

MTD Sales
472.98 L

Brand Share %
5.94 %

Information:

MTD : 01-09-2026 To 18-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **5.94 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	172.04	4.28 %
Fridge	167.66	8.24 %
Wash-Mac	122.39	6.63 %
D-Freez	10.88	18.55 %
Total	472.98	5.94 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	97.16	6.86 %
CHENNAI-01	87.57	6.98 %
SOUTH-03	65.00	7.07 %
CHENNAI-02	57.84	5.69 %
NORTH ARCOT	38.80	6.29 %
SOUTH ARCOT	30.11	5.23 %
WEST-01	28.67	9.18 %
WEST-02	23.93	5.44 %
TRICHY-01	23.29	2.14 %
WEST-03	20.60	6.53 %
Total	472.98	5.94 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	39.94	5.22 %
Fridge	35.31	10.46 %
Wash-Mac	20.93	6.83 %
D-Freez	0.98	11.01 %
Total	97.16	6.86 %

Branch *	MTD Sales L	Brand Share %
TUT1	5.60	3.34 %
NGR1	4.00	5.59 %
RND2	1.92	4.47 %
ERL2	1.57	4.48 %
MAR1	1.05	2.88 %
VLY1	0.95	2.05 %
TVL1	0.89	0.59 %
VKM1	0.73	4.80 %
TKY1	0.68	4.29 %
ARM1	0.60	5.17 %
APK1	0.58	3.57 %
KGL1	0.41	2.68 %
ASM1	0.41	1.68 %
KSM1	0.25	2.70 %
COL1	0.14	1.53 %
MMT1	0.13	0.60 %
S2SD	0.12	1.55 %
Total	97.16	6.86 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	38.96	5.72 %
Fridge	25.03	8.33 %
Wash-Mac	22.56	8.46 %
D-Freez	1.03	15.34 %
Total	87.57	6.98 %

Branch *	MTD Sales L	Brand Share %
CH47	4.15	4.93 %
CH42	3.17	5.34 %
CH05	2.97	3.45 %
CZWH	1.96	5.65 %
CH30	1.86	3.55 %
MRM1	1.29	5.07 %
CH49	1.17	1.82 %
MC09	0.46	5.29 %
SKL1	0.32	1.17 %
CGL1	0.30	1.05 %
AVD1	0.27	0.54 %
CH26	0.04	0.32 %
CH29		0.00 %
CH39		0.00 %
Total	87.57	6.98 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	30.66	12.57 %
Air-Cond	17.04	3.77 %
Wash-Mac	16.73	7.72 %
D-Freez	0.56	9.05 %
Total	65.00	7.07 %

Branch *	MTD Sales L	Brand Share %
MDU1	4.63	3.62 %
DGL1	2.15	3.43 %
MDU7	1.17	4.38 %
MPA1	0.86	3.10 %
TDI1	0.84	4.91 %
DKI1	0.66	2.79 %
MDU6	0.63	1.45 %
KYK1	0.36	4.37 %
SGP1	0.33	3.51 %
BTU1	0.24	2.17 %
CBM1		0.00 %
CMR1		0.00 %
DGL2		0.00 %
MNM1		0.00 %
ODM1		0.00 %
SVG1		0.00 %
WHMD	-0.21	3.25 %
Total	65.00	7.07 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	19.03	3.43 %
Wash-Mac	18.77	8.44 %
Fridge	18.29	7.76 %
D-Freez	1.76	44.33 %
Total	57.84	5.69 %

Branch *	MTD Sales L	Brand Share %
CH03	3.70	3.27 %
CH15	3.18	2.81 %
CH41	1.07	3.11 %
CH12	0.86	1.61 %
GPD1	0.59	3.33 %
CH37	0.15	1.00 %
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	-1.58	4.25 %
WHC3	-3.31	-210.57 %
Total	57.84	5.69 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	13.57	4.49 %
Fridge	12.16	7.60 %
Wash-Mac	11.12	7.56 %
D-Freez	1.97	24.37 %
Total	38.80	6.29 %

