

MTD Sales
816.32 L

Brand Share %
6.12 %

Information:

MTD : 01-09-2026 To 30-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **6.12 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	307.88	4.63 %
Fridge	286.72	8.42 %
Wash-Mac	205.37	6.44 %
D-Freez	16.35	17.39 %
Total	816.32	6.12 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	155.12	6.62 %
CHENNAI-01	150.98	6.80 %
CHENNAI-02	115.63	6.56 %
SOUTH-03	102.11	7.04 %
NORTH ARCOT	65.45	6.53 %
WEST-01	53.46	9.37 %
SOUTH ARCOT	53.33	5.69 %
WEST-02	44.71	6.33 %
TRICHY-01	40.00	2.25 %
WEST-03	35.52	6.26 %
Total	816.32	6.12 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	62.24	4.98 %
Fridge	55.03	9.95 %
Wash-Mac	36.07	6.84 %
D-Freez	1.78	11.59 %
Total	155.12	6.62 %

Branch *	MTD Sales L	Brand Share %
TUT1	11.64	4.22 %
NGR1	5.30	4.53 %
TVL1	3.52	1.31 %
ERL2	2.33	4.11 %
MAR1	2.00	3.50 %
KSM1	2.00	6.08 %
VLY1	1.61	2.21 %
VNR1	1.38	5.72 %
KGL1	0.98	3.65 %
TKY1	0.82	3.39 %
COL1	0.80	4.26 %
VKM1	0.73	2.99 %
APK1	0.72	2.33 %
ARM1	0.60	3.45 %
ASM1	0.41	1.03 %
MMT1	0.26	0.75 %
S2SD	-0.54	-4.50 %
WHTV	-0.75	5.97 %
Total	155.12	6.62 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	73.61	5.84 %
Fridge	42.17	8.50 %
Wash-Mac	33.01	7.32 %
D-Freez	2.19	19.59 %
Total	150.98	6.80 %

Branch *	MTD Sales L	Brand Share %
CH47	9.01	5.67 %
CH42	5.74	5.54 %
CH05	5.53	3.62 %
CH30	4.47	5.03 %
CH49	3.28	2.75 %
CZWH	1.96	1.97 %
MRM1	1.41	2.83 %
AVD1	1.38	1.60 %
MC09	0.46	3.55 %
SKL1	0.45	1.03 %
CGL1	0.30	0.95 %
CH26	0.16	0.80 %
CH29		0.00 %
CH39		0.00 %
Total	150.98	6.80 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	41.18	9.80 %
Air-Cond	39.57	4.17 %
Wash-Mac	32.03	8.28 %
D-Freez	2.85	35.50 %
Total	115.63	6.56 %

Branch *	MTD Sales L	Brand Share %
WHC3	7.84	-100.33 %
CH15	6.56	3.36 %
CH03	6.00	3.14 %
CH41	2.66	4.65 %
CH12	2.13	2.37 %
CH36	0.96	3.62 %
CH20	0.95	1.17 %
CH27	0.86	2.88 %
MJR1	0.81	1.68 %
PON1	0.51	0.98 %
GPD1	0.46	1.79 %
CH31	0.31	2.11 %
CH37	0.15	0.58 %
CH32	0.11	0.94 %
MC05		0.00 %
MC06		0.00 %
WCHN	-2.41	3.19 %
Total	115.63	6.56 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	47.14	12.20 %
Air-Cond	27.45	3.94 %
Wash-Mac	26.97	7.53 %
D-Freez	0.56	6.65 %
Total	102.11	7.04 %

Branch *	MTD Sales L	Brand Share %
MDU1	8.14	4.68 %
KKD3	5.76	5.13 %
DGL1	3.85	3.89 %
DKI1	2.90	4.69 %
KRR1	2.58	5.21 %
MDU7	2.48	5.23 %
MPA1	2.44	5.59 %
MDU4	1.83	5.72 %
TDI1	0.98	3.63 %
PNI1	0.90	5.78 %
MDU6	0.78	1.23 %
KYK1	0.76	5.38 %
SGP1	0.33	1.97 %
BTU1	0.24	1.55 %
DGL2	0.21	0.70 %
CBM1	0.18	0.60 %
ODM1	0.15	1.23 %
CMR1		0.00 %
MNM1		0.00 %
SVG1		0.00 %
WHMD	-0.21	2.17 %
Total	102.11	7.04 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	23.00	4.93 %
Fridge	21.18	8.00 %
Wash-Mac	18.01	6.97 %
D-Freez	3.26	26.26 %
Total	65.45	6.53 %

