

MTD Sales
551.23 L

Brand Share %
4.90 %

Information:

MTD : 01-03-2026 To 18-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **4.90 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	211.12	12.31 %
Air-Cond	208.27	2.70 %
Wash-Mac	130.00	7.26 %
D-Freez	1.83	7.27 %
Dummy-AC		8.69 %
Total	551.23	4.90 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	90.68	5.36 %
CHENNAI-01	85.78	5.08 %
SOUTH-03	71.89	5.07 %
WEST-01	64.07	6.72 %
WEST-02	61.81	5.46 %
TRICHY-01	55.56	3.64 %
CHENNAI-02	52.27	3.93 %
SOUTH ARCOT	37.48	5.14 %
NORTH ARCOT	31.68	4.09 %
Total	551.23	4.90 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	38.18	14.27 %
Air-Cond	27.20	2.48 %
Wash-Mac	24.68	7.70 %
D-Freez	0.62	8.81 %
Total	90.68	5.36 %

Branch *	MTD Sales L	Brand Share %
TUT2	3.11	4.82 %
TKS1	2.31	4.46 %
VNR2	2.12	3.85 %
NGR1	1.85	1.77 %
RPM1	1.81	3.29 %
TVL1	1.81	1.14 %
APK2	1.51	4.84 %
VKM1	0.89	4.63 %
VLY1	0.72	2.00 %
SKD1	0.72	4.19 %
TKY1	0.70	3.77 %
ARM1	0.70	3.68 %
VNR1	0.66	2.04 %
PDI1	0.60	2.50 %
ASM1	0.54	2.17 %
MAR1	0.47	1.29 %
MMT1	0.25	1.36 %
KSM1	0.14	1.49 %
TYI1	0.12	0.60 %
S2SD		0.00 %
Total	90.68	5.36 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	33.30	13.40 %
Air-Cond	29.70	2.50 %
Wash-Mac	22.59	9.03 %
D-Freez	0.20	4.26 %
Total	85.78	5.08 %

Branch *	MTD Sales L	Brand Share %
CH05	4.47	3.52 %
CH16	3.33	3.53 %
CH42	2.11	2.70 %
CH47	1.61	3.51 %
MRM1	1.55	3.76 %
CH49	1.36	1.60 %
CGL1	1.24	3.68 %
GUD2	0.94	2.73 %
CH19	0.57	0.81 %
CH26	0.41	2.60 %
AVD1	0.13	0.20 %
CH29		0.00 %
CH35		0.00 %
CH37		0.00 %
CH40		0.00 %
CZWH		0.00 %
KNR1		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	85.78	5.08 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	29.68	14.35 %
Air-Cond	24.49	2.52 %
Wash-Mac	17.53	7.47 %
D-Freez	0.19	8.36 %
Total	71.89	5.07 %

Branch *	MTD Sales L	Brand Share %
MDU1	6.13	3.50 %
DGL1	4.07	4.41 %
MDU6	1.90	2.95 %
MDU7	1.62	3.20 %
USL1	1.19	4.65 %
PKM1	0.61	4.16 %
TDI1	0.61	3.42 %
KKD3	0.58	0.92 %
PNV2	0.54	2.12 %
NKI1	0.50	3.25 %
KRR1	0.49	0.91 %
TEN2	0.44	1.42 %
DGL2	0.41	1.73 %
PNI1	0.22	0.94 %
CMR1	0.16	0.73 %
KYK1	0.15	0.81 %
ODM1	0.11	0.69 %
BTU1		0.00 %
DKI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
WHMD		0.00 %
Total	71.89	5.07 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	32.07	5.22 %
Fridge	16.12	9.87 %
Wash-Mac	15.88	9.15 %
Total	64.07	6.72 %

Branch *	MTD Sales L	Brand Share %
TPR2	3.33	4.33 %
UMP1	1.24	4.79 %
PLI1	1.22	3.65 %
TPR4	0.70	3.86 %
PPI1	0.60	3.25 %
CBE3	0.50	3.44 %
GBM1	0.48	2.25 %
SYM2	0.48	3.25 %
CBE1	0.43	1.05 %
DPM2	0.41	2.45 %
CBE5	0.27	1.59 %
GDR1	0.19	2.43 %
CNR1	0.12	1.93 %
PDM1	0.11	0.50 %
ANR1	0.11	1.85 %
KGI1		0.00 %
KGM1		0.00 %
UAM1		0.00 %
WZSD		0.00 %
Total	64.07	6.72 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	25.67	11.76 %
Air-Cond	22.84	3.28 %
Wash-Mac	13.09	6.06 %
D-Freez	0.21	21.73 %
Total	61.81	5.46 %

