

MTD Sales
663.71 L

Brand Share %
4.73 %

Information:

MTD : 01-05-2026 To 17-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **4.73 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	365.61	3.47 %
Fridge	204.88	11.03 %
Wash-Mac	91.84	5.78 %
D-Freez	1.38	2.99 %
Total	663.71	4.73 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	123.44	5.37 %
SOUTH-01	99.44	4.79 %
CHENNAI-02	94.60	4.78 %
WEST-01	62.35	7.86 %
WEST-02	59.83	5.21 %
TRICHY-01	59.50	2.98 %
SOUTH-03	59.28	3.37 %
SOUTH ARCOT	53.00	5.38 %
NORTH ARCOT	52.26	5.19 %
Total	663.71	4.73 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	65.25	3.63 %
Fridge	41.01	15.10 %
Wash-Mac	16.56	7.53 %
D-Freez	0.62	8.05 %
Total	123.44	5.37 %

Branch *	MTD Sales L	Brand Share %
CH05	6.49	3.92 %
CH07	2.97	3.04 %
CH30	2.96	3.69 %
CH49	2.71	2.95 %
CGL1	2.17	4.37 %
CH19	1.73	1.54 %
CH35	1.47	2.51 %
CH42	1.33	1.31 %
MRM1	0.83	1.37 %
GUD2	0.63	1.79 %
KNR1	0.33	0.75 %
CH40	0.27	4.63 %
AVD1	0.27	0.48 %
CH26	0.25	1.66 %
CH29		0.00 %
CH37		0.00 %
CZWH		0.00 %
MC09		0.00 %
WHC3		0.00 %
Total	123.44	5.37 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	52.09	3.52 %
Fridge	31.67	10.36 %
Wash-Mac	15.46	5.41 %
D-Freez	0.22	3.21 %
Total	99.44	4.79 %

Branch *	MTD Sales L	Brand Share %
TVL1	5.63	2.43 %
KVT1	4.65	3.74 %
VNR2	2.63	3.50 %
MAR1	1.95	3.27 %
NGR1	1.93	1.56 %
ERL2	1.66	4.19 %
SKD1	1.51	4.53 %
APK1	1.31	3.69 %
STU2	1.20	4.13 %
TYI1	0.96	2.39 %
VKM1	0.79	2.84 %
APK2	0.66	2.21 %
KGL1	0.60	2.40 %
VLY1	0.47	0.52 %
KSM1	0.14	1.75 %
ASM1	0.13	0.43 %
ARM1	0.13	0.45 %
MMT1		0.00 %
Total	99.44	4.79 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	60.17	3.82 %
Fridge	24.28	10.84 %
Wash-Mac	10.15	5.71 %
Total	94.60	4.78 %

Branch *	MTD Sales L	Brand Share %
CH12	4.53	2.81 %
CH21	4.13	3.20 %
CH50	3.26	4.31 %
CH15	2.57	1.39 %
CH33	2.18	3.25 %
CH23	1.78	3.71 %
CH41	1.36	1.86 %
CH46	1.29	3.44 %
CH36	0.79	2.12 %
PON1	0.55	1.59 %
UKI1	0.54	1.50 %
CH27	0.48	1.74 %
CH20	0.38	0.54 %
MC06	0.26	3.61 %
CH32	0.13	1.31 %
CH01		0.00 %
GPD1		0.00 %
CH31	-0.26	-0.68 %
Total	94.60	4.78 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	36.17	7.30 %
Fridge	18.16	12.19 %
Wash-Mac	8.02	5.50 %
Total	62.35	7.86 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.51	4.04 %
TPR2	1.07	2.53 %
CBE1	0.97	2.50 %
TPR3	0.74	4.24 %
AVI1	0.68	2.58 %
TPR4	0.39	2.13 %
ANR1	0.38	3.71 %
GBM1	0.37	1.55 %
DPM2	0.32	1.86 %
PPI1	0.28	2.55 %
SYM2	0.17	1.20 %
GDR1	0.14	1.62 %
PDM1	0.14	0.89 %
CBE3	0.14	0.78 %
CNR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
UAM1		0.00 %
WZSD		0.00 %
Total	62.35	7.86 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	31.25	4.02 %
Fridge	17.45	9.20 %
Wash-Mac	11.13	6.30 %
Total	59.83	5.21 %

