

MTD Sales
289.97 L

Brand Share %
5.80 %

Information:

MTD : 01-09-2026 To 12-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **5.80 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	112.52	4.36 %
Fridge	99.19	7.90 %
Wash-Mac	70.32	6.30 %
D-Freez	7.93	18.90 %
Total	289.97	5.80 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	60.60	6.88 %
CHENNAI-01	55.79	7.17 %
SOUTH-03	43.73	7.15 %
CHENNAI-02	31.98	5.56 %
NORTH ARCOT	22.39	5.60 %
SOUTH ARCOT	16.43	4.51 %
WEST-01	16.03	8.34 %
TRICHY-01	15.97	2.23 %
WEST-02	14.71	5.35 %
WEST-03	12.34	6.07 %
Total	289.97	5.80 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	25.46	5.27 %
Fridge	21.74	10.27 %
Wash-Mac	12.42	6.95 %
D-Freez	0.98	11.97 %
Total	60.60	6.88 %

Branch *	MTD Sales L	Brand Share %
TUT1	4.29	4.52 %
NGR1	2.58	5.38 %
RND2	1.38	5.15 %
ERL2	1.01	4.69 %
APK2	0.68	5.32 %
STU2	0.66	5.53 %
VLY1	0.63	1.90 %
MAR1	0.54	2.37 %
ASM1	0.41	2.62 %
ARM1	0.35	4.89 %
TVL1	0.31	0.32 %
APK1	0.30	2.82 %
KGL1	0.27	3.48 %
TKY1	0.21	2.10 %
COL1	0.14	2.41 %
MMT1	0.13	1.10 %
KSM1	0.13	2.09 %
S2SD	0.12	2.02 %
WHTV		0.00 %
Total	60.60	6.88 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	24.07	5.66 %
Wash-Mac	15.58	9.48 %
Fridge	15.47	8.37 %
D-Freez	0.68	18.04 %
Total	55.79	7.17 %

Branch *	MTD Sales L	Brand Share %
CH05	2.21	4.34 %
CH42	1.94	5.22 %
CH45	1.49	5.12 %
CH30	1.21	3.74 %
MRM1	0.81	4.75 %
CH26	0.34	4.99 %
CH49	0.34	0.84 %
AVD1	0.27	0.90 %
MC09	0.19	3.31 %
CGL1	0.13	0.76 %
SKL1	0.13	0.85 %
CH29		0.00 %
CH39		0.00 %
Total	55.79	7.17 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	19.87	12.41 %
Air-Cond	13.60	4.38 %
Wash-Mac	9.70	7.08 %
D-Freez	0.56	13.81 %
Total	43.73	7.15 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.71	4.58 %
DGL1	1.30	3.09 %
TMM1	0.92	5.27 %
MPA1	0.70	4.06 %
MDU7	0.67	3.78 %
SGP1	0.33	4.21 %
TDI1	0.29	2.86 %
PKM1	0.28	4.18 %
MDU6	0.27	0.95 %
DKI1	0.27	1.65 %
BTU1	0.24	2.98 %
SZSD	0.04	1.56 %
CBM1		0.00 %
CMR1		0.00 %
DGL2		0.00 %
MNM1		0.00 %
ODM1		0.00 %
SVG1		0.00 %
WHMD		0.00 %
Total	43.73	7.15 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	10.64	8.25 %
Wash-Mac	10.07	7.76 %
Air-Cond	9.90	3.16 %
D-Freez	1.38	42.38 %
Total	31.98	5.56 %

Branch *	MTD Sales L	Brand Share %
CH03	2.81	4.33 %
CH21	2.33	5.38 %
CH18	1.86	5.17 %
CH15	1.81	3.02 %
CH12	0.67	2.12 %
CH41	0.58	3.26 %
CH35	0.35	2.71 %
CPD1	0.18	1.28 %
CH37	0.15	1.86 %
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	2.69 %
Total	31.98	5.56 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	9.50	4.61 %
Fridge	6.45	6.43 %
Wash-Mac	5.57	6.28 %
D-Freez	0.87	19.48 %
Total	22.39	5.60 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.79	3.55 %
VSI1	0.63	5.33 %
CYR1	0.29	3.58 %
SBR1	0.28	0.85 %
PLR1	0.27	3.77 %
CGM1	0.14	1.98 %
KPM1	0.12	0.96 %
GDM1	0.12	1.08 %
VEL1	0.04	0.43 %
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	22.39	5.60 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	5.76	3.27 %
Fridge	5.74	5.86 %
Wash-Mac	3.83	4.59 %
D-Freez	1.11	16.69 %
Total	16.43	4.51 %

Branch *	MTD Sales L	Brand Share %
SJI2	0.95	4.54 %
CUD1	0.89	2.18 %
ULP1	0.78	4.05 %
KLM1	0.75	3.08 %
POY1	0.58	1.49 %
NVL2	0.47	2.21 %
POY2	0.26	1.01 %
STP1	0.22	3.75 %
CDM1	0.18	0.75 %
VPM1	0.16	3.20 %
TDM1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
WHNV		0.00 %
KML1	-0.03	-0.34 %
Total	16.43	4.51 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	7.09	11.17 %
Air-Cond	5.12	8.86 %
Wash-Mac	3.82	5.51 %
Total	16.03	8.34 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.67	5.48 %
UMP1	0.50	4.76 %
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	16.03	8.34 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	11.76	2.78 %
Fridge	2.75	1.62 %
D-Freez	1.07	21.91 %
Wash-Mac	0.38	0.32 %
Total	15.97	2.23 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.51	1.22 %
TVR2	1.34	3.75 %
TNJ1	0.97	2.59 %
KIK1	0.88	2.82 %
TYR1	0.74	4.11 %
MVM1	0.61	1.27 %
MDI1	0.59	2.59 %
NGT1	0.57	2.14 %
TNJ2	0.43	1.63 %
PDK2	0.41	1.82 %
AYR1	0.40	2.36 %
KUM2	0.25	1.38 %
KRN1	0.23	3.76 %
NCK1	0.14	1.96 %
APM1		0.00 %
JKM1		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	15.97	2.23 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	5.88	6.52 %
Wash-Mac	4.76	5.34 %
Air-Cond	3.31	3.56 %
D-Freez	0.76	26.58 %
Total	14.71	5.35 %

Branch *	MTD Sales L	Brand Share %
TRM1	1.02	4.74 %
SLM3	0.96	5.21 %
HSR1	0.55	4.18 %
SLM2	0.40	2.15 %
KVP1	0.27	2.89 %
HSR2	0.22	1.43 %
DPR1	0.19	2.13 %
WZWH	0.14	2.52 %
PMP1	0.13	3.67 %
DPR2	0.13	3.31 %
KAM1	0.03	0.44 %
EDP1		0.00 %
HRR1		0.00 %
KRI1		0.00 %
MCR1		0.00 %
PNG1		0.00 %
WHKP		0.00 %
Total	14.71	5.35 %

WEST-03

Property	MTD Sales L	Brand Share %
Wash-Mac	4.20	7.24 %
Air-Cond	4.05	4.29 %
Fridge	3.55	7.34 %
D-Freez	0.53	24.18 %
Total	12.34	6.07 %

Branch *	MTD Sales L	Brand Share %
ERD2	1.85	5.50 %
TPR2	0.54	3.89 %
CMI1	0.22	3.88 %
TCG1	0.18	1.62 %
KMM1	0.16	2.55 %
GBM1		0.00 %
KGM1		0.00 %
PDR1		0.00 %
SYM2		0.00 %
TPR3		0.00 %
W3SD		0.00 %
Total	12.34	6.07 %