

MTD Sales
429.38 L

Brand Share %
5.89 %

Information:

MTD : 01-09-2026 To 16-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **5.89 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	154.23	4.20 %
Fridge	153.30	8.19 %
Wash-Mac	111.77	6.59 %
D-Freez	10.07	18.81 %
Total	429.38	5.89 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	90.65	6.94 %
CHENNAI-01	81.52	7.16 %
SOUTH-03	60.79	7.06 %
CHENNAI-02	51.12	5.62 %
NORTH ARCOT	33.94	5.94 %
SOUTH ARCOT	25.74	4.97 %
WEST-01	25.62	9.08 %
WEST-02	21.73	5.30 %
TRICHY-01	20.84	2.07 %
WEST-03	17.44	6.01 %
Total	429.38	5.89 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	37.67	5.36 %
Fridge	32.89	10.45 %
Wash-Mac	19.11	6.83 %
D-Freez	0.98	11.32 %
Total	90.65	6.94 %

Branch *	MTD Sales L	Brand Share %
TUT1	5.20	3.39 %
RND2	1.92	4.81 %
ERL2	1.57	4.86 %
MAR1	1.05	3.11 %
VLY1	0.95	2.11 %
VKM1	0.73	5.31 %
TVL1	0.64	0.45 %
APK1	0.58	3.72 %
TKY1	0.54	3.55 %
ASM1	0.41	1.82 %
ARM1	0.35	3.27 %
KGL1	0.27	1.98 %
KSM1	0.25	2.90 %
COL1	0.14	1.64 %
MMT1	0.13	0.65 %
Total	90.65	6.94 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	34.95	5.68 %
Fridge	24.18	8.76 %
Wash-Mac	21.54	8.91 %
D-Freez	0.85	13.78 %
Total	81.52	7.16 %

Branch *	MTD Sales L	Brand Share %
CH47	3.79	4.98 %
CH05	2.97	3.71 %
CH42	2.97	5.60 %
CH30	1.86	3.84 %
MRM1	1.16	4.79 %
CH49	0.70	1.21 %
CH26	0.34	3.65 %
CGL1	0.30	1.15 %
AVD1	0.27	0.59 %
MC09	0.19	2.52 %
SKL1	0.13	0.51 %
CH29		0.00 %
CH39		0.00 %
Total	81.52	7.16 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	28.72	12.66 %
Air-Cond	16.41	3.85 %
Wash-Mac	15.10	7.46 %
D-Freez	0.56	11.06 %
Total	60.79	7.06 %

Branch *	MTD Sales L	Brand Share %
MDU1	4.30	3.46 %
DGL1	1.96	3.36 %
MDU7	1.17	4.64 %
MPA1	0.86	3.27 %
TDI1	0.84	5.22 %
DKI1	0.66	3.13 %
KYK1	0.36	4.52 %
SGP1	0.33	3.67 %
MDU6	0.27	0.66 %
BTU1	0.24	2.24 %
CBM1		0.00 %
CMR1		0.00 %
DGL2		0.00 %
MNM1		0.00 %
ODM1		0.00 %
SVG1		0.00 %
WHMD	-0.21	3.95 %
Total	60.79	7.06 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	17.17	8.32 %
Fridge	16.89	7.84 %
Air-Cond	15.51	3.20 %
D-Freez	1.55	41.27 %
Total	51.12	5.62 %

Branch *	MTD Sales L	Brand Share %
CH03	3.18	3.31 %
CH15	2.96	2.84 %
CH44	1.83	5.71 %
CH41	1.07	3.40 %
CH12	0.86	1.71 %
GPD1	0.39	2.26 %
CH37	0.15	1.09 %
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	-1.04	3.41 %
Total	51.12	5.62 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	12.32	4.41 %
Wash-Mac	10.12	7.36 %
Fridge	9.94	6.75 %
D-Freez	1.55	21.54 %
Total	33.94	5.94 %

