

MTD Sales
505.84 L

Brand Share %
6.03 %

Information:

MTD : 01-09-2026 To 19-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **6.03 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	189.51	4.46 %
Fridge	177.66	8.31 %
Wash-Mac	127.59	6.55 %
D-Freez	11.09	18.31 %
Total	505.84	6.03 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	100.68	7.44 %
SOUTH-01	100.22	6.79 %
SOUTH-03	68.87	7.03 %
CHENNAI-02	61.40	5.64 %
NORTH ARCOT	41.20	6.43 %
SOUTH ARCOT	32.11	5.24 %
WEST-01	29.71	9.06 %
WEST-02	25.75	5.64 %
TRICHY-01	24.03	2.13 %
WEST-03	21.87	6.69 %
Total	505.84	6.03 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	47.60	6.43 %
Fridge	28.06	8.80 %
Wash-Mac	23.79	8.32 %
D-Freez	1.23	17.34 %
Total	100.68	7.44 %

Branch *	MTD Sales L	Brand Share %
CH47	4.49	4.92 %
CH05	3.96	4.30 %
CH42	3.17	4.87 %
CH30	2.28	4.08 %
CZWH	1.96	4.91 %
CH49	1.50	2.17 %
MRM1	1.29	4.97 %
MC09	0.46	5.29 %
SKL1	0.32	1.13 %
CGL1	0.30	1.05 %
AVD1	0.27	0.51 %
CH26	0.04	0.31 %
CH29		0.00 %
CH39		0.00 %
Total	100.68	7.44 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	40.54	5.08 %
Fridge	37.41	10.64 %
Wash-Mac	21.30	6.70 %
D-Freez	0.98	10.77 %
Total	100.22	6.79 %

Branch *	MTD Sales L	Brand Share %
TUT1	5.60	3.22 %
NGR1	4.17	5.66 %
TKS2	3.44	5.87 %
RND2	2.41	5.33 %
ERL2	1.57	4.20 %
MAR1	1.18	3.05 %
VLY1	0.95	2.01 %
TVL1	0.89	0.56 %
VKM1	0.73	4.76 %
TKY1	0.68	4.29 %
ARM1	0.60	5.02 %
APK1	0.58	3.49 %
KGL1	0.41	2.66 %
ASM1	0.41	1.64 %
KSM1	0.25	1.92 %
COL1	0.14	1.34 %
MMT1	0.13	0.56 %
S2SD	0.12	1.44 %
Total	100.22	6.79 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	31.77	12.18 %
Air-Cond	19.12	3.97 %
Wash-Mac	17.43	7.54 %
D-Freez	0.56	8.51 %
Total	68.87	7.03 %

Branch *	MTD Sales L	Brand Share %
MDU1	4.63	3.55 %
KKD3	2.34	5.79 %
DKI1	2.19	4.71 %
DGL1	2.15	3.24 %
MDU7	1.17	4.21 %
MPA1	0.86	2.91 %
TDI1	0.84	4.82 %
MDU6	0.63	1.36 %
KYK1	0.36	4.26 %
SGP1	0.33	3.25 %
BTU1	0.24	2.01 %
CBM1		0.00 %
CMR1		0.00 %
DGL2		0.00 %
MNM1		0.00 %
ODM1		0.00 %
SVG1		0.00 %
WHMD	-0.21	2.77 %
Total	68.87	7.03 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	20.51	3.42 %
Wash-Mac	19.58	8.30 %
Fridge	19.55	7.83 %
D-Freez	1.76	44.33 %
Total	61.40	5.64 %

Branch *	MTD Sales L	Brand Share %
CH15	3.91	3.24 %
CH03	3.70	3.15 %
CH12	1.13	2.02 %
CH41	1.07	2.92 %
GPD1	0.59	3.24 %
PON1	0.51	1.35 %
CH37	0.15	0.98 %
CH27		0.00 %
CH20		0.00 %
CH31		0.00 %
CH32		0.00 %
CH36		0.00 %
MC05		0.00 %
MC06		0.00 %
MJR1		0.00 %
WCHN	-1.58	3.60 %
WHC3	-3.31	-210.57 %
Total	61.40	5.64 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	14.73	4.71 %
Fridge	12.72	7.71 %
Wash-Mac	11.78	7.61 %
D-Freez	1.97	24.37 %
Total	41.20	6.43 %

