

MTD Sales
325.42 L

Brand Share %
5.84 %

Information:

MTD : 01-09-2026 To 13-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **5.84 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	120.56	4.24 %
Fridge	114.05	8.02 %
Wash-Mac	82.51	6.55 %
D-Freez	8.31	18.38 %
Total	325.42	5.84 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	63.87	6.62 %
CHENNAI-01	63.14	7.28 %
SOUTH-03	48.02	7.03 %
CHENNAI-02	36.07	5.62 %
NORTH ARCOT	25.85	5.81 %
WEST-01	19.80	8.90 %
SOUTH ARCOT	18.69	4.70 %
TRICHY-01	17.80	2.22 %
WEST-02	16.86	5.34 %
WEST-03	15.32	6.67 %
Total	325.42	5.84 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	26.62	5.02 %
Fridge	22.67	9.89 %
Wash-Mac	13.61	6.93 %
D-Freez	0.98	11.65 %
Total	63.87	6.62 %

Branch *	MTD Sales L	Brand Share %
TUT1	4.42	4.32 %
NGR1	2.58	5.13 %
TKS2	2.16	5.70 %
RND2	1.38	4.78 %
ERL2	1.01	4.36 %
APK2	0.68	4.95 %
VLY1	0.63	1.72 %
MAR1	0.54	2.19 %
ASM1	0.41	2.49 %
ARM1	0.35	4.53 %
TVL1	0.31	0.28 %
APK1	0.30	2.75 %
KGL1	0.27	3.32 %
TKY1	0.21	1.94 %
COL1	0.14	2.41 %
MMT1	0.13	0.96 %
KSM1	0.13	1.88 %
S2SD	0.12	2.02 %
WHTV		0.00 %
Total	63.87	6.62 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	26.84	5.79 %
Fridge	18.33	8.56 %
Wash-Mac	17.29	9.29 %
D-Freez	0.68	15.29 %
Total	63.14	7.28 %

Branch *	MTD Sales L	Brand Share %
CH47	3.21	5.42 %
CH05	2.57	4.45 %
CH45	1.49	4.73 %
CH30	1.21	3.48 %
MRM1	0.94	5.07 %
CH26	0.34	4.71 %
CH49	0.34	0.79 %
AVD1	0.27	0.79 %
MC09	0.19	3.16 %
CGL1	0.13	0.63 %
SKL1	0.13	0.66 %
CH29		0.00 %
CH39		0.00 %
Total	63.14	7.28 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	22.39	12.58 %
Air-Cond	14.17	4.09 %
Wash-Mac	10.91	7.02 %
D-Freez	0.56	13.81 %
Total	48.02	7.03 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.87	4.10 %
DGL1	1.30	2.74 %
MDU7	0.85	4.27 %
MPA1	0.70	3.71 %
TDI1	0.57	4.95 %
DKI1	0.53	3.02 %
KYK1	0.36	5.68 %
SGP1	0.33	4.07 %
PKM1	0.28	3.87 %
MDU6	0.27	0.84 %
BTU1	0.24	2.65 %
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	48.02	7.03 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	12.30	8.43 %
Fridge	12.22	8.26 %
Air-Cond	10.17	2.95 %
D-Freez	1.38	42.38 %
Total	36.07	5.62 %

Branch *	MTD Sales L	Brand Share %
CH03	2.81	4.14 %
CH21	2.33	5.20 %
CH18	2.28	5.70 %
CH15	2.25	3.23 %
CH35	0.98	5.63 %
CH41	0.71	3.20 %
CH12	0.67	1.78 %
GPD1	0.39	2.57 %
CH37	0.15	1.49 %
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	2.63 %
Total	36.07	5.62 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	9.79	4.40 %
Fridge	7.64	6.60 %
Wash-Mac	7.55	7.47 %
D-Freez	0.87	17.07 %
Total	25.85	5.81 %