Branch *	MTD Sales L	Brand Share %
ERD2	4.08	4.35 %
SLM2	1.88	4.83 %
SLM3	1.78	3.03 %
PDR1	0.71	3.21 %
TRM1	0.69	2.25 %
EDP1	0.66	3.35 %
DPR2	0.38	1.65 %
TCG1	0.36	1.22 %
ERD1	0.35	0.44 %
SGG1	0.35	4.81 %
PMP1	0.32	1.77 %
PLC1	0.27	1.65 %
MTR1	0.19	0.54 %
BMD1	0.15	0.57 %
HRR1	0.14	0.63 %
MCR1	0.14	0.39 %
KVP1	0.12	0.59 %
KMM1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	61.81	5.46 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	26.24	13.29 %
Air-Cond	25.65	2.22 %
Wash-Mac	3.67	2.11 %
Total	55.56	3.64 %

Branch *	MTD Sales L	Brand Share %
TRY1	10.48	2.68 %
KUM1	4.03	4.28 %
TNJ1	3.28	4.66 %
TNJ2	2.67	3.81 %
MVM1	2.02	2.67 %
TVR2	1.52	2.17 %
PDK1	1.39	4.25 %
PTK1	1.38	1.78 %
PBR2	0.96	1.05 %
TTP1	0.68	2.62 %
KRN1	0.64	3.10 %
APM1	0.54	3.80 %
NCK1	0.52	2.55 %
MDI1	0.29	0.61 %
TRY3	0.25	0.53 %
ORU1	0.19	1.14 %
TVR1	0.14	0.50 %
TRY2	0.13	0.48 %
KIK1		0.00 %
MSI1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	55.56	3.64 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	22.35	2.34 %
Fridge	15.30	8.61 %
Wash-Mac	14.62	7.51 %
Dummy-AC		10.53 %
Total	52.27	3.93 %

Branch *	MTD Sales L	Brand Share %
CH17	2.59	4.89 %
CH15	2.23	1.61 %
MJR1	1.19	2.58 %
CH46	0.62	2.18 %
CH20	0.49	0.81 %
CH23	0.44	1.60 %
CH12	0.31	0.38 %
CH50	0.25	0.45 %
CH36	0.24	1.15 %
CH27	0.23	1.22 %
CH21	0.13	0.16 %
UKI1	0.12	0.42 %
GPD1	0.11	0.30 %
CH01		0.00 %
CH31		0.00 %
CH32		0.00 %
MC06		0.00 %
CH34		0.00 %
Total	52.27	3.93 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	15.60	12.83 %
Air-Cond	12.89	2.58 %
Wash-Mac	8.79	8.40 %
D-Freez	0.20	7.38 %
Total	37.48	5.14 %

Branch *	MTD Sales L	Brand Share %
CDM1	1.85	4.88 %
CUD1	1.18	1.75 %
POY1	1.14	1.29 %
KLM1	0.51	1.21 %
MKM1	0.25	1.01 %
TVM1	0.23	0.95 %
POY2	0.23	0.37 %
TVM2		0.00 %
VPM1		0.00 %
Total	37.48	5.14 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	11.08	2.07 %
Fridge	11.04	9.70 %
Wash-Mac	9.16	7.48 %
D-Freez	0.41	12.28 %
Total	31.68	4.09 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.85	2.30 %
AKM1	1.33	4.02 %
TRR1	0.66	1.61 %
WJD1	0.65	2.39 %
TRT1	0.60	1.90 %
VSI1	0.48	1.60 %
KPM1	0.42	1.29 %
TRL1	0.41	0.50 %
UGI1	0.31	3.40 %
ABR1	0.23	0.73 %
BGR1	0.13	1.15 %
PLR1	0.11	0.56 %
CGM1		0.00 %
CPT1		0.00 %
SBR1		0.00 %
SLG1		0.00 %
WHVL		0.00 %
Total	31.68	4.09 %