13	17.40 %
Air-Cond	79.11	4.68 %
Oven	0.31	1.81 %
Total	542.27	13.62 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	92.09	15.53 %
CHENNAI-01	88.25	14.11 %
SOUTH-01	85.30	13.12 %
TRICHY-01	84.85	14.92 %
CHENNAI-02	52.31	12.77 %
WEST-01	30.91	13.89 %
WEST-02	29.47	13.42 %
SOUTH ARCOT	28.02	10.38 %
WEST-03	25.55	14.70 %
NORTH ARCOT	25.52	10.26 %
Total	542.27	13.62 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	46.99	26.81 %
Wash-Mac	33.79	22.27 %
Air-Cond	11.25	4.26 %
Oven	0.07	3.30 %
Total	92.09	15.53 %

Branch *	MTD Sales L	Brand Share %
MLR1	1.31	6.17 %
MDU4	1.30	10.30 %
TMM1	1.16	4.74 %
SVG1	1.07	7.53 %
TDI1	0.87	9.97 %
KYK1	0.81	9.62 %
ADP1	0.49	8.68 %
KRR1	0.33	2.26 %
ODM1	0.30	7.71 %
CBM1	0.25	3.70 %
PNV2	0.10	1.74 %
KPT1		0.00 %
SGP1		0.00 %
WHMD	-0.24	4.92 %
Total	92.09	15.53 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	40.22	23.61 %
Wash-Mac	24.56	16.22 %
Air-Cond	23.33	7.75 %
Oven	0.13	5.78 %
Total	88.25	14.11 %

Branch *	MTD Sales L	Brand Share %
CH16	2.99	5.63 %
CH07	2.24	7.59 %
CH14	2.23	6.76 %
CH25	2.13	11.88 %
SKL1	1.53	10.74 %
KNR1	1.28	10.35 %
CH22	1.20	10.36 %
CH35	1.12	12.27 %
CH38	1.07	10.27 %
CH30	0.81	3.29 %
CH39	0.60	9.80 %
GUD2	0.59	5.22 %
TKM1	0.31	4.83 %
CZWH	0.26	2.52 %
CH37	0.16	2.86 %
CH26		0.00 %
MC09		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	88.25	14.11 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	42.26	23.00 %
Wash-Mac	28.59	16.33 %
Air-Cond	14.46	5.02 %
Total	85.30	13.12 %

Branch *	MTD Sales L	Brand Share %
TUT1	5.91	7.91 %
KVT1	4.28	10.52 %
NGR1	2.65	11.01 %
PKD1	2.18	11.69 %
TUT2	2.11	8.34 %
APK1	1.89	11.63 %
MAR1	1.72	10.78 %
APK2	1.57	11.57 %
SDI1	0.76	10.07 %
SVK1	0.74	2.38 %
SNL1	0.65	8.56 %
RND2	0.64	2.88 %
SKD1	0.50	10.10 %
KYR1	0.46	6.35 %
KSM1	0.38	8.04 %
ERL2	0.37	3.57 %
KGL1	0.30	4.75 %
ARM1	0.19	3.58 %
PDI1	0.16	2.02 %
SGT1	0.15	3.95 %
TKY1		0.00 %
Total	85.30	13.12 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	46.15	26.79 %
Wash-Mac	28.04	24.33 %
Air-Cond	10.55	3.77 %
Oven	0.11	6.93 %
Total	84.85	14.92 %

Branch *	MTD Sales L	Brand Share %
TNJ2	4.35	13.48 %
JKM1	1.48	9.08 %
TRY4	1.30	6.87 %
MSI1	1.24	10.94 %
MDI1	1.12	5.32 %
KIK1	0.92	3.89 %
ORU1	0.90	10.49 %
APM1	0.84	11.31 %
TVR1	0.46	3.24 %
KUM2	0.30	1.93 %
PDK1	0.18	2.50 %
NCK1		0.00 %
NMM1		0.00 %
TRY2		0.00 %
WTRZ	-0.53	4.68 %
Total	84.85	14.92 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	25.53	24.90 %
Wash-Mac	18.93	18.68 %
Air-Cond	7.85	3.86 %
Total	52.31	12.77 %