Branch *	MTD Sales L	Brand Share %
VSI1	0.95	5.15 %
KPM1	0.87	5.05 %
WJP1	0.85	4.67 %
VNB1	0.77	5.31 %
SBR1	0.58	1.30 %
AKM1	0.55	2.10 %
PLR1	0.54	4.88 %
BGR1	0.34	2.76 %
VEL1	0.31	2.02 %
CYR1	0.29	2.12 %
CGM1	0.28	2.52 %
GDM1	0.12	0.60 %
ABR1		0.00 %
CPT1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
WJD1		0.00 %
Total	38.80	6.29 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	10.95	7.19 %
Air-Cond	9.31	3.41 %
Wash-Mac	8.00	5.65 %
D-Freez	1.85	20.05 %
Total	30.11	5.23 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.71	3.02 %
KLM1	1.23	3.37 %
ULP1	1.22	4.43 %
POY1	1.17	2.04 %
CDM1	1.16	2.95 %
TDM1	0.49	1.71 %
NVL2	0.47	1.62 %
POY2	0.26	0.73 %
STP1	0.22	2.58 %
VPM1	0.16	2.06 %
VCM1	0.16	2.23 %
TVM1		0.00 %
WHNV		0.00 %
Total	30.11	5.23 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	12.07	11.33 %
Wash-Mac	9.19	7.99 %
Air-Cond	7.21	8.11 %
D-Freez	0.21	10.73 %
Total	28.67	9.18 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.16	5.67 %
KGI1	0.21	4.59 %
CBE1	0.16	0.70 %
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	28.67	9.18 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	11.71	7.72 %
Wash-Mac	7.16	4.96 %
Air-Cond	4.30	3.06 %
D-Freez	0.76	18.71 %
Total	23.93	5.44 %

Branch *	MTD Sales L	Brand Share %
TRM1	1.51	5.31 %
SLM3	1.28	4.64 %
SLM2	0.53	2.01 %
BMD1	0.51	3.98 %
DPR1	0.35	2.94 %
KRI1	0.28	1.11 %
KVP1	0.27	2.18 %
HSR2	0.22	0.76 %
HRR1	0.17	1.86 %
WZWH	0.14	2.42 %
PMP1	0.13	2.44 %
KAM1	0.03	0.28 %
EDP1		0.00 %
MCR1		0.00 %
PNG1		0.00 %
WHKP		0.00 %
Total	23.93	5.44 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	15.44	2.47 %
Fridge	5.22	1.96 %
Wash-Mac	1.56	0.82 %
D-Freez	1.07	16.64 %
Total	23.29	2.14 %

Branch *	MTD Sales L	Brand Share %
KUM1	3.50	5.66 %
KIK1	1.87	3.80 %
TVR2	1.67	3.22 %
TRY1	1.66	0.87 %
MVM1	1.44	1.97 %
TYR1	1.43	5.39 %
TNJ1	1.39	2.50 %
MDI1	0.72	2.00 %
PDK2	0.71	2.01 %
KUM2	0.59	2.30 %
NGT1	0.57	1.32 %
AYR1	0.56	2.44 %
TNJ2	0.43	0.93 %
PTK1	0.34	0.71 %
KRN1	0.23	1.97 %
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	23.29	2.14 %

WEST-03

Property	MTD Sales L	Brand Share %
Air-Cond	7.24	5.37 %
Wash-Mac	6.38	6.59 %
Fridge	6.28	7.77 %
D-Freez	0.70	21.82 %
Total	20.60	6.53 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.95	5.58 %
ERD1	2.66	5.14 %
TPR2	1.12	5.10 %
TCG1	0.47	2.76 %
TPR4	0.24	4.95 %
GBM1	0.23	1.83 %
CMI1	0.22	2.61 %
KMM1	0.16	1.49 %
SYM2	0.13	1.07 %
TPR3	0.12	3.51 %
KGM1		0.00 %
PDR1		0.00 %
W3SD		0.00 %
Total	20.60	6.53 %