

MTD Sales
453.60 L

Brand Share %
5.96 %

Information:

MTD : 01-09-2026 To 17-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **5.96 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	164.40	4.29 %
Fridge	160.14	8.19 %
Wash-Mac	118.43	6.67 %
D-Freez	10.63	18.94 %
Total	453.60	5.96 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	94.96	6.97 %
CHENNAI-01	83.55	7.00 %
SOUTH-03	63.36	7.13 %
CHENNAI-02	54.90	5.69 %
NORTH ARCOT	36.54	6.16 %
SOUTH ARCOT	28.83	5.23 %
WEST-01	27.35	9.20 %
WEST-02	22.68	5.33 %
TRICHY-01	22.35	2.16 %
WEST-03	19.09	6.29 %
Total	453.60	5.96 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	39.72	5.45 %
Fridge	34.02	10.33 %
Wash-Mac	20.24	6.87 %
D-Freez	0.98	11.01 %
Total	94.96	6.97 %

Branch *	MTD Sales L	Brand Share %
TUT1	5.60	3.53 %
NGR1	3.87	5.84 %
RND2	1.92	4.67 %
ERL2	1.57	4.63 %
MAR1	1.05	3.06 %
VLY1	0.95	2.08 %
TVL1	0.89	0.61 %
VKM1	0.73	5.07 %
APK1	0.58	3.68 %
TKY1	0.54	3.55 %
KGL1	0.41	2.83 %
ASM1	0.41	1.77 %
ARM1	0.35	3.18 %
KSM1	0.25	2.81 %
COL1	0.14	1.60 %
MMT1	0.13	0.63 %
Total	94.96	6.97 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	36.25	5.62 %
Fridge	24.46	8.46 %
Wash-Mac	21.80	8.61 %
D-Freez	1.03	16.28 %
Total	83.55	7.00 %

Branch *	MTD Sales L	Brand Share %
CH47	4.15	5.19 %
CH05	2.97	3.58 %
CH42	2.97	5.27 %
CZWH	1.96	5.75 %
CH30	1.86	3.70 %
MRM1	1.16	4.67 %
CH49	0.83	1.37 %
CH26	0.34	3.16 %
CGL1	0.30	1.08 %
AVD1	0.27	0.56 %
MC09	0.19	2.52 %
SKL1	0.13	0.49 %
CH29		0.00 %
CH39		0.00 %
Total	83.55	7.00 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	29.87	12.69 %
Air-Cond	16.77	3.84 %
Wash-Mac	16.16	7.67 %
D-Freez	0.56	9.90 %
Total	63.36	7.13 %

Branch *	MTD Sales L	Brand Share %
MDU1	4.30	3.42 %
DGL1	2.15	3.54 %
KKD3	2.14	5.73 %
MDU7	1.17	4.45 %
MPA1	0.86	3.24 %
TDI1	0.84	5.22 %
DKI1	0.66	2.81 %
MDU6	0.63	1.49 %
KYK1	0.36	4.44 %
SGP1	0.33	3.51 %
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	3.64 %
Total	63.36	7.13 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	18.24	8.45 %
Fridge	17.73	7.89 %
Air-Cond	17.18	3.30 %
D-Freez	1.76	44.33 %
Total	54.90	5.69 %

Branch *	MTD Sales L	Brand Share %
CH03	3.52	3.50 %
CH15	3.18	2.98 %
CH35	1.52	5.85 %
CH41	1.07	3.28 %
CH12	0.86	1.64 %
GPD1	0.59	3.40 %
CH37	0.15	1.01 %
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	-1.17	3.45 %
WHC3	-3.31	-210.57 %
Total	54.90	5.69 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	12.99	4.48 %
Wash-Mac	10.96	7.69 %
Fridge	10.86	7.12 %
D-Freez	1.72	22.59 %
Total	36.54	6.16 %

