

MTD Sales
93.27 L

Brand Share %
6.07 %

Information:

MTD : 01-10-2026 To 03-10-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **6.07 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	35.63	4.23 %
Fridge	31.18	8.75 %
Wash-Mac	25.16	7.72 %
D-Freez	1.30	9.99 %
Total	93.27	6.07 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	20.46	7.61 %
SOUTH-03	14.78	5.91 %
SOUTH-01	14.69	6.17 %
CHENNAI-02	10.29	5.56 %
WEST-03	7.07	8.03 %
WEST-01	6.24	7.37 %
WEST-02	5.79	8.94 %
NORTH ARCOT	5.05	5.19 %
SOUTH ARCOT	5.00	5.35 %
TRICHY-01	3.89	2.32 %
Total	93.27	6.07 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	8.45	5.26 %
Wash-Mac	5.96	11.59 %
Fridge	5.68	10.30 %
D-Freez	0.37	21.27 %
Total	20.46	7.61 %

Branch *	MTD Sales L	Brand Share %
CH25	1.30	5.67 %
CH14	0.98	5.04 %
CH49	0.74	4.17 %
CH05	0.59	2.55 %
CH42	0.51	3.48 %
CH07	0.28	2.70 %
CGL1	0.28	5.40 %
AVD1	0.13	1.04 %
CH08		0.00 %
CH26		0.00 %
CH29		0.00 %
CH39		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC09		0.00 %
SKL1		0.00 %
Total	20.46	7.61 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	6.08	10.72 %
Air-Cond	4.45	3.08 %
Wash-Mac	3.99	8.58 %
D-Freez	0.26	11.48 %
Total	14.78	5.91 %

Branch *	MTD Sales L	Brand Share %
MDU8	4.91	4.92 %
MDU1	1.20	4.99 %
KRR1	0.30	3.84 %
MDU3	0.20	2.98 %
KKD3	0.17	3.60 %
CBM1	0.13	5.24 %
BTU1		0.00 %
CMR1		0.00 %
DGL1		0.00 %
DGL2		0.00 %
KYK1		0.00 %
MDU6		0.00 %
MLR1		0.00 %
NKI1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
TDI1		0.00 %
TMM1		0.00 %
TPT1		0.00 %
WHMD		0.00 %
Total	14.78	5.91 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	8.27	6.12 %
Fridge	4.33	7.83 %
Wash-Mac	1.90	4.23 %
D-Freez	0.19	6.99 %
Total	14.69	6.17 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.37	4.66 %
TVL1	0.74	2.56 %
RPM1	0.28	4.79 %
TYI1	0.27	4.56 %
NGR1	0.26	1.64 %
ASM1	0.15	3.24 %
APK2	0.14	3.11 %
APK1	0.12	3.14 %
ARM1		0.00 %
ERL2		0.00 %
KGL1		0.00 %
KSM1		0.00 %
KVT1		0.00 %
MAR1		0.00 %
MMT1		0.00 %
SGT1		0.00 %
STU2		0.00 %
TKY1		0.00 %
VLY1		0.00 %
Total	14.69	6.17 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	5.36	4.88 %
Fridge	2.92	7.78 %
Wash-Mac	2.02	5.41 %
Total	10.29	5.56 %

Branch *	MTD Sales L	Brand Share %
CH03	0.58	3.37 %
CH43	0.32	6.00 %
CH17	0.30	2.14 %
CH12	0.27	1.99 %
CH34	0.27	4.05 %
CH33	0.17	3.14 %
CH01		0.00 %
CH20		0.00 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH35		0.00 %
CH36		0.00 %
CH37		0.00 %
GPD1		0.00 %
MC06		0.00 %
MJR1		0.00 %
PON1		0.00 %
UKI1		0.00 %
WCHN		0.00 %
Total	10.29	5.56 %

WEST-03

Property	MTD Sales L	Brand Share %
Fridge	3.03	15.13 %
Air-Cond	2.72	5.97 %
Wash-Mac	1.32	5.99 %
Total	7.07	8.03 %

Branch *	MTD Sales L	Brand Share %
ERD1	0.41	3.35 %
NKL2	0.17	2.45 %
RSP1	0.17	5.15 %
GBM1	0.15	5.54 %
SGG1	0.13	5.37 %
KGM1		0.00 %
KMM1		0.00 %
PDR1		0.00 %
SYM2		0.00 %
TCG1		0.00 %
TPR3		0.00 %
TPR4		0.00 %
VKL1		0.00 %
WHPD		0.00 %
Total	7.07	8.03 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	2.35	9.59 %
Air-Cond	2.02	5.68 %
Fridge	1.86	7.62 %
Total	6.24	7.37 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.48	2.12 %
CBE4	0.45	4.16 %
SNR1	0.26	4.71 %
ANR1		0.00 %
CBE1		0.00 %
CBE3		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
PDM1		0.00 %
PLI1		0.00 %
PPI1		0.00 %
UAM1		0.00 %
UMP1		0.00 %
Total	6.24	7.37 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	2.84	14.69 %
Wash-Mac	2.41	10.47 %
Air-Cond	0.27	1.24 %
D-Freez	0.26	50.32 %
Total	5.79	8.94 %

Branch *	MTD Sales L	Brand Share %
WZWH	0.30	-15.74 %
ATU1	0.29	5.61 %
KRI1	0.26	5.61 %
HSR2	0.25	5.18 %
SLM1	0.19	1.86 %
DPR1		0.00 %
EDP1		0.00 %
HRR1		0.00 %
KAM1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
PMP1		0.00 %
PNG1		0.00 %
SGI1		0.00 %
SLM3		0.00 %
TRM1		0.00 %
Total	5.79	8.94 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	2.75	9.78 %
Wash-Mac	1.84	6.98 %
Air-Cond	0.25	0.62 %
D-Freez	0.21	11.31 %
Total	5.05	5.19 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.34	5.28 %
WJP1	0.17	5.40 %
TRL1	0.15	1.78 %
VSI1	0.13	3.25 %
ABR1		0.00 %
AKM1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
GDM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VNB1		0.00 %
WHVL		0.00 %
WJD1		0.00 %
Total	5.05	5.19 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	1.77	9.18 %
Fridge	1.69	7.56 %
Air-Cond	1.54	3.02 %
Total	5.00	5.35 %

Branch *	MTD Sales L	Brand Share %
VCM2	0.18	4.32 %
CUD1	0.17	2.29 %
MKM1	0.15	5.16 %
CDM1	0.13	2.50 %
SJI2	0.13	2.85 %
KLM1		0.00 %
NVL2		0.00 %
POY1		0.00 %
POY2		0.00 %
TDM1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	5.00	5.35 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	2.29	2.36 %
Wash-Mac	1.60	5.19 %
Total	3.89	2.32 %

Branch *	MTD Sales L	Brand Share %
PBR2	0.30	2.31 %
TRY1	0.28	0.97 %
PTK1	0.27	4.58 %
MVM1	0.25	2.78 %
KUM1	0.14	1.06 %
AYR1	0.13	4.05 %
KUM2	0.13	3.25 %
APM1		0.00 %
JKM1		0.00 %
KIK1		0.00 %
KRN1		0.00 %
MDI1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PDK1		0.00 %
PDK2		0.00 %
TNJ2		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TRY4		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TVR2		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	3.89	2.32 %