

MTD Sales
389.36 L

Brand Share %
5.86 %

Information:

MTD : 01-09-2026 To 14-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **5.86 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	141.27	4.20 %
Fridge	138.43	8.15 %
Wash-Mac	100.51	6.58 %
D-Freez	9.16	18.34 %
Total	389.36	5.86 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	77.50	6.57 %
CHENNAI-01	75.31	7.22 %
SOUTH-03	54.96	7.10 %
CHENNAI-02	47.99	5.82 %
NORTH ARCOT	30.90	5.78 %
WEST-01	23.76	9.28 %
SOUTH ARCOT	23.09	4.92 %
TRICHY-01	19.79	2.16 %
WEST-02	19.63	5.18 %
WEST-03	16.43	6.15 %
Total	389.36	5.86 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	30.82	4.77 %
Fridge	28.84	10.36 %
Wash-Mac	16.86	6.81 %
D-Freez	0.98	11.32 %
Total	77.50	6.57 %

Branch *	MTD Sales L	Brand Share %
TUT1	4.78	3.44 %
NGR1	3.12	5.17 %
RND2	1.38	3.86 %
ERL2	1.01	3.51 %
VLY1	0.95	2.29 %
MAR1	0.78	2.69 %
APK2	0.68	4.34 %
TVL1	0.64	0.50 %
APK1	0.58	4.06 %
TKY1	0.54	4.21 %
ASM1	0.41	1.90 %
ARM1	0.35	3.40 %
KGL1	0.27	2.03 %
COL1	0.14	1.79 %
MMT1	0.13	0.78 %
KSM1	0.13	1.63 %
WHTV		0.00 %
Total	77.50	6.57 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	32.35	5.77 %
Fridge	22.26	8.78 %
Wash-Mac	19.86	8.92 %
D-Freez	0.85	13.78 %
Total	75.31	7.22 %

Branch *	MTD Sales L	Brand Share %
CH47	3.52	4.98 %
CH05	2.97	4.21 %
CH30	1.72	3.83 %
MRM1	1.16	4.95 %
CH49	0.51	0.99 %
CH26	0.34	3.73 %
CGL1	0.30	1.26 %
AVD1	0.27	0.66 %
MC09	0.19	2.62 %
SKL1	0.13	0.53 %
CH29		0.00 %
CH39		0.00 %
Total	75.31	7.22 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	26.51	12.81 %
Air-Cond	14.75	3.84 %
Wash-Mac	13.15	7.37 %
D-Freez	0.56	11.61 %
Total	54.96	7.10 %

Branch *	MTD Sales L	Brand Share %
MDU1	4.33	4.09 %
DGL1	1.55	3.03 %
MDU7	1.17	5.09 %
MPA1	0.86	3.61 %
DKI1	0.53	2.73 %
KYK1	0.36	4.83 %
SGP1	0.33	3.92 %
PKM1	0.28	3.42 %
MDU6	0.27	0.73 %
BTU1	0.24	2.52 %
SZSD	0.04	1.74 %
CBM1		0.00 %
CMR1		0.00 %
DGL2		0.00 %
MNM1		0.00 %
ODM1		0.00 %
SVG1		0.00 %
WHMD		0.00 %
Total	54.96	7.10 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	16.47	8.31 %
Wash-Mac	15.66	8.43 %
Air-Cond	14.31	3.28 %
D-Freez	1.55	39.85 %
Total	47.99	5.82 %

Branch *	MTD Sales L	Brand Share %
CH21	3.18	5.69 %
CH03	3.06	3.36 %
CH15	2.42	2.81 %
CH41	1.07	3.61 %
CH12	0.67	1.48 %
GPD1	0.39	2.42 %
CH37	0.15	1.14 %
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	-0.75	2.85 %
Total	47.99	5.82 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	11.99	4.53 %
Fridge	8.96	6.50 %
Wash-Mac	8.87	7.04 %
D-Freez	1.08	18.99 %
Total	30.90	5.78 %

