

MTD Sales
196.78 L

Brand Share %
5.52 %

Information:

MTD : 01-09-2026 To 16-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **5.52 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	98.47	5.26 %
Wash-Mac	98.30	5.79 %
Total	196.78	5.52 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	40.14	7.75 %
CHENNAI-02	33.61	7.97 %
TRICHY-01	21.95	5.22 %
SOUTH ARCOT	19.30	7.34 %
NORTH ARCOT	18.49	6.49 %
SOUTH-01	16.43	2.76 %
SOUTH-03	16.38	3.81 %
WEST-02	12.21	4.47 %
WEST-01	11.42	5.68 %
WEST-03	6.86	4.23 %
Total	196.78	5.52 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Wash-Mac	20.66	8.54 %
Fridge	19.48	7.06 %
Total	40.14	7.75 %

Branch *	MTD Sales L	Brand Share %
CH19	1.29	4.76 %
CH42	1.20	5.13 %
CH25	0.75	4.07 %
MRM1	0.73	5.24 %
CH48	0.70	2.76 %
CH38	0.61	5.41 %
GUD1	0.55	2.65 %
GUD2	0.46	4.00 %
SKL1	0.41	3.68 %
CGL1	0.35	2.84 %
CH40		0.00 %
CZWH		0.00 %
KNR1		0.00 %
MC09		0.00 %
Total	40.14	7.75 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	17.10	8.29 %
Fridge	16.50	7.66 %
Total	33.61	7.97 %

Branch *	MTD Sales L	Brand Share %
CH24	1.14	4.83 %
CH17	0.77	3.89 %
CH43	0.50	3.67 %
CH50	0.50	2.26 %
CH35	0.35	2.37 %
MJR1	0.20	1.83 %
CH06	0.15	0.76 %
CH37	0.12	2.12 %
CH46	0.11	2.18 %
CH32		0.00 %
MC05		0.00 %
Total	33.61	7.97 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	12.81	5.20 %
Wash-Mac	9.14	5.25 %
Total	21.95	5.22 %

Branch *	MTD Sales L	Brand Share %
TVR2	0.95	4.70 %
PTK1	0.79	3.80 %
KIK1	0.76	3.86 %
TNJ2	0.50	2.68 %
MDI1	0.50	2.86 %
PDK2	0.50	3.10 %
KUM1	0.47	1.95 %
TRY3	0.43	3.48 %
TTP1	0.39	4.93 %
PBR1	0.33	4.78 %
NMM1	0.17	3.11 %
TRY2	0.14	4.12 %
MSI1	0.13	1.56 %
NGT1	0.09	0.48 %
APM1		0.00 %
KRN1		0.00 %
KUM2		0.00 %
NCK1		0.00 %
WTRZ		0.00 %
Total	21.95	5.22 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	11.62	8.50 %
Wash-Mac	7.67	6.08 %
Total	19.30	7.34 %

Branch *	MTD Sales L	Brand Share %
POY2	0.62	3.98 %
CDM1	0.29	1.62 %
VCM2	0.23	3.26 %
POY1	0.12	0.42 %
NVL2		0.00 %
VPM1		0.00 %
WHUT		0.00 %
Total	19.30	7.34 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	11.59	7.87 %
Wash-Mac	6.90	5.02 %
Total	18.49	6.49 %

Branch *	MTD Sales L	Brand Share %
VEL4	1.04	5.09 %
TRR1	0.69	4.07 %
AKM1	0.60	4.40 %
VEL3	0.43	2.45 %
CPT1	0.28	3.80 %
ANI1		0.00 %
BGR1		0.00 %
KPM2		0.00 %
NASD		0.00 %
PTU1		0.00 %
TRL1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VNB1		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	18.49	6.49 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Wash-Mac	8.70	3.11 %
Fridge	7.72	2.45 %
Total	16.43	2.76 %

