

MTD Sales
724.18 L

Brand Share %
4.83 %

Information:

MTD : 01-05-2026 To 19-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **4.83 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	393.25	3.54 %
Fridge	228.87	11.14 %
Wash-Mac	100.68	5.67 %
D-Freez	1.38	2.72 %
Total	724.18	4.83 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	132.35	5.44 %
SOUTH-01	111.03	4.97 %
CHENNAI-02	103.29	4.92 %
WEST-01	68.53	8.12 %
WEST-02	65.70	5.42 %
SOUTH-03	64.48	3.47 %
TRICHY-01	64.00	3.05 %
SOUTH ARCOT	60.17	5.31 %
NORTH ARCOT	54.64	5.10 %
Total	724.18	4.83 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	70.59	3.72 %
Fridge	43.83	15.05 %
Wash-Mac	17.30	7.30 %
D-Freez	0.62	7.54 %
Total	132.35	5.44 %

Branch *	MTD Sales L	Brand Share %
CH05	7.23	4.09 %
CH07	4.19	3.97 %
CH30	2.96	3.49 %
CH49	2.71	2.81 %
CGL1	2.17	4.18 %
CH42	1.95	1.82 %
CH19	1.73	1.45 %
CH35	1.47	2.34 %
GUD2	0.91	2.49 %
MRM1	0.83	1.31 %
KNR1	0.51	1.10 %
CH40	0.27	4.02 %
AVD1	0.27	0.45 %
CH26	0.25	1.54 %
CH29		0.00 %
CH37		0.00 %
CZWH		0.00 %
MC09		0.00 %
WHC3		0.00 %
Total	132.35	5.44 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	56.99	3.65 %
Fridge	37.19	10.75 %
Wash-Mac	16.64	5.27 %
D-Freez	0.22	3.05 %
Total	111.03	4.97 %

Branch *	MTD Sales L	Brand Share %
TVL1	5.63	2.28 %
KVT1	5.17	3.86 %
NGR1	5.11	3.79 %
VNR2	2.63	3.30 %
PKD1	2.42	4.47 %
MAR1	1.95	3.08 %
ERL2	1.78	4.34 %
APK1	1.54	4.02 %
STU2	1.20	3.87 %
TKY1	1.13	4.60 %
VKM1	1.08	3.54 %
TYI1	0.96	2.21 %
APK2	0.66	1.98 %
KGL1	0.60	2.28 %
VLY1	0.60	0.60 %
ASM1	0.37	1.09 %
KSM1	0.14	1.50 %
ARM1	0.13	0.44 %
MMT1		0.00 %
Total	111.03	4.97 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	64.72	3.89 %
Fridge	27.21	11.41 %
Wash-Mac	11.36	5.89 %
Total	103.29	4.92 %

Branch *	MTD Sales L	Brand Share %
CH12	4.98	2.95 %
CH21	4.55	3.33 %
CH50	3.45	4.32 %
CH15	2.90	1.47 %
CH33	2.62	3.72 %
CH23	1.78	3.50 %
CH41	1.36	1.76 %
CH46	1.29	3.20 %
CH36	0.79	1.98 %
PON1	0.55	1.48 %
UKI1	0.54	1.48 %
CH27	0.48	1.62 %
CH20	0.38	0.50 %
MC06	0.26	3.27 %
CH32	0.13	1.21 %
CH01		0.00 %
GPD1		0.00 %
CH31	-0.26	-0.67 %
Total	103.29	4.92 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	38.20	7.43 %
Fridge	20.53	12.47 %
Wash-Mac	9.80	6.07 %
Total	68.53	8.12 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.51	3.86 %
CBE1	1.22	2.96 %
AVI1	1.18	4.29 %
TPR2	1.07	2.43 %
TPR3	0.74	3.91 %
TPR4	0.52	2.72 %
SYM2	0.43	2.62 %
CBE3	0.41	2.27 %
GDR1	0.40	4.24 %
ANR1	0.38	3.50 %
GBM1	0.37	1.48 %
DPM2	0.32	1.52 %
PPI1	0.28	2.39 %
PDM1	0.14	0.85 %
CNR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
UAM1		0.00 %
WZSD		0.00 %
Total	68.53	8.12 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	32.87	4.09 %
Fridge	20.28	9.67 %
Wash-Mac	12.56	6.43 %
Total	65.70	5.42 %