Branch *	MTD Sales L	Brand Share %
VSI1	0.95	5.38 %
KPM1	0.87	5.19 %
WJP1	0.85	5.02 %
VNB1	0.77	5.59 %
SBR1	0.58	1.33 %
PLR1	0.54	5.13 %
BGR1	0.34	2.88 %
VEL1	0.31	2.07 %
CYR1	0.29	2.20 %
CGM1	0.28	2.69 %
GDM1	0.12	0.62 %
ABR1		0.00 %
AKM1		0.00 %
CPT1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
WJD1		0.00 %
Total	36.54	6.16 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	10.60	7.26 %
Air-Cond	8.80	3.35 %
Wash-Mac	7.59	5.65 %
D-Freez	1.85	21.30 %
Total	28.83	5.23 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.71	3.08 %
KLM1	1.23	3.47 %
ULP1	1.22	4.46 %
POY1	1.17	2.08 %
CDM1	1.01	2.66 %
NVL2	0.47	1.67 %
TDM1	0.35	1.35 %
POY2	0.26	0.76 %
STP1	0.22	2.74 %
VPM1	0.16	2.06 %
VCM1	0.16	2.49 %
TVM1		0.00 %
WHNV		0.00 %
Total	28.83	5.23 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	11.54	11.35 %
Wash-Mac	9.00	8.12 %
Air-Cond	6.60	7.98 %
D-Freez	0.21	10.73 %
Total	27.35	9.20 %

Branch *	MTD Sales L	Brand Share %
KGI1	0.21	5.03 %
CBE1	0.16	0.73 %
CNR1	0.13	2.61 %
ANR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
UAM1		0.00 %
WZSD		0.00 %
Total	27.35	9.20 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	10.46	7.28 %
Wash-Mac	7.16	5.11 %
Air-Cond	4.30	3.12 %
D-Freez	0.76	18.71 %
Total	22.68	5.33 %

Branch *	MTD Sales L	Brand Share %
TRM1	1.51	5.39 %
SLM3	1.28	4.74 %
HSR1	1.18	4.98 %
SLM2	0.53	2.03 %
BMD1	0.51	4.03 %
DPR1	0.35	2.99 %
KRI1	0.28	1.17 %
KVP1	0.27	2.21 %
HSR2	0.22	0.79 %
HRR1	0.17	1.98 %
WZWH	0.14	2.42 %
PMP1	0.13	2.51 %
KAM1	0.03	0.31 %
EDP1		0.00 %
MCR1		0.00 %
PNG1		0.00 %
WHKP		0.00 %
Total	22.68	5.33 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	15.10	2.54 %
Fridge	4.61	1.81 %
Wash-Mac	1.56	0.86 %
D-Freez	1.07	17.30 %
Total	22.35	2.16 %

Branch *	MTD Sales L	Brand Share %
KUM1	3.50	5.85 %
TVR2	1.67	3.30 %
TRY1	1.66	0.96 %
MVM1	1.44	2.08 %
TYR1	1.43	5.52 %
KIK1	1.22	2.75 %
TNJ1	1.10	2.06 %
MDI1	0.72	2.04 %
PDK2	0.71	2.07 %
KUM2	0.59	2.38 %
NGT1	0.57	1.36 %
AYR1	0.56	2.48 %
TNJ2	0.43	1.04 %
PTK1	0.34	0.72 %
KRN1	0.23	2.22 %
TRY4	0.18	0.39 %
NCK1	0.14	1.40 %
APM1		0.00 %
JKM1		0.00 %
MSI1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TTP1		0.00 %
TVR1		0.00 %
Total	22.35	2.16 %

WEST-03

Property	MTD Sales L	Brand Share %
Air-Cond	6.69	5.07 %
Fridge	5.98	7.77 %
Wash-Mac	5.72	6.24 %
D-Freez	0.70	24.42 %
Total	19.09	6.29 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.81	5.59 %
ERD1	2.53	4.89 %
TPR2	1.12	5.25 %
TCG1	0.47	2.83 %
TPR4	0.24	5.67 %
GBM1	0.23	1.92 %
CMI1	0.22	2.61 %
KMM1	0.16	1.57 %
SYM2	0.13	1.11 %
TPR3	0.12	3.64 %
KGM1		0.00 %
PDR1		0.00 %
W3SD		0.00 %
Total	19.09	6.29 %