

MTD Sales
960.70 L

Brand Share %
4.88 %

Information:

MTD : 01-04-2026 To 15-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **4.88 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	682.70	4.17 %
Fridge	184.13	11.01 %
Wash-Mac	92.16	5.74 %
D-Freez	1.71	3.54 %
Total	960.70	4.88 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	152.90	5.01 %
CHENNAI-01	149.82	5.40 %
WEST-01	118.21	7.23 %
SOUTH-03	116.59	4.60 %
TRICHY-01	103.19	3.88 %
WEST-02	99.43	5.02 %
CHENNAI-02	92.08	4.12 %
SOUTH ARCOT	70.14	5.03 %
NORTH ARCOT	58.35	4.08 %
Total	960.70	4.88 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	104.01	4.12 %
Fridge	33.24	12.21 %
Wash-Mac	14.85	5.93 %
D-Freez	0.81	11.42 %
Total	152.90	5.01 %

Branch *	MTD Sales L	Brand Share %
TUT2	5.39	3.51 %
MAR1	4.07	4.07 %
TKS1	3.87	4.35 %
TVL1	3.82	1.00 %
KVT1	3.74	2.79 %
S2SD	2.10	4.38 %
VLY1	2.03	2.02 %
NGR1	1.68	0.85 %
APK2	1.34	4.00 %
ASM1	1.15	2.50 %
SDI1	1.02	2.11 %
VKM1	0.99	3.20 %
VNR1	0.94	2.66 %
ARM1	0.87	1.97 %
KSM1	0.54	2.94 %
MMT1		0.00 %
Total	152.90	5.01 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	100.84	4.42 %
Fridge	32.37	12.47 %
Wash-Mac	16.44	7.19 %
D-Freez	0.17	5.01 %
Total	149.82	5.40 %

Branch *	MTD Sales L	Brand Share %
CH05	8.98	4.82 %
CH49	3.08	2.90 %
CH30	2.96	2.58 %
CH42	2.19	1.85 %
CH19	1.66	1.34 %
CGL1	1.61	2.95 %
AVD1	1.26	1.68 %
GUD2	0.71	1.51 %
KNR1	0.55	1.21 %
MRM1	0.34	0.46 %
CH35	0.32	0.46 %
CH40	0.23	2.41 %
CH26	0.13	0.64 %
CH37		0.00 %
CZWH		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-1.61	2.87 %
Total	149.82	5.40 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	94.00	6.94 %
Fridge	18.41	13.28 %
Wash-Mac	5.79	4.18 %
Total	118.21	7.23 %

Branch *	MTD Sales L	Brand Share %
TPR2	5.52	4.18 %
PLI1	3.44	4.74 %
CBE1	1.71	2.41 %
TPR3	1.60	4.65 %
DPM2	0.99	2.18 %
SYM2	0.50	1.94 %
TPR4	0.47	1.97 %
AVI1	0.47	0.80 %
GDR1	0.26	3.89 %
GBM1	0.22	0.46 %
PPI1	0.18	0.79 %
KGM1		0.00 %
UAM1		0.00 %
WZSD		0.00 %
Total	118.21	7.23 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	79.35	3.81 %
Fridge	20.99	9.09 %
Wash-Mac	16.05	7.43 %
D-Freez	0.19	2.85 %
Total	116.59	4.60 %

Branch *	MTD Sales L	Brand Share %
MDU1	14.22	4.24 %
MPA1	4.23	3.47 %
MDU6	4.09	2.99 %
DGL1	3.00	2.26 %
MDU4	2.88	4.46 %
MLR1	2.35	4.69 %
DGL2	1.70	3.06 %
TDI1	0.93	2.84 %
KRR1	0.62	0.42 %
MDU7	0.58	0.67 %
KKD3	0.51	0.48 %
TEN2	0.47	1.69 %
NKI1	0.38	1.40 %
CMR1	0.35	1.03 %
KYK1	0.29	0.90 %
PNV2	0.23	0.66 %
SVG1	0.14	0.25 %
BTU1		0.00 %
DKI1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
Total	116.59	4.60 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	80.62	3.54 %
Fridge	14.52	7.89 %
Wash-Mac	8.04	4.33 %
Total	103.19	3.88 %

