

MTD Sales
411.72 L

Brand Share %
5.90 %

Information:

MTD : 01-09-2026 To 15-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **5.90 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	151.42	4.29 %
Fridge	145.30	8.13 %
Wash-Mac	105.44	6.53 %
D-Freez	9.56	18.46 %
Total	411.72	5.90 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	85.57	6.90 %
CHENNAI-01	78.12	7.11 %
SOUTH-03	57.38	7.01 %
CHENNAI-02	50.66	5.80 %
NORTH ARCOT	31.71	5.75 %
WEST-01	25.51	9.32 %
SOUTH ARCOT	24.49	4.93 %
WEST-02	20.92	5.30 %
TRICHY-01	20.13	2.10 %
WEST-03	17.25	6.23 %
Total	411.72	5.90 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	35.75	5.31 %
Fridge	31.27	10.58 %
Wash-Mac	17.58	6.68 %
D-Freez	0.98	11.32 %
Total	85.57	6.90 %

Branch *	MTD Sales L	Brand Share %
TUT1	4.92	3.38 %
NGR1	3.63	5.83 %
RND2	1.65	4.30 %
ERL2	1.42	4.65 %
VLY1	0.95	2.24 %
MAR1	0.78	2.59 %
VKM1	0.73	5.64 %
TVL1	0.64	0.47 %
APK1	0.58	3.75 %
TKY1	0.54	4.02 %
ASM1	0.41	1.88 %
ARM1	0.35	3.27 %
KGL1	0.27	2.03 %
COL1	0.14	1.72 %
MMT1	0.13	0.75 %
KSM1	0.13	1.63 %
WHTV		0.00 %
Total	85.57	6.90 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	33.92	5.72 %
Fridge	22.84	8.57 %
Wash-Mac	20.51	8.81 %
D-Freez	0.85	13.78 %
Total	78.12	7.11 %

Branch *	MTD Sales L	Brand Share %
CH47	3.52	4.76 %
CH05	2.97	3.94 %
CH42	2.97	5.76 %
CH30	1.86	3.98 %
MRM1	1.16	4.87 %
CH49	0.70	1.27 %
CH26	0.34	3.65 %
CGL1	0.30	1.16 %
AVD1	0.27	0.61 %
MC09	0.19	2.62 %
SKL1	0.13	0.52 %
CH29		0.00 %
CH39		0.00 %
Total	78.12	7.11 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	26.91	12.45 %
Air-Cond	15.65	3.85 %
Wash-Mac	14.26	7.46 %
D-Freez	0.56	11.61 %
Total	57.38	7.01 %

Branch *	MTD Sales L	Brand Share %
MDU1	4.30	3.69 %
DGL1	1.73	3.13 %
MDU7	1.17	4.89 %
MPA1	0.86	3.34 %
TDI1	0.84	5.67 %
DKI1	0.53	2.59 %
KYK1	0.36	4.69 %
SGP1	0.33	3.80 %
PKM1	0.28	3.18 %
MDU6	0.27	0.71 %
BTU1	0.24	2.35 %
CBM1		0.00 %
CMR1		0.00 %
DGL2		0.00 %
MNM1		0.00 %
ODM1		0.00 %
SVG1		0.00 %
WHMD		0.00 %
Total	57.38	7.01 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	16.98	8.21 %
Wash-Mac	16.61	8.43 %
Air-Cond	15.51	3.33 %
D-Freez	1.55	39.85 %
Total	50.66	5.80 %

Branch *	MTD Sales L	Brand Share %
CH03	3.18	3.41 %
CH15	2.96	2.98 %
CH41	1.07	3.48 %
CH12	0.86	1.82 %
GPD1	0.39	2.37 %
CH37	0.15	1.11 %
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	2.60 %
Total	50.66	5.80 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	12.32	4.53 %
Fridge	9.08	6.40 %
Wash-Mac	9.02	6.88 %
D-Freez	1.29	19.39 %
Total	31.71	5.75 %

