

MTD Sales
252.76 L

Brand Share %
5.82 %

Information:

MTD : 01-09-2026 To 11-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **5.82 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	99.48	4.42 %
Fridge	85.46	7.89 %
Wash-Mac	60.81	6.25 %
D-Freez	7.00	19.06 %
Total	252.76	5.82 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	52.74	7.57 %
SOUTH-01	52.22	6.79 %
SOUTH-03	35.50	6.77 %
CHENNAI-02	29.67	5.90 %
NORTH ARCOT	19.57	5.70 %
TRICHY-01	14.98	2.44 %
WEST-01	13.85	7.98 %
SOUTH ARCOT	13.28	4.06 %
WEST-02	10.79	4.96 %
WEST-03	10.16	5.83 %
Total	252.76	5.82 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	23.23	6.09 %
Fridge	15.02	9.13 %
Wash-Mac	14.01	9.50 %
D-Freez	0.48	15.55 %
Total	52.74	7.57 %

Branch *	MTD Sales L	Brand Share %
CH05	1.97	4.46 %
CH45	1.49	5.41 %
CH30	1.21	4.41 %
MRM1	0.68	4.47 %
CH49	0.34	0.99 %
AVD1	0.27	1.01 %
SKL1	0.13	0.94 %
CGL1		0.00 %
CH29		0.00 %
CH39		0.00 %
MC09		0.00 %
Total	52.74	7.57 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	22.66	5.30 %
Fridge	18.98	10.52 %
Wash-Mac	9.88	6.41 %
D-Freez	0.70	10.20 %
Total	52.22	6.79 %

Branch *	MTD Sales L	Brand Share %
TUT1	3.83	4.51 %
NGR1	2.58	5.82 %
RND2	1.09	4.66 %
ERL2	1.01	5.08 %
APK2	0.68	5.42 %
MAR1	0.54	2.53 %
VLY1	0.46	1.62 %
VKM1	0.44	5.47 %
ASM1	0.41	3.02 %
ARM1	0.35	4.98 %
APK1	0.30	2.91 %
KGL1	0.27	3.66 %
TKY1	0.21	2.45 %
COL1	0.14	2.72 %
MMT1	0.13	1.13 %
TVL1	0.13	0.15 %
KSM1	0.13	2.09 %
S2SD	0.12	2.09 %
WHTV		0.00 %
Total	52.22	6.79 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	15.12	11.21 %
Air-Cond	11.43	4.24 %
Wash-Mac	8.39	7.20 %
D-Freez	0.56	15.21 %
Total	35.50	6.77 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.53	4.91 %
DGL1	0.98	2.46 %
MPA1	0.70	4.54 %
MDU7	0.67	4.11 %
PKM1	0.28	5.13 %
DKI1	0.27	1.81 %
MDU6	0.14	0.55 %
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	35.50	6.77 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	10.64	9.11 %
Wash-Mac	9.01	7.80 %
Air-Cond	8.84	3.30 %
D-Freez	1.19	44.88 %
Total	29.67	5.90 %

Branch *	MTD Sales L	Brand Share %
CH03	2.33	4.00 %
CH18	1.65	5.36 %
CH15	1.47	2.76 %
CH12	0.67	2.30 %
CH41	0.58	3.75 %
CH35	0.35	2.87 %
GPD1	0.18	3.47 %
CH37	0.15	1.93 %
CH27		0.00 %
CH20		0.00 %
CH31		0.00 %
CH32		0.00 %
CH36		0.00 %
MC05		0.00 %
MC06		0.00 %
MJR1		0.00 %
PON1		0.00 %
WCHN	-0.63	2.93 %
Total	29.67	5.90 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	8.33	4.73 %
Fridge	5.26	6.15 %
Wash-Mac	5.11	6.53 %
D-Freez	0.87	23.66 %
Total	19.57	5.70 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.79	4.02 %
CYR1	0.29	3.91 %
SBR1	0.28	1.02 %
PLR1	0.27	4.10 %
CGM1	0.14	2.10 %
KPM1	0.12	1.05 %
GDM1	0.12	1.17 %
VEL1	0.04	0.48 %
ABR1		0.00 %
AKM1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
PTU1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
WJD1		0.00 %
Total	19.57	5.70 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	10.86	3.00 %
Fridge	2.50	1.76 %
D-Freez	1.07	22.93 %
Wash-Mac	0.54	0.52 %
Total	14.98	2.44 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.51	1.52 %
TVR2	1.34	4.24 %
KIK1	0.88	3.17 %
TYR1	0.74	4.72 %
TNJ1	0.64	2.15 %
MVM1	0.61	1.43 %
MDI1	0.59	3.05 %
NGT1	0.57	2.52 %
TNJ2	0.43	1.85 %
PDK2	0.41	2.06 %
AYR1	0.40	2.65 %
KRN1	0.23	4.04 %
NCK1	0.14	2.09 %
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	14.98	2.44 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	6.49	11.56 %
Air-Cond	3.93	7.37 %
Wash-Mac	3.42	5.49 %
Total	13.85	7.98 %

Branch *	MTD Sales L	Brand Share %
UMP1	0.50	5.13 %
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	13.85	7.98 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	5.17	3.26 %
Fridge	4.00	4.53 %
Wash-Mac	3.00	4.07 %
D-Freez	1.11	17.39 %
Total	13.28	4.06 %

Branch *	MTD Sales L	Brand Share %
CUD1	0.89	2.32 %
ULP1	0.78	4.79 %
SJI2	0.78	4.01 %
KLM1	0.55	2.46 %
POY1	0.42	1.15 %
NVL2	0.31	1.62 %
POY2	0.26	1.10 %
STP1	0.22	4.00 %
CDM1	0.18	0.83 %
VPM1	0.16	3.20 %
TDM1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
WHNV		0.00 %
KML1	-0.03	-0.37 %
Total	13.28	4.06 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	4.28	5.87 %
Wash-Mac	3.61	5.08 %
Air-Cond	2.41	3.37 %
D-Freez	0.49	24.26 %
Total	10.79	4.96 %

Branch *	MTD Sales L	Brand Share %
SLM3	0.65	4.20 %
TRM1	0.60	5.74 %
HSR1	0.55	4.79 %
SLM2	0.40	2.68 %
SGI1	0.26	5.54 %
HSR2	0.22	1.54 %
PMP1	0.13	4.00 %
DPR2	0.13	5.82 %
DPR1		0.00 %
EDP1		0.00 %
HRR1		0.00 %
KRI1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
PNG1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
KAM1	-0.13	-2.13 %
Total	10.79	4.96 %

WEST-03

Property	MTD Sales L	Brand Share %
Wash-Mac	3.83	7.72 %
Fridge	3.18	7.79 %
Air-Cond	2.61	3.19 %
D-Freez	0.53	26.85 %
Total	10.16	5.83 %

Branch *	MTD Sales L	Brand Share %
ERD1	0.74	2.95 %
TPR2	0.54	4.47 %
AVI1	0.27	3.08 %
CMI1	0.22	4.03 %
TCG1	0.18	1.82 %
KMM1	0.16	2.75 %
GBM1		0.00 %
KGM1		0.00 %
PDR1		0.00 %
SYM2		0.00 %
TPR3		0.00 %
W3SD		0.00 %
Total	10.16	5.83 %