Branch *	MTD Sales L	Brand Share %
TRY1	21.32	3.49 %
TVR2	4.56	3.49 %
TNJ2	4.15	3.63 %
MDI1	3.77	4.67 %
PBR2	3.70	2.28 %
MVM1	3.40	2.26 %
TTP1	1.55	3.28 %
JKM1	1.31	2.20 %
ORU1	1.02	3.94 %
TRY3	1.00	0.85 %
APM1	0.98	4.07 %
TVR1	0.69	1.31 %
PDK1	0.65	0.96 %
NCK1	0.38	1.28 %
TRY2	0.13	0.17 %
KRN1		0.00 %
MSI1		0.00 %
PTK1		0.00 %
TZSD		0.00 %
WTRZ	-0.27	1.59 %
Total	103.19	3.88 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	67.91	4.24 %
Fridge	21.71	11.64 %
Wash-Mac	9.81	5.18 %
Total	99.43	5.02 %

Branch *	MTD Sales L	Brand Share %
ERD2	7.47	3.75 %
ERD1	1.55	0.72 %
EPI1	1.28	3.44 %
VKL1	1.01	4.63 %
BMD1	0.98	3.71 %
KMM1	0.78	2.31 %
TCG1	0.72	1.43 %
MCR1	0.65	1.63 %
SLM3	0.60	0.70 %
WHKP	0.59	2.29 %
SGG1	0.58	2.94 %
CMI1	0.50	1.83 %
KVP1	0.50	1.50 %
DPR2	0.39	1.17 %
PMP1	0.31	0.92 %
MTR1	0.31	0.66 %
HRR1	0.12	0.64 %
EDP1		0.00 %
PDR1		0.00 %
WZWH		0.00 %
Total	99.43	5.02 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	66.39	3.55 %
Fridge	16.43	9.09 %
Wash-Mac	9.25	5.08 %
Total	92.08	4.12 %

Branch *	MTD Sales L	Brand Share %
CH03	10.42	4.31 %
CH41	4.49	4.74 %
CH21	3.87	2.98 %
CH33	3.55	4.27 %
CH34	3.28	4.11 %
CH18	3.19	2.89 %
CH15	2.66	1.25 %
PON1	2.31	4.50 %
CH46	1.85	3.83 %
CH23	1.70	3.19 %
CH12	1.34	1.03 %
CH50	0.91	0.95 %
UKI1	0.78	1.94 %
CH32	0.63	4.55 %
CH36	0.59	1.61 %
CH27	0.53	1.52 %
GPD1	0.43	0.94 %
MC06	0.34	3.04 %
CH20	0.32	0.30 %
CH31	0.26	0.62 %
CH01		0.00 %
Total	92.08	4.12 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	47.29	4.04 %
Fridge	17.08	14.29 %
Wash-Mac	5.76	5.61 %
Total	70.14	5.03 %

Branch *	MTD Sales L	Brand Share %
CUD1	6.69	4.81 %
SJI2	3.38	4.39 %
PRT1	2.95	4.40 %
POY1	1.85	1.14 %
TVM2	1.07	3.34 %
POY2	0.76	0.52 %
MKM1	0.36	0.99 %
TVM1	0.35	0.99 %
KLM1		0.00 %
VPM1		0.00 %
Total	70.14	5.03 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	42.28	3.50 %
Fridge	9.39	9.37 %
Wash-Mac	6.15	5.44 %
D-Freez	0.53	6.66 %
Total	58.35	4.08 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.93	3.67 %
TRR1	2.81	2.73 %
TRL1	2.78	2.75 %
VSI1	1.53	2.76 %
AKM1	1.41	1.89 %
CYR1	1.18	3.66 %
ABR1	1.04	1.32 %
TRT1	0.84	1.55 %
CPT1	0.51	1.87 %
SBR1	0.35	0.39 %
BGR1	0.29	1.05 %
PLR1	0.26	0.89 %
CGM1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
WJD1		0.00 %
Total	58.35	4.08 %