

MTD Sales
231.57 L

Brand Share %
5.87 %

Information:

MTD : 01-09-2026 To 10-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **5.87 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	90.81	4.41 %
Fridge	78.30	8.08 %
Wash-Mac	55.75	6.31 %
D-Freez	6.72	18.96 %
Total	231.57	5.87 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	50.00	7.78 %
SOUTH-01	45.54	6.62 %
SOUTH-03	31.79	6.75 %
CHENNAI-02	28.47	6.08 %
NORTH ARCOT	17.32	5.53 %
TRICHY-01	13.94	2.51 %
SOUTH ARCOT	13.16	4.41 %
WEST-01	12.18	7.67 %
WEST-02	10.25	5.27 %
WEST-03	8.92	5.70 %
Total	231.57	5.87 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	22.11	6.25 %
Fridge	14.68	9.73 %
Wash-Mac	12.73	9.39 %
D-Freez	0.48	17.02 %
Total	50.00	7.78 %

Branch *	MTD Sales L	Brand Share %
CH05	1.97	5.16 %
CH45	1.49	5.70 %
CH30	1.21	4.74 %
MRM1	0.68	5.09 %
CH49	0.34	1.09 %
AVD1	0.27	1.07 %
CH26	0.13	2.74 %
SKL1	0.13	1.14 %
CGL1		0.00 %
CH29		0.00 %
CH39		0.00 %
MC09		0.00 %
Total	50.00	7.78 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	19.68	5.08 %
Fridge	16.32	10.46 %
Wash-Mac	8.85	6.42 %
D-Freez	0.70	10.74 %
Total	45.54	6.62 %

Branch *	MTD Sales L	Brand Share %
TUT1	3.57	4.75 %
RND1	1.17	5.07 %
RND2	1.09	5.36 %
ERL2	1.01	5.40 %
APK2	0.68	5.73 %
PDI1	0.55	5.72 %
MAR1	0.54	2.69 %
VNR2	0.50	2.43 %
ASM1	0.41	3.36 %
STU2	0.36	3.83 %
ARM1	0.35	5.56 %
APK1	0.30	3.43 %
KGL1	0.27	3.91 %
TKY1	0.21	2.70 %
VL1	0.18	0.78 %
MMT1	0.13	1.18 %
TVL1	0.13	0.17 %
KSM1	0.13	2.20 %
S2SD	0.12	1.97 %
COL1		0.00 %
WHTV		0.00 %
Total	45.54	6.62 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	13.50	11.48 %
Air-Cond	10.35	4.21 %
Wash-Mac	7.39	7.07 %
D-Freez	0.56	16.56 %
Total	31.79	6.75 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.91	4.41 %
MDU2	1.53	5.50 %
DGL1	0.98	2.58 %
MPA1	0.70	5.45 %
MDU7	0.67	4.60 %
PKM1	0.28	5.33 %
DKI1	0.27	2.15 %
PNI1	0.14	4.36 %
MDU6	0.14	0.59 %
BTU1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
DGL2		0.00 %
MNM1		0.00 %
ODM1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
TDI1		0.00 %
WHMD		0.00 %
Total	31.79	6.75 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	10.33	9.44 %
Wash-Mac	8.67	8.09 %
Air-Cond	8.27	3.32 %
D-Freez	1.19	44.79 %
Total	28.47	6.08 %

Branch *	MTD Sales L	Brand Share %
CH03	1.94	3.69 %
CH18	1.35	4.71 %
CH15	1.07	2.23 %
CH12	0.67	2.43 %
CH41	0.58	3.88 %
CH35	0.35	3.02 %
GPD1	0.18	3.78 %
CH37	0.15	2.05 %
CH27		0.00 %
CH20		0.00 %
CH31		0.00 %
CH32		0.00 %
CH36		0.00 %
MC06		0.00 %
MJR1		0.00 %
PON1		0.00 %
WCHN	-0.44	2.46 %
Total	28.47	6.08 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	7.19	4.59 %
Fridge	4.68	5.86 %
Wash-Mac	4.58	6.29 %
D-Freez	0.87	23.66 %
Total	17.32	5.53 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.46	4.83 %
TRR1	0.79	4.16 %
CYR1	0.29	4.28 %
PLR1	0.27	4.10 %
CGM1	0.14	2.10 %
KPM1	0.12	1.11 %
GDM1	0.12	1.47 %
VEL1	0.04	0.56 %
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	17.32	5.53 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	10.24	3.10 %
Fridge	2.09	1.68 %
D-Freez	1.07	23.62 %
Wash-Mac	0.54	0.57 %
Total	13.94	2.51 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.51	1.64 %
TVR2	1.01	3.44 %
TYR1	0.74	5.25 %
TNJ1	0.64	2.35 %
MVM1	0.61	1.63 %
MDI1	0.59	3.41 %
KIK1	0.59	2.74 %
NGT1	0.57	2.82 %
TNJ2	0.43	2.09 %
AYR1	0.40	3.05 %
KRN1	0.23	4.43 %
NCK1	0.14	2.13 %
PDK2	0.14	0.72 %
APM1		0.00 %
JKM1		0.00 %
KUM2		0.00 %
MSI1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PTK1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TRY4		0.00 %
TTP1		0.00 %
TVR1		0.00 %
Total	13.94	2.51 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	5.17	3.53 %
Fridge	3.87	4.93 %
Wash-Mac	3.00	4.51 %
D-Freez	1.11	17.36 %
Total	13.16	4.41 %

Branch *	MTD Sales L	Brand Share %
CUD1	0.89	2.57 %
ULP1	0.78	5.29 %
SJI2	0.78	4.38 %
KLM1	0.55	2.71 %
POY1	0.42	1.35 %
NVL2	0.31	1.77 %
POY2	0.26	1.26 %
STP1	0.22	4.64 %
CDM1	0.18	0.88 %
VPM1	0.16	3.80 %
TDM1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
WHNV		0.00 %
KML1	-0.03	-0.39 %
Total	13.16	4.41 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	6.03	11.94 %
Wash-Mac	3.07	5.40 %
Air-Cond	3.07	6.18 %
Total	12.18	7.67 %

Branch *	MTD Sales L	Brand Share %
UMP1	0.50	5.37 %
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	12.18	7.67 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	4.28	6.55 %
Wash-Mac	3.35	5.37 %
Air-Cond	2.41	3.70 %
D-Freez	0.21	11.88 %
Total	10.25	5.27 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.81	5.31 %
SLM3	0.65	4.48 %
HSR1	0.55	5.42 %
SGI1	0.26	5.54 %
SLM2	0.26	1.81 %
HSR2	0.22	1.76 %
PMP1	0.13	4.00 %
DPR2	0.13	5.82 %
DPR1		0.00 %
EDP1		0.00 %
HRR1		0.00 %
KAM1		0.00 %
KRI1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
PNG1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	10.25	5.27 %

WEST-03

Property	MTD Sales L	Brand Share %
Wash-Mac	3.57	8.13 %
Fridge	2.51	6.86 %
Air-Cond	2.32	3.12 %
D-Freez	0.53	26.85 %
Total	8.92	5.70 %

Branch *	MTD Sales L	Brand Share %
TPR2	0.54	5.17 %
ERD1	0.39	1.76 %
AVI1	0.27	3.60 %
CMI1	0.22	4.03 %
TCG1	0.18	1.97 %
KMM1	0.16	2.86 %
GBM1		0.00 %
KGM1		0.00 %
PDR1		0.00 %
SYM2		0.00 %
TPR3		0.00 %
W3SD		0.00 %
Total	8.92	5.70 %