

MTD Sales
456.68 L

Brand Share %
11.41 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **11.41 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	242.41	20.60 %
Wash-Mac	202.90	18.48 %
Air-Cond	10.57	0.63 %
Dishwash	0.81	2.20 %
Total	456.68	11.41 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	74.54	11.38 %
SOUTH-03	68.39	11.51 %
CHENNAI-01	66.73	10.56 %
TRICHY-01	65.59	11.52 %
CHENNAI-02	35.46	8.63 %
NORTH ARCOT	34.09	13.66 %
WEST-01	33.43	14.88 %
WEST-02	30.72	13.99 %
SOUTH ARCOT	27.11	9.98 %
WEST-03	20.61	11.78 %
Total	456.68	11.41 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	40.33	21.95 %
Wash-Mac	31.03	17.73 %
Air-Cond	3.18	1.10 %
Total	74.54	11.38 %

Branch *	MTD Sales L	Brand Share %
KVT1	4.23	10.06 %
SVK1	3.13	9.90 %
TVL1	2.46	3.45 %
RND1	1.87	6.66 %
MAR1	1.72	10.99 %
NGR1	1.70	7.19 %
VLY1	1.53	9.32 %
PKD1	1.46	7.69 %
MMT1	0.94	9.36 %
VNR1	0.85	8.72 %
ARM1	0.54	10.37 %
SKD1	0.48	9.78 %
TYI1	0.48	5.06 %
KGL1	0.24	3.73 %
SDI1	0.23	3.09 %
COL1	0.16	7.45 %
S2SD		0.00 %
SGT1		0.00 %
Total	74.54	11.38 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	37.50	21.39 %
Wash-Mac	30.27	19.96 %
Air-Cond	0.62	0.23 %
Total	68.39	11.51 %

Branch *	MTD Sales L	Brand Share %
MDU1	7.43	8.26 %
KKD3	3.44	11.21 %
MDU2	3.38	10.57 %
MDU3	2.30	11.09 %
MDU7	2.28	8.23 %
ATG1	2.11	8.20 %
MDU6	1.86	6.69 %
TMM1	1.73	7.08 %
MPA1	1.58	8.79 %
MLR1	1.41	6.71 %
MDU4	1.37	10.89 %
NKI1	0.98	8.36 %
CBM1	0.75	10.84 %
TEN2	0.66	8.02 %
SGP1	0.55	9.34 %
KYK1	0.51	6.04 %
MNM1	0.33	5.04 %
PKM1	0.29	6.01 %
ODM1	0.25	6.43 %
KPT1	0.23	3.52 %
CMR1	0.18	3.39 %
PNV2	0.13	2.24 %
BTU1		0.00 %
PVI1		0.00 %
SZSD		0.00 %
Total	68.39	11.51 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	37.62	22.08 %
Wash-Mac	27.32	18.04 %
Air-Cond	1.41	0.47 %
Dishwash	0.38	4.43 %
Total	66.73	10.56 %

Branch *	MTD Sales L	Brand Share %
CH16	5.35	9.97 %
CH05	4.16	9.93 %
CH49	3.69	10.75 %
CH14	3.11	9.29 %
CH08	2.64	8.52 %
CH25	1.64	9.05 %
CH30	1.49	6.08 %
CH42	1.46	5.72 %
GUD1	1.35	5.34 %
CH48	1.34	4.56 %
CH07	1.25	4.23 %
CH19	1.05	3.79 %
CZWH	0.89	8.51 %
CH35	0.85	9.33 %
AVD1	0.77	3.43 %
CH39	0.63	10.34 %
MRM1	0.44	2.35 %
CGL1	0.36	2.93 %
CH29	0.14	5.46 %
MC09		0.00 %
MC10		0.00 %
Total	66.73	10.56 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	40.94	23.77 %
Wash-Mac	23.59	20.47 %
Air-Cond	1.06	0.38 %
Total	65.59	11.52 %

