

MTD Sales
184.70 L

Brand Share %
5.83 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **5.83 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	71.75	4.35 %
Fridge	63.21	8.21 %
Wash-Mac	44.18	6.13 %
D-Freez	5.56	18.99 %
Total	184.70	5.83 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	41.53	7.86 %
SOUTH-01	33.40	6.02 %
SOUTH-03	23.63	6.16 %
CHENNAI-02	23.49	6.14 %
NORTH ARCOT	15.88	6.42 %
TRICHY-01	10.86	2.56 %
SOUTH ARCOT	10.70	4.59 %
WEST-01	9.46	7.02 %
WEST-02	9.00	5.66 %
WEST-03	6.76	5.49 %
Total	184.70	5.83 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	18.05	6.19 %
Fridge	12.44	10.14 %
Wash-Mac	10.56	9.48 %
D-Freez	0.48	17.02 %
Total	41.53	7.86 %

Branch *	MTD Sales L	Brand Share %
CH30	1.21	5.51 %
MRM1	0.55	4.53 %
TKM1	0.28	4.96 %
AVD1	0.27	1.26 %
CH26	0.13	3.02 %
CGL1		0.00 %
CH29		0.00 %
CH39		0.00 %
CH49		0.00 %
MC09		0.00 %
SKL1		0.00 %
Total	41.53	7.86 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	14.34	4.61 %
Fridge	12.30	9.84 %
Wash-Mac	6.05	5.35 %
D-Freez	0.70	13.29 %
Total	33.40	6.02 %

Branch *	MTD Sales L	Brand Share %
TUT1	3.16	4.94 %
RND1	0.84	4.08 %
RND2	0.82	4.97 %
MAR1	0.54	3.27 %
APK2	0.50	5.35 %
VNR2	0.50	2.64 %
SNL1	0.43	4.34 %
ERL2	0.43	2.79 %
STU2	0.36	4.18 %
APK1	0.30	3.96 %
ASM1	0.28	3.17 %
ARM1	0.23	4.25 %
VLY1	0.18	0.86 %
MMT1	0.13	1.52 %
TVL1	0.13	0.21 %
S2SD	0.12	4.99 %
COL1		0.00 %
KSM1		0.00 %
TKY1		0.00 %
WHTV		0.00 %
Total	33.40	6.02 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	10.70	11.51 %
Air-Cond	6.76	3.31 %
Wash-Mac	5.62	6.70 %
D-Freez	0.56	18.40 %
Total	23.63	6.16 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.50	4.69 %
KKD3	0.92	5.29 %
MDU7	0.67	5.50 %
DGL1	0.50	1.78 %
TPT1	0.44	5.81 %
KRR1	0.43	3.00 %
NKI1	0.41	5.12 %
MPA1	0.31	2.83 %
DKI1	0.27	3.10 %
PKM1	0.14	3.56 %
MDU6	0.14	0.66 %
BTU1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
DGL2		0.00 %
KYK1		0.00 %
MNM1		0.00 %
ODM1		0.00 %
PNI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
TDI1		0.00 %
WHMD		0.00 %
Total	23.63	6.16 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	8.35	9.90 %
Wash-Mac	7.64	8.48 %
Air-Cond	6.79	3.30 %
D-Freez	0.72	32.87 %
Total	23.49	6.14 %

Branch *	MTD Sales L	Brand Share %
CH03	1.13	2.73 %
CH18	1.06	4.61 %
CH44	0.80	5.41 %
CH41	0.58	4.58 %
CH12	0.53	2.25 %
CH15	0.53	1.37 %
CH35	0.35	3.96 %
CH37	0.15	2.60 %
CH20		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH36		0.00 %
GPD1		0.00 %
MC06		0.00 %
MJR1		0.00 %
PON1		0.00 %
WCHN	-0.29	1.93 %
Total	23.49	6.14 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	6.53	5.39 %
Fridge	4.53	7.12 %
Wash-Mac	3.94	6.70 %
D-Freez	0.87	25.22 %
Total	15.88	6.42 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.46	5.78 %
TRR1	0.66	4.41 %
WJP1	0.39	5.66 %
CYR1	0.29	5.43 %
PLR1	0.27	4.88 %
CGM1	0.14	2.50 %
KPM1	0.12	1.49 %
GDM1	0.12	2.14 %
VEL1	0.04	0.68 %
ABR1		0.00 %
AKM1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
WJD1		0.00 %
Total	15.88	6.42 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	7.99	3.18 %
Fridge	1.52	1.60 %
D-Freez	1.07	31.74 %
Wash-Mac	0.28	0.37 %
Total	10.86	2.56 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.51	2.29 %
KUM1	1.09	3.87 %
TVR2	1.01	4.77 %
MVM1	0.61	2.28 %
MDI1	0.59	4.61 %
TNJ2	0.43	2.40 %
TNJ1	0.30	1.39 %
KIK1	0.30	1.95 %
AYR1	0.26	2.60 %
NCK1	0.14	2.62 %
APM1		0.00 %
JKM1		0.00 %
KUM2		0.00 %
MSI1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PDK2		0.00 %
PTK1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TRY4		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	10.86	2.56 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	4.63	3.96 %
Fridge	3.45	5.70 %
Wash-Mac	1.95	3.80 %
D-Freez	0.67	14.79 %
Total	10.70	4.59 %

Branch *	MTD Sales L	Brand Share %
CUD1	0.89	3.48 %
SJI2	0.78	5.62 %
KLM1	0.55	2.97 %
ULP1	0.23	2.26 %
STP1	0.22	5.45 %
CDM1	0.18	1.18 %
KML1	0.18	2.13 %
NVL2	0.17	1.31 %
POY1	0.16	0.69 %
POY2	0.13	0.75 %
TDM1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
Total	10.70	4.59 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	4.44	10.09 %
Air-Cond	2.51	6.26 %
Wash-Mac	2.50	5.11 %
Total	9.46	7.02 %

Branch *	MTD Sales L	Brand Share %
KMR1	0.56	4.72 %
PLI1	0.45	5.24 %
MPM1	0.14	2.71 %
ANR1		0.00 %
CBE1		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KGI1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
UAM1		0.00 %
WZSD		0.00 %
Total	9.46	7.02 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	3.91	7.38 %
Wash-Mac	2.76	5.24 %
Air-Cond	2.12	4.11 %
D-Freez	0.21	11.88 %
Total	9.00	5.66 %

Branch *	MTD Sales L	Brand Share %
SGI1	0.26	5.82 %
SLM2	0.26	2.08 %
HSR2	0.22	2.23 %
DPR1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
HRR1		0.00 %
KAM1		0.00 %
KRI1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
PNG1		0.00 %
VPD1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	9.00	5.66 %

WEST-03

Property	MTD Sales L	Brand Share %
Wash-Mac	2.90	7.82 %
Air-Cond	2.02	3.59 %
Fridge	1.56	5.46 %
D-Freez	0.28	22.69 %
Total	6.76	5.49 %

Branch *	MTD Sales L	Brand Share %
ERD1	0.39	2.03 %
RSP1	0.27	5.11 %
CMI1	0.22	4.19 %
TCG1	0.18	2.42 %
KMM1	0.16	4.31 %
AVI1	0.14	2.15 %
GBM1		0.00 %
KGM1		0.00 %
PDR1		0.00 %
SYM2		0.00 %
TPR3		0.00 %
W3SD		0.00 %
Total	6.76	5.49 %