Branch *	MTD Sales L	Brand Share %
WJP1	0.85	5.45 %
VNB1	0.77	5.65 %
KPM1	0.69	4.38 %
VSI1	0.63	3.83 %
SBR1	0.58	1.43 %
PLR1	0.40	3.98 %
VEL1	0.31	2.14 %
CYR1	0.29	2.43 %
CGM1	0.14	1.45 %
PTU1	0.13	3.58 %
GDM1	0.12	0.67 %
ABR1		0.00 %
AKM1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
WJD1		0.00 %
Total	31.71	5.75 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	10.68	11.50 %
Wash-Mac	7.68	7.60 %
Air-Cond	6.94	8.92 %
D-Freez	0.21	10.73 %
Total	25.51	9.32 %

Branch *	MTD Sales L	Brand Share %
KGI1	0.21	5.21 %
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	25.51	9.32 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	8.73	6.73 %
Air-Cond	7.48	3.16 %
Wash-Mac	6.69	5.49 %
D-Freez	1.60	20.26 %
Total	24.49	4.93 %

Branch *	MTD Sales L	Brand Share %
SJI2	1.90	5.54 %
CUD1	1.55	2.89 %
KLM1	1.23	3.72 %
POY1	1.17	2.29 %
ULP1	0.97	3.90 %
CDM1	0.67	1.89 %
NVL2	0.47	1.79 %
POY2	0.26	0.83 %
STP1	0.22	3.00 %
VPM1	0.16	2.19 %
VCM1	0.16	2.61 %
TDM1		0.00 %
TVM1		0.00 %
WHNV		0.00 %
Total	24.49	4.93 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	9.58	7.33 %
Wash-Mac	6.64	5.09 %
Air-Cond	3.94	3.03 %
D-Freez	0.76	21.46 %
Total	20.92	5.30 %

Branch *	MTD Sales L	Brand Share %
TRM1	1.51	5.39 %
SLM3	1.28	5.06 %
HSR1	1.05	4.87 %
SLM2	0.53	2.11 %
BMD1	0.51	4.77 %
KVP1	0.27	2.28 %
HSR2	0.22	0.84 %
DPR1	0.19	1.71 %
HRR1	0.17	2.05 %
KRI1	0.14	0.62 %
WZWH	0.14	2.75 %
PMP1	0.13	2.93 %
KAM1	0.03	0.33 %
EDP1		0.00 %
MCR1		0.00 %
PNG1		0.00 %
WHKP		0.00 %
Total	20.92	5.30 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	14.08	2.54 %
Fridge	3.96	1.69 %
D-Freez	1.07	18.94 %
Wash-Mac	1.02	0.62 %
Total	20.13	2.10 %

Branch *	MTD Sales L	Brand Share %
TVR2	1.67	3.48 %
TRY1	1.66	1.04 %
MVM1	1.44	2.28 %
KIK1	1.22	3.13 %
TNJ1	1.10	2.19 %
TYR1	0.91	4.11 %
MDI1	0.72	2.25 %
PDK2	0.71	2.18 %
NGT1	0.57	1.48 %
AYR1	0.56	2.55 %
TNJ2	0.43	1.17 %
KUM2	0.25	1.10 %
KRN1	0.23	2.36 %
TRY4	0.18	0.41 %
NCK1	0.14	1.44 %
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	20.13	2.10 %

WEST-03

Property	MTD Sales L	Brand Share %
Air-Cond	5.83	4.82 %
Wash-Mac	5.44	6.64 %
Fridge	5.27	7.41 %
D-Freez	0.70	26.34 %
Total	17.25	6.23 %

Branch *	MTD Sales L	Brand Share %
ERD1	2.07	4.40 %
TPR2	0.85	4.52 %
TCG1	0.47	3.01 %
GBM1	0.23	2.01 %
CMI1	0.22	2.92 %
KMM1	0.16	1.80 %
SYM2	0.13	1.24 %
TPR3	0.12	3.85 %
KGM1		0.00 %
PDR1		0.00 %
W3SD		0.00 %
Total	17.25	6.23 %