Branch *	MTD Sales L	Brand Share %
TRR1	1.30	5.21 %
WJP1	0.68	5.75 %
VSI1	0.63	4.82 %
PLR1	0.40	4.91 %
KPM1	0.30	2.27 %
CYR1	0.29	2.86 %
SBR1	0.28	0.80 %
CGM1	0.14	1.79 %
PTU1	0.13	4.64 %
GDM1	0.12	0.98 %
VEL1	0.04	0.39 %
ABR1		0.00 %
AKM1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
WJD1		0.00 %
Total	25.85	5.81 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	8.77	11.72 %
Air-Cond	5.74	8.95 %
Wash-Mac	5.09	6.23 %
D-Freez	0.21	10.73 %
Total	19.80	8.90 %

Branch *	MTD Sales L	Brand Share %
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	19.80	8.90 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	6.35	5.95 %
Air-Cond	6.30	3.28 %
Wash-Mac	4.94	5.37 %
D-Freez	1.11	16.17 %
Total	18.69	4.70 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.37	2.96 %
VPM2	1.33	5.68 %
SJI2	1.13	4.99 %
ULP1	0.78	3.81 %
KLM1	0.75	2.77 %
POY1	0.58	1.43 %
NVL2	0.47	2.11 %
CDM1	0.31	1.14 %
KML1	0.28	2.47 %
POY2	0.26	0.98 %
STP1	0.22	3.38 %
VPM1	0.16	3.08 %
TDM1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
WHNV		0.00 %
Total	18.69	4.70 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	12.42	2.63 %
Fridge	3.77	1.96 %
D-Freez	1.07	20.30 %
Wash-Mac	0.54	0.40 %
Total	17.80	2.22 %

Branch *	MTD Sales L	Brand Share %
KUM1	2.54	5.39 %
TRY1	1.66	1.17 %
MVM1	1.44	2.72 %
TVR2	1.34	3.30 %
TNJ1	0.97	2.35 %
TYR1	0.91	4.72 %
KIK1	0.88	2.71 %
MDI1	0.59	2.26 %
PDK2	0.58	2.43 %
NGT1	0.57	1.92 %
AYR1	0.56	3.16 %
TNJ2	0.43	1.48 %
KUM2	0.25	1.27 %
KRN1	0.23	3.33 %
TRY4	0.18	0.49 %
NCK1	0.14	1.83 %
APM1		0.00 %
JKM1		0.00 %
MSI1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PTK1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TTP1		0.00 %
TVR1		0.00 %
Total	17.80	2.22 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	7.19	6.93 %
Wash-Mac	5.59	5.44 %
Air-Cond	3.31	3.13 %
D-Freez	0.76	23.00 %
Total	16.86	5.34 %

Branch *	MTD Sales L	Brand Share %
TRM1	1.18	4.84 %
HSR1	0.87	5.33 %
SLM2	0.53	2.61 %
KVP1	0.27	2.68 %
HSR2	0.22	1.13 %
DPR1	0.19	2.00 %
HRR1	0.17	3.05 %
KRI1	0.14	0.77 %
WZWH	0.14	2.52 %
PMP1	0.13	3.51 %
DPR2	0.13	2.86 %
KAM1	0.03	0.42 %
EDP1		0.00 %
MCR1		0.00 %
PNG1		0.00 %
WHKP		0.00 %
Total	16.86	5.34 %

WEST-03

Property	MTD Sales L	Brand Share %
Air-Cond	5.20	5.13 %
Fridge	4.72	8.00 %
Wash-Mac	4.70	7.05 %
D-Freez	0.70	26.34 %
Total	15.32	6.67 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.18	5.78 %
TPR2	0.85	5.06 %
CMI1	0.22	3.77 %
TCG1	0.18	1.47 %
KMM1	0.16	1.89 %
TPR3	0.12	4.66 %
GBM1		0.00 %
KGM1		0.00 %
PDR1		0.00 %
SYM2		0.00 %
W3SD		0.00 %
Total	15.32	6.67 %