Branch *	MTD Sales L	Brand Share %
ERD2	3.52	3.02 %
ATU1	2.29	4.71 %
ERD1	2.28	2.21 %
HSR2	2.14	4.08 %
KRI1	0.85	2.17 %
SLM3	0.76	1.20 %
KMM1	0.59	3.05 %
TCG1	0.47	1.47 %
MCR1	0.38	1.59 %
PDR1	0.38	2.08 %
DPR1	0.29	1.76 %
DPR2	0.29	1.50 %
EDP1	0.28	1.49 %
TRM1	0.26	1.03 %
CMI1	0.23	1.43 %
KVP1		0.00 %
PMP1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
HRR1	-0.12	-0.66 %
SGG1	-0.26	-2.67 %
Total	59.83	5.21 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	33.62	2.11 %
Fridge	18.27	8.13 %
Wash-Mac	7.61	4.40 %
Total	59.50	2.98 %

Branch *	MTD Sales L	Brand Share %
TRY1	7.07	2.02 %
TNJ1	4.22	3.67 %
TVR2	3.22	2.95 %
MDI1	2.73	3.49 %
TNJ2	2.56	2.58 %
MVM1	2.38	1.93 %
PBR2	2.30	1.91 %
PBR1	2.29	4.65 %
AYR1	1.23	2.45 %
NCK1	1.15	3.99 %
NGT1	0.95	1.74 %
PTK1	0.81	0.89 %
ORU1	0.70	2.35 %
TTP1	0.57	1.58 %
APM1	0.40	1.21 %
JKM1	0.28	0.49 %
PDK1	0.23	0.45 %
KRN1	0.14	0.50 %
TVR1	0.14	0.34 %
TRY2	0.13	0.38 %
MSI1		0.00 %
TRY3		0.00 %
TZSD		0.00 %
Total	59.50	2.98 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	30.36	2.33 %
Fridge	19.74	8.05 %
Wash-Mac	9.00	4.40 %
D-Freez	0.17	2.81 %
Total	59.28	3.37 %

Branch *	MTD Sales L	Brand Share %
MDU1	7.79	4.14 %
DGL1	3.06	1.39 %
MDU6	2.42	3.45 %
MDU3	2.30	4.13 %
MPA1	1.89	3.88 %
MLR1	1.45	4.64 %
KRR1	1.35	1.92 %
MDU4	0.69	2.21 %
MDU5	0.66	2.88 %
TDI1	0.26	0.74 %
KKD3	0.23	0.23 %
NKI1	0.15	0.81 %
PKM1	0.15	0.85 %
PNI1	0.14	0.57 %
BTU1		0.00 %
CMR1		0.00 %
DGL2		0.00 %
DKI1		0.00 %
KYK1		0.00 %
MDU7		0.00 %
ODM1		0.00 %
PNV2		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
TEN2	-0.28	-1.13 %
Total	59.28	3.37 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	30.33	3.96 %
Fridge	16.82	14.60 %
Wash-Mac	5.85	5.86 %
Total	53.00	5.38 %

Branch *	MTD Sales L	Brand Share %
CUD1	2.66	2.58 %
POY1	1.59	1.62 %
TVM2	0.65	2.96 %
NVL2	0.53	0.95 %
TVM1	0.52	1.78 %
PRT1	0.44	1.05 %
POY2	0.32	0.49 %
MKM1	0.31	1.25 %
KLM1	0.27	0.46 %
VPM1		0.00 %
Total	53.00	5.38 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	26.37	3.45 %
Fridge	17.47	13.24 %
Wash-Mac	8.05	7.58 %
D-Freez	0.37	6.20 %
Total	52.26	5.19 %

Branch *	MTD Sales L	Brand Share %
TRL1	2.79	3.30 %
TRR1	1.42	2.39 %
KPM1	1.17	2.86 %
TRT1	1.07	2.45 %
AKM1	0.84	1.52 %
VSI1	0.47	1.22 %
PLR1	0.47	2.34 %
SLG1	0.39	1.51 %
WJD1	0.34	1.01 %
ABR1	0.28	0.61 %
SBR1	0.13	0.17 %
CPT1	0.13	0.60 %
BGR1	0.13	0.96 %
Total	52.26	5.19 %