Branch *	MTD Sales L	Brand Share %
ERD2	3.64	2.93 %
SLM2	3.13	4.75 %
ERD1	2.80	2.56 %
ATU1	2.44	4.83 %
MTR1	1.86	4.57 %
BMD1	0.98	4.65 %
DPR1	0.89	4.78 %
KRI1	0.85	2.08 %
SLM3	0.76	1.16 %
KMM1	0.59	2.85 %
TRM1	0.49	1.90 %
TCG1	0.47	1.42 %
MCR1	0.38	1.47 %
PDR1	0.38	2.01 %
DPR2	0.29	1.44 %
EDP1	0.28	1.47 %
CMI1	0.23	1.35 %
HRR1	0.02	0.09 %
KVP1		0.00 %
PMP1		0.00 %
WZWH		0.00 %
WHKP	-0.14	1.21 %
SGG1	-0.26	-2.38 %
Total	65.70	5.42 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	32.82	2.42 %
Fridge	21.36	7.90 %
Wash-Mac	10.14	4.46 %
D-Freez	0.17	2.81 %
Total	64.48	3.47 %

Branch *	MTD Sales L	Brand Share %
MDU1	7.92	4.01 %
DGL1	3.33	1.46 %
MDU6	2.81	3.75 %
MDU3	2.46	4.06 %
MPA1	2.03	4.00 %
MLR1	1.45	4.43 %
KRR1	1.35	1.91 %
USL1	1.29	4.70 %
MDU5	0.91	3.89 %
MDU4	0.69	2.07 %
TDI1	0.26	0.68 %
KKD3	0.23	0.21 %
NKI1	0.15	0.74 %
PKM1	0.15	0.84 %
PNI1	0.14	0.55 %
CMR1	0.12	0.31 %
BTU1		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	-1.01 %
Total	64.48	3.47 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	35.53	2.15 %
Fridge	20.38	8.31 %
Wash-Mac	8.09	4.12 %
Total	64.00	3.05 %

Branch *	MTD Sales L	Brand Share %
TRY1	7.21	1.96 %
TNJ1	4.35	3.68 %
TVR2	3.22	2.85 %
MDI1	2.87	3.47 %
PBR2	2.79	2.16 %
TNJ2	2.56	2.51 %
PBR1	2.52	4.76 %
MVM1	2.38	1.83 %
AYR1	1.49	2.81 %
NCK1	1.15	3.77 %
NGT1	0.95	1.65 %
PTK1	0.91	0.92 %
ORU1	0.70	2.21 %
TTP1	0.57	1.54 %
APM1	0.40	1.16 %
TRY3	0.35	0.55 %
JKM1	0.28	0.46 %
PDK1	0.23	0.43 %
KRN1	0.14	0.48 %
TVR1	0.14	0.32 %
TRY2	0.13	0.35 %
MSI1		0.00 %
TZSD		0.00 %
Total	64.00	3.05 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	33.99	3.98 %
Fridge	19.79	13.93 %
Wash-Mac	6.38	4.84 %
Total	60.17	5.31 %

Branch *	MTD Sales L	Brand Share %
POY1	4.19	2.69 %
CUD1	3.09	2.83 %
PRT1	0.77	1.72 %
TVM2	0.65	2.88 %
NVL2	0.53	0.89 %
TVM1	0.52	1.73 %
POY2	0.32	0.36 %
MKM1	0.31	1.03 %
KLM1	0.27	0.43 %
VPM1	0.14	0.88 %
Total	60.17	5.31 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	27.55	3.43 %
Fridge	18.31	12.54 %
Wash-Mac	8.41	7.23 %
D-Freez	0.37	5.29 %
Total	54.64	5.10 %

Branch *	MTD Sales L	Brand Share %
TRL1	2.79	3.07 %
KPM1	1.56	3.67 %
TRR1	1.42	2.29 %
TRT1	1.07	2.28 %
AKM1	0.84	1.43 %
UGI1	0.59	4.68 %
VSI1	0.47	1.18 %
PLR1	0.47	2.17 %
SLG1	0.39	1.40 %
WJD1	0.34	0.95 %
ABR1	0.28	0.59 %
SBR1	0.13	0.16 %
CPT1	0.13	0.56 %
BGR1	0.13	0.96 %
Total	54.64	5.10 %