Branch *	MTD Sales L	Brand Share %
WJP1	0.85	5.26 %
VSI1	0.77	4.51 %
VNB1	0.77	5.65 %
KPM1	0.69	4.16 %
SBR1	0.58	1.36 %
PLR1	0.54	5.20 %
VEL1	0.31	2.07 %
CYR1	0.29	2.26 %
CGM1	0.28	2.73 %
PTU1	0.13	3.58 %
GDM1	0.12	0.64 %
ABR1		0.00 %
AKM1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
WJD1		0.00 %
Total	33.94	5.94 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	9.60	7.02 %
Air-Cond	7.48	3.04 %
Wash-Mac	6.82	5.40 %
D-Freez	1.85	21.92 %
Total	25.74	4.97 %

Branch *	MTD Sales L	Brand Share %
SJI2	2.07	5.83 %
VPM2	1.79	5.60 %
CUD1	1.55	2.84 %
KLM1	1.23	3.64 %
ULP1	1.22	4.71 %
POY1	1.17	2.16 %
CDM1	0.80	2.14 %
NVL2	0.47	1.75 %
POY2	0.26	0.78 %
STP1	0.22	2.86 %
VPM1	0.16	2.12 %
VCM1	0.16	2.49 %
TDM1		0.00 %
TVM1		0.00 %
WHNV		0.00 %
Total	25.74	4.97 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	11.25	11.68 %
Wash-Mac	8.13	7.77 %
Air-Cond	6.03	7.60 %
D-Freez	0.21	10.73 %
Total	25.62	9.08 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.02	5.60 %
KGI1	0.21	5.03 %
CNR1	0.13	2.61 %
ANR1		0.00 %
CBE1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
UAM1		0.00 %
WZSD		0.00 %
Total	25.62	9.08 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	10.12	7.39 %
Wash-Mac	6.90	5.06 %
Air-Cond	3.94	2.96 %
D-Freez	0.76	19.58 %
Total	21.73	5.30 %

Branch *	MTD Sales L	Brand Share %
TRM1	1.51	5.39 %
SLM3	1.28	4.89 %
HSR1	1.18	5.12 %
SLM2	0.53	2.06 %
BMD1	0.51	4.32 %
KRI1	0.28	1.20 %
KVP1	0.27	2.28 %
HSR2	0.22	0.82 %
DPR1	0.19	1.66 %
HRR1	0.17	2.02 %
WZWH	0.14	2.65 %
PMP1	0.13	2.74 %
KAM1	0.03	0.33 %
EDP1		0.00 %
MCR1		0.00 %
PNG1		0.00 %
WHKP		0.00 %
Total	21.73	5.30 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	14.08	2.43 %
Fridge	4.25	1.72 %
Wash-Mac	1.44	0.83 %
D-Freez	1.07	18.27 %
Total	20.84	2.07 %

Branch *	MTD Sales L	Brand Share %
TVR2	1.67	3.41 %
TRY1	1.66	0.98 %
MVM1	1.44	2.16 %
TYR1	1.43	5.75 %
KIK1	1.22	2.92 %
TNJ1	1.10	2.13 %
MDI1	0.72	2.10 %
PDK2	0.71	2.11 %
NGT1	0.57	1.39 %
AYR1	0.56	2.48 %
TNJ2	0.43	1.10 %
KUM2	0.25	1.05 %
KRN1	0.23	2.25 %
TRY4	0.18	0.40 %
NCK1	0.14	1.42 %
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	20.84	2.07 %

WEST-03

Property	MTD Sales L	Brand Share %
Air-Cond	5.83	4.65 %
Fridge	5.47	7.32 %
Wash-Mac	5.44	6.22 %
D-Freez	0.70	26.34 %
Total	17.44	6.01 %

Branch *	MTD Sales L	Brand Share %
ERD1	2.07	4.23 %
TPR2	0.85	4.10 %
TCG1	0.47	2.92 %
TPR4	0.24	5.77 %
GBM1	0.23	1.95 %
CMI1	0.22	2.92 %
KMM1	0.16	1.60 %
SYM2	0.13	1.22 %
TPR3	0.12	3.64 %
KGM1		0.00 %
PDR1		0.00 %
W3SD		0.00 %
Total	17.44	6.01 %