Branch *	MTD Sales L	Brand Share %
CH18	3.29	11.91 %
CH50	3.20	12.91 %
CH44	1.59	12.73 %
CH17	1.53	7.97 %
CH41	1.22	13.08 %
CH34	1.17	7.02 %
UKI1	0.84	12.78 %
CH33	0.81	7.07 %
GPD1	0.81	12.02 %
CH46	0.65	8.24 %
MJR1	0.37	2.28 %
CH23	0.28	4.24 %
CH27	0.24	3.71 %
CH36	0.22	2.18 %
CH31	0.16	3.41 %
CH32	0.16	12.98 %
CH01		0.00 %
PON1		0.00 %
Total	52.31	12.77 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	15.08	18.45 %
Wash-Mac	14.31	13.62 %
Air-Cond	1.53	4.55 %
Total	30.91	13.89 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.82	11.52 %
KMR1	1.71	7.19 %
CBE6	1.06	6.84 %
UAM1	0.28	4.63 %
CBE3	0.16	5.33 %
GDR1	0.11	4.76 %
ANR1		0.00 %
CBE5		0.00 %
CNR1		0.00 %
KGI1		0.00 %
KMD1		0.00 %
PPI1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	30.91	13.89 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	15.01	17.28 %
Wash-Mac	13.26	15.09 %
Air-Cond	1.21	2.78 %
Total	29.47	13.42 %

Branch *	MTD Sales L	Brand Share %
ATU1	1.90	9.49 %
TRM1	0.94	9.07 %
PNG1	0.87	10.10 %
SLM3	0.83	8.50 %
DPR1	0.21	3.73 %
APN1	0.19	3.42 %
SLM2	0.18	1.71 %
EPI1	0.17	2.70 %
VPD1	0.17	2.39 %
BMD1		0.00 %
DPR2		0.00 %
HRR1		0.00 %
KAM1		0.00 %
MTR1		0.00 %
SGI1		0.00 %
WHKP		0.00 %
Total	29.47	13.42 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	13.44	18.65 %
Wash-Mac	11.11	16.94 %
Air-Cond	3.47	2.65 %
Total	28.02	10.38 %

Branch *	MTD Sales L	Brand Share %
POY1	2.82	9.29 %
CUD1	2.35	12.52 %
TRK1	1.77	8.53 %
CDM1	0.61	2.84 %
POY2	0.41	2.51 %
STP1	0.18	4.87 %
KML1	0.16	1.38 %
MKM1	0.15	1.99 %
TDM1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
VCM2		0.00 %
VPM1	-0.39	-13.43 %
Total	28.02	10.38 %

WEST-03

Property	MTD Sales L	Brand Share %
Fridge	14.60	25.38 %
Wash-Mac	9.65	13.53 %
Air-Cond	1.30	2.90 %
Total	25.55	14.70 %

Branch *	MTD Sales L	Brand Share %
ERD1	2.60	12.57 %
GBM1	0.28	3.76 %
SGG1	0.17	2.41 %
TPR4	0.17	5.42 %
TCG1	0.16	2.58 %
KGM1		0.00 %
KMM1		0.00 %
VKL1		0.00 %
WHPD		0.00 %
Total	25.55	14.70 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	12.44	16.68 %
Wash-Mac	8.91	12.11 %
Air-Cond	4.16	4.18 %
Total	25.52	10.26 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.93	9.67 %
AKM1	2.05	12.79 %
VEL2	1.56	8.38 %
SBR1	0.97	6.37 %
VNB1	0.85	10.17 %
VEL1	0.54	5.50 %
WJD1	0.47	4.87 %
VSI1	0.45	5.02 %
KPM1	0.45	5.98 %
TRT1	0.43	7.09 %
GDM1	0.36	6.43 %
WJP1	0.24	3.27 %
ARC2	0.22	3.45 %
UGI1	0.16	4.13 %
ANI1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
PLR1		0.00 %
Total	25.52	10.26 %