Branch *	MTD Sales L	Brand Share %
TRY1	7.87	10.35 %
MVM1	4.48	9.11 %
PTK1	3.04	10.49 %
MDI1	1.82	8.72 %
TYR1	1.76	9.63 %
TRY4	1.68	8.66 %
TVR2	1.51	6.30 %
AYR1	1.48	10.58 %
KUM1	1.46	4.73 %
NGT1	1.09	7.92 %
TVR1	0.77	5.44 %
TRY2	0.77	6.81 %
TTP1	0.58	5.50 %
KRN1	0.45	6.47 %
TZSD		0.00 %
Total	65.59	11.52 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	18.08	17.84 %
Fridge	15.72	15.33 %
Air-Cond	1.24	0.61 %
Dishwash	0.42	12.28 %
Total	35.46	8.63 %

Branch *	MTD Sales L	Brand Share %
CH15	4.76	9.50 %
CH03	4.59	9.66 %
CH12	2.14	8.40 %
CH50	2.03	8.25 %
CH34	1.82	10.95 %
CH51	1.54	6.17 %
CH21	1.12	4.88 %
CH06	0.88	4.65 %
CH41	0.83	8.82 %
CH44	0.68	5.43 %
CH20	0.58	4.61 %
CH46	0.55	7.14 %
UK11	0.42	6.46 %
GPD1	0.12	1.81 %
CH01		0.00 %
CH23		0.00 %
CH32		0.00 %
CH36		0.00 %
CH24	-0.08	-0.35 %
WCHN	-2.06	8.88 %
Total	35.46	8.63 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	17.76	23.80 %
Wash-Mac	15.72	21.35 %
Air-Cond	0.61	0.61 %
Total	34.09	13.66 %

Branch *	MTD Sales L	Brand Share %
TRR1	1.76	9.96 %
AKM1	1.66	10.07 %
SBR1	1.54	10.22 %
VSI1	0.84	9.36 %
CYR1	0.48	6.66 %
ARC2	0.41	6.33 %
VEL2	0.33	1.78 %
VNB1	0.27	3.23 %
GDM1	0.20	3.69 %
BGR1	0.10	3.03 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
Total	34.09	13.66 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	19.85	18.89 %
Fridge	12.22	14.95 %
Air-Cond	1.36	4.06 %
Total	33.43	14.88 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.43	10.17 %
CBE1	1.04	11.33 %
SNR1	0.98	8.95 %
CNR1	0.30	9.94 %
CBE4	0.22	1.12 %
ANR1	0.14	4.78 %
SUL1	0.13	1.14 %
PDM1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	33.43	14.88 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	16.76	19.30 %
Wash-Mac	13.60	15.48 %
Air-Cond	0.36	0.83 %
Total	30.72	13.99 %

Branch *	MTD Sales L	Brand Share %
ATU1	2.33	11.35 %
SLM1	1.33	6.89 %
OML1	0.79	8.88 %
MCR1	0.77	7.43 %
DPR1	0.60	10.68 %
HRR1	0.32	6.32 %
KAM1	0.18	4.48 %
DPR2	0.14	2.35 %
WZWH	-1.51	-67.82 %
Total	30.72	13.99 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	14.50	20.12 %
Wash-Mac	11.89	18.13 %
Air-Cond	0.72	0.55 %
Total	27.11	9.98 %

Branch *	MTD Sales L	Brand Share %
ULP1	2.12	10.96 %
POY1	1.87	5.79 %
POY2	1.86	11.31 %
TRK1	1.75	8.42 %
KML1	1.21	10.71 %
PRT1	1.18	9.47 %
SJI2	0.90	6.35 %
TDM1	0.68	6.40 %
NVL2	0.62	5.29 %
VCM2	0.58	6.19 %
STP1	0.32	8.79 %
KKI2		0.00 %
TVM2		0.00 %
VCM1		0.00 %
WHUT	-0.21	10.01 %
Total	27.11	9.98 %

WEST-03

Property	MTD Sales L	Brand Share %
Wash-Mac	11.55	16.19 %
Fridge	9.06	15.75 %
Total	20.61	11.78 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.13	6.89 %
TPR2	1.49	10.18 %
NKL2	0.92	5.83 %
RSP1	0.87	11.20 %
TPR3	0.54	10.96 %
TPR4	0.24	7.73 %
AVI1	0.17	1.77 %
SGG1	0.17	2.47 %
VKL1	0.17	4.26 %
SYM2		0.00 %
Total	20.61	11.78 %