Branch *	MTD Sales L	Brand Share %
WJP1	0.85	5.58 %
VSI1	0.63	3.99 %
SBR1	0.58	1.44 %
KPM1	0.49	3.20 %
PLR1	0.40	3.98 %
VEL1	0.31	2.23 %
CYR1	0.29	2.69 %
CGM1	0.14	1.58 %
PTU1	0.13	4.05 %
GDM1	0.12	0.73 %
ABR1		0.00 %
AKM1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
WJD1		0.00 %
Total	30.90	5.78 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	9.82	11.48 %
Air-Cond	6.94	9.35 %
Wash-Mac	6.79	7.21 %
D-Freez	0.21	10.73 %
Total	23.76	9.28 %

Branch *	MTD Sales L	Brand Share %
KGI1	0.21	5.62 %
ANR1		0.00 %
CBE1		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
UAM1		0.00 %
WZSD		0.00 %
Total	23.76	9.28 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	8.11	6.48 %
Air-Cond	7.18	3.19 %
Wash-Mac	6.39	5.69 %
D-Freez	1.41	19.07 %
Total	23.09	4.92 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.55	2.91 %
VPM2	1.49	5.19 %
POY1	1.17	2.45 %
KLM1	0.92	2.88 %
ULP1	0.78	3.29 %
CDM1	0.67	2.03 %
NVL2	0.47	1.89 %
POY2	0.26	0.86 %
STP1	0.22	3.06 %
VPM1	0.16	2.38 %
TDM1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
WHNV		0.00 %
Total	23.09	4.92 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	13.74	2.57 %
Fridge	3.94	1.79 %
D-Freez	1.07	20.30 %
Wash-Mac	1.04	0.67 %
Total	19.79	2.16 %

Branch *	MTD Sales L	Brand Share %
TVR2	1.67	3.59 %
TRY1	1.66	1.08 %
MVM1	1.44	2.39 %
TNJ1	1.10	2.31 %
TYR1	0.91	4.19 %
KIK1	0.88	2.47 %
MDI1	0.72	2.44 %
PDK2	0.58	2.01 %
NGT1	0.57	1.63 %
AYR1	0.56	2.71 %
TNJ2	0.43	1.27 %
KUM2	0.25	1.12 %
KRN1	0.23	2.44 %
TRY4	0.18	0.43 %
NCK1	0.14	1.55 %
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	19.79	2.16 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	8.58	6.88 %
Wash-Mac	6.64	5.31 %
Air-Cond	3.64	2.91 %
D-Freez	0.76	21.46 %
Total	19.63	5.18 %

Branch *	MTD Sales L	Brand Share %
TRM1	1.31	4.80 %
SLM3	1.28	5.18 %
HSR1	0.87	4.31 %
VPD1	0.70	5.64 %
SLM2	0.53	2.21 %
BMD1	0.51	4.95 %
KVP1	0.27	2.37 %
HSR2	0.22	0.90 %
DPR1	0.19	1.76 %
HRR1	0.17	2.14 %
KRI1	0.14	0.64 %
WZWH	0.14	2.80 %
PMP1	0.13	3.34 %
KAM1	0.03	0.34 %
EDP1		0.00 %
MCR1		0.00 %
PNG1		0.00 %
WHKP		0.00 %
Total	19.63	5.18 %

WEST-03

Property	MTD Sales L	Brand Share %
Air-Cond	5.53	4.73 %
Wash-Mac	5.25	6.58 %
Fridge	4.95	7.28 %
D-Freez	0.70	26.34 %
Total	16.43	6.15 %

Branch *	MTD Sales L	Brand Share %
ERD1	2.07	4.65 %
TPR2	0.85	4.58 %
TCG1	0.30	1.99 %
GBM1	0.23	2.11 %
CM11	0.22	2.92 %
KMM1	0.16	1.83 %
SYM2	0.13	1.36 %
TPR3	0.12	3.85 %
KGM1		0.00 %
PDR1		0.00 %
W3SD		0.00 %
Total	16.43	6.15 %