Branch *	MTD Sales L	Brand Share %
VSI1	1.39	4.84 %
KPM1	1.03	3.61 %
SBR1	0.87	1.15 %
PLR1	0.81	2.92 %
AKM1	0.68	1.61 %
VEL1	0.57	2.21 %
SLG1	0.48	3.81 %
BGR1	0.34	2.04 %
WJD1	0.32	1.23 %
CYR1	0.29	1.17 %
CGM1	0.28	0.80 %
CPT1	0.19	1.10 %
TRL1	0.16	0.22 %
UGI1	0.14	1.43 %
GDM1	0.12	0.40 %
ABR1		0.00 %
Total	65.45	6.53 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	20.03	10.49 %
Wash-Mac	16.89	7.96 %
Air-Cond	16.32	9.89 %
D-Freez	0.21	7.69 %
Total	53.46	9.37 %

Branch *	MTD Sales L	Brand Share %
PLI1	2.08	5.26 %
UMP1	0.95	3.39 %
CBE1	0.54	1.48 %
KGI1	0.34	5.48 %
CNR1	0.13	1.35 %
ANR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
UAM1		0.00 %
WZSD		0.00 %
Total	53.46	9.37 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	20.83	8.34 %
Air-Cond	16.63	3.72 %
Wash-Mac	13.63	6.01 %
D-Freez	2.24	16.27 %
Total	53.33	5.69 %

Branch *	MTD Sales L	Brand Share %
CDM1	2.76	4.49 %
CUD1	2.56	2.61 %
POY1	2.36	2.28 %
KLM1	2.04	3.23 %
ULP1	1.75	4.08 %
MKM1	1.29	5.59 %
TDM1	1.27	2.79 %
NVL2	1.24	2.54 %
POY2	1.23	2.02 %
TVM1	0.68	3.06 %
VCM1	0.39	3.37 %
VPM1	0.16	1.12 %
Total	53.33	5.69 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	20.39	8.23 %
Wash-Mac	14.47	5.91 %
Air-Cond	8.88	4.26 %
D-Freez	0.97	17.78 %
Total	44.71	6.33 %

Branch *	MTD Sales L	Brand Share %
ATU1	2.69	5.99 %
SLM2	2.62	6.11 %
SLM3	2.47	5.39 %
VPD1	1.15	5.02 %
DPR1	0.66	3.41 %
HRR1	0.59	3.83 %
KRI1	0.55	1.56 %
SGI1	0.54	4.48 %
HSR2	0.35	0.72 %
KAM1	0.34	1.73 %
EDP1	0.27	1.74 %
KVP1	0.27	1.20 %
PMP1	0.25	2.16 %
MCR1	0.17	0.48 %
PNG1		0.00 %
WHKP		0.00 %
Total	44.71	6.33 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	27.25	2.80 %
Fridge	7.47	1.69 %
Wash-Mac	3.69	1.06 %
D-Freez	1.60	13.20 %
Total	40.00	2.25 %

Branch *	MTD Sales L	Brand Share %
KUM1	5.16	5.44 %
PBR2	5.04	4.91 %
TRY1	4.48	1.50 %
KIK1	3.87	5.07 %
TVR2	2.44	3.03 %
MVM1	2.20	1.91 %
PDK1	2.00	6.12 %
TNJ1	1.86	1.88 %
AYR1	1.56	3.28 %
TNJ2	1.29	1.56 %
MDI1	1.22	2.22 %
TRY4	1.07	1.48 %
PDK2	0.71	1.22 %
KUM2	0.59	1.49 %
TRY3	0.58	1.03 %
NGT1	0.57	0.84 %
PTK1	0.34	0.46 %
KRN1	0.23	1.08 %
NCK1	0.14	0.86 %
APM1		0.00 %
JKM1		0.00 %
MSI1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TZSD	-0.30	2.51 %
Total	40.00	2.25 %

WEST-03

Property	MTD Sales L	Brand Share %
Air-Cond	12.92	5.54 %
Fridge	11.31	7.35 %
Wash-Mac	10.60	6.04 %
D-Freez	0.70	14.98 %
Total	35.52	6.26 %

Branch *	MTD Sales L	Brand Share %
ERD2	5.33	5.30 %
ERD1	4.96	5.41 %
TCG1	1.36	4.78 %
TPR3	0.41	4.50 %
TPR4	0.37	4.35 %
GBM1	0.23	1.19 %
CMI1	0.22	1.70 %
KMM1	0.16	0.94 %
SYM2	0.13	0.66 %
KGM1		0.00 %
PDR1		0.00 %
W3SD		0.00 %
Total	35.52	6.26 %