Branch *	MTD Sales L	Brand Share %
KVT1	1.41	3.63 %
RND1	1.17	5.48 %
NGR1	0.97	2.95 %
TUT1	0.75	1.16 %
TUT2	0.60	2.53 %
SNL1	0.53	3.31 %
KYR1	0.41	5.28 %
SKD1	0.38	4.03 %
SDI1	0.36	1.81 %
MAR1	0.34	2.26 %
TKS2	0.34	1.34 %
ARM1	0.33	4.89 %
PKD1	0.32	2.42 %
SVK1	0.28	1.48 %
RPM1	0.23	0.72 %
ERL2	0.18	1.72 %
VKM1	0.18	2.09 %
VLV1	0.16	1.01 %
STU2	0.13	1.70 %
TKS1	0.12	0.60 %
APK1	0.04	0.63 %
COL1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
MMT1		0.00 %
PDI1		0.00 %
SGT1		0.00 %
TKY1		0.00 %
TVL1		0.00 %
UDN1		0.00 %
VNR1		0.00 %
WHTV		0.00 %
S2SD	-0.14	-64.91 %
Total	16.43	2.76 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	8.85	4.37 %
Fridge	7.53	3.32 %
Total	16.38	3.81 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.53	3.28 %
MDU2	0.71	2.85 %
TEN1	0.39	3.61 %
NKI1	0.33	3.24 %
DGL2	0.27	3.48 %
SVG1	0.24	3.05 %
USL1	0.23	2.55 %
MDU7	0.20	1.78 %
ODM1	0.12	3.92 %
KYK1	0.12	3.02 %
MDU6	0.08	0.34 %
PNI1	0.08	1.72 %
ATG1		0.00 %
BTU1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
DKI1		0.00 %
KPT1		0.00 %
MDU3		0.00 %
MLR1		0.00 %
MNM1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TEN2		0.00 %
TMM1		0.00 %
WHMD	-0.14	4.33 %
Total	16.38	3.81 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	6.39	4.66 %
Wash-Mac	5.82	4.27 %
Total	12.21	4.47 %

Branch *	MTD Sales L	Brand Share %
TRM1	0.76	3.43 %
SLM3	0.47	3.29 %
ATU1	0.43	2.69 %
HSR2	0.31	1.40 %
PNG1	0.24	4.36 %
HSR1	0.16	0.76 %
VPD1	0.16	1.50 %
EDP1	0.16	2.65 %
APN1	0.08	0.97 %
BMD1		0.00 %
KAM1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
MTR1		0.00 %
OML1		0.00 %
PLC1		0.00 %
SGI1		0.00 %
WHKP		0.00 %
Total	12.21	4.47 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	9.52	9.10 %
Fridge	1.89	1.97 %
Total	11.42	5.68 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.59	4.10 %
KMR1	0.90	4.69 %
SNR1	0.68	4.68 %
CBE6	0.58	3.62 %
SUL1	0.27	2.91 %
MPM1	0.21	2.58 %
CBE4	0.17	0.87 %
KGI1	0.14	3.42 %
GDR1	0.13	3.44 %
PPI1	0.13	2.60 %
ANR1	0.08	5.29 %
PDM1	0.08	2.19 %
DPM2		0.00 %
KMD1		0.00 %
WZSD		0.00 %
WHCB	-0.38	5.07 %
Total	11.42	5.68 %

WEST-03

Property	MTD Sales L	Brand Share %
Wash-Mac	3.92	4.48 %
Fridge	2.94	3.94 %
Total	6.86	4.23 %

Branch *	MTD Sales L	Brand Share %
TPR2	0.53	3.47 %
SYM2	0.28	4.31 %
ERD1	0.26	1.20 %
NKL2	0.22	1.60 %
GBM1	0.14	2.24 %
TPR3	0.08	3.27 %
AVI1		0.00 %
CMI1		0.00 %
KGM1		0.00 %
SGG1		0.00 %
TPR1		0.00 %
VKL1		0.00 %
W3SD	-0.15	-20.78 %
Total	6.86	4.23 %