Branch *	MTD Sales L	Brand Share %
VSI1	0.95	4.90 %
VNB1	0.89	5.92 %
KPM1	0.87	4.95 %
SBR1	0.87	1.84 %
AKM1	0.55	2.00 %
SLG1	0.48	5.94 %
BGR1	0.34	2.76 %
VEL1	0.31	1.91 %
CYR1	0.29	1.97 %
CGM1	0.28	2.52 %
PTU1	0.25	5.25 %
GDM1	0.12	0.59 %
WJD1	0.12	0.68 %
ABR1		0.00 %
CPT1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
Total	41.20	6.43 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	11.17	7.01 %
Air-Cond	10.48	3.56 %
Wash-Mac	8.62	5.77 %
D-Freez	1.85	18.92 %
Total	32.11	5.24 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.94	3.21 %
KLM1	1.50	3.69 %
CDM1	1.42	3.49 %
POY1	1.33	2.14 %
ULP1	1.22	4.39 %
NVL2	0.76	2.39 %
TDM1	0.49	1.52 %
POY2	0.26	0.64 %
STP1	0.22	2.49 %
VPM1	0.16	1.79 %
VCM1	0.16	1.97 %
TVM1		0.00 %
WHNV		0.00 %
Total	32.11	5.24 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	12.49	11.24 %
Wash-Mac	9.19	7.58 %
Air-Cond	7.82	8.37 %
D-Freez	0.21	10.73 %
Total	29.71	9.06 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.16	5.30 %
UMP1	0.95	5.88 %
KGI1	0.21	4.59 %
CBE1	0.16	0.67 %
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	29.71	9.06 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	12.52	7.96 %
Wash-Mac	7.57	5.03 %
Air-Cond	4.90	3.38 %
D-Freez	0.76	18.71 %
Total	25.75	5.64 %

Branch *	MTD Sales L	Brand Share %
TRM1	1.51	5.27 %
SLM3	1.47	5.14 %
BMD1	0.68	5.15 %
SLM2	0.53	1.98 %
DPR1	0.35	2.91 %
KRI1	0.28	1.11 %
KVP1	0.27	2.08 %
HSR2	0.22	0.72 %
KAM1	0.20	1.77 %
MCR1	0.17	0.76 %
HRR1	0.17	1.79 %
WZWH	0.14	2.17 %
PMP1	0.13	2.21 %
EDP1		0.00 %
PNG1		0.00 %
WHKP		0.00 %
Total	25.75	5.64 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	15.73	2.44 %
Fridge	5.54	1.98 %
Wash-Mac	1.69	0.85 %
D-Freez	1.07	15.25 %
Total	24.03	2.13 %

Branch *	MTD Sales L	Brand Share %
KUM1	3.50	5.42 %
KIK1	2.19	4.25 %
TRY1	1.80	0.90 %
TVR2	1.67	3.14 %
MVM1	1.44	1.90 %
TYR1	1.43	5.32 %
TNJ1	1.39	2.37 %
MDI1	0.72	1.95 %
PDK2	0.71	1.96 %
KUM2	0.59	2.18 %
NGT1	0.57	1.23 %
AYR1	0.56	2.40 %
TNJ2	0.43	0.88 %
PTK1	0.34	0.69 %
KRN1	0.23	1.90 %
TRY4	0.18	0.38 %
NCK1	0.14	1.36 %
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 %
TZSD	-0.30	4.93 %
Total	24.03	2.13 %

WEST-03

Property	MTD Sales L	Brand Share %
Air-Cond	8.09	5.83 %
Wash-Mac	6.64	6.61 %
Fridge	6.44	7.59 %
D-Freez	0.70	23.67 %
Total	21.87	6.69 %

Branch *	MTD Sales L	Brand Share %
ERD1	2.66	4.97 %
TCG1	0.47	2.73 %
TPR4	0.24	4.81 %
GBM1	0.23	1.79 %
CM11	0.22	2.64 %
KMM1	0.16	1.46 %
SYM2	0.13	1.05 %
KGM1		0.00 %
PDR1		0.00 %
W3SD		0.00 %
Total	21.87	6.69 %