

MTD Sales  
533.83 L

Brand Share %  
6.05 %

Information:

MTD : 01-09-2026 To 20-09-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **6.05 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 199.21      | 4.50 %        |
| Fridge   | 187.70      | 8.29 %        |
| Wash-Mac | 135.64      | 6.56 %        |
| D-Freez  | 11.29       | 17.95 %       |
| Total    | 533.83      | 6.05 %        |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| CHENNAI-01  | 105.50      | 7.26 %        |
| SOUTH-01    | 104.79      | 6.83 %        |
| SOUTH-03    | 72.65       | 7.17 %        |
| CHENNAI-02  | 65.14       | 5.63 %        |
| NORTH ARCOT | 44.07       | 6.53 %        |
| WEST-01     | 33.17       | 9.26 %        |
| SOUTH ARCOT | 32.72       | 5.15 %        |
| WEST-02     | 28.63       | 5.96 %        |
| TRICHY-01   | 24.44       | 2.09 %        |
| WEST-03     | 22.72       | 6.58 %        |
| Total       | 533.83      | 6.05 %        |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 49.55       | 6.23 %        |
| Fridge   | 29.78       | 8.65 %        |
| Wash-Mac | 24.74       | 8.07 %        |
| D-Freez  | 1.43        | 18.20 %       |
| Total    | 105.50      | 7.26 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH47     | 5.46        | 5.52 %        |
| CH05     | 4.09        | 4.14 %        |
| CH42     | 3.89        | 5.43 %        |
| CH30     | 2.95        | 4.88 %        |
| CZWH     | 1.96        | 4.91 %        |
| CH49     | 1.65        | 2.16 %        |
| MRM1     | 1.29        | 3.60 %        |
| MC09     | 0.46        | 5.07 %        |
| SKL1     | 0.32        | 1.07 %        |
| CGL1     | 0.30        | 1.05 %        |
| AVD1     | 0.27        | 0.48 %        |
| CH26     | 0.04        | 0.31 %        |
| CH29     |             | 0.00 %        |
| CH39     |             | 0.00 %        |
| Total    | 105.50      | 7.26 %        |

### SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 42.90       | 5.21 %        |
| Fridge   | 38.51       | 10.46 %       |
| Wash-Mac | 22.40       | 6.73 %        |
| D-Freez  | 0.98        | 10.77 %       |
| Total    | 104.79      | 6.83 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TUT1     | 6.24        | 3.48 %        |
| NGR1     | 4.45        | 5.80 %        |
| TKS2     | 3.44        | 5.78 %        |
| RND2     | 2.41        | 5.25 %        |
| ERL2     | 1.57        | 3.98 %        |
| MAR1     | 1.18        | 2.95 %        |
| VLY1     | 0.95        | 1.92 %        |
| TVL1     | 0.89        | 0.54 %        |
| VKM1     | 0.73        | 4.23 %        |
| TKY1     | 0.68        | 4.10 %        |
| ARM1     | 0.60        | 4.92 %        |
| APK1     | 0.58        | 3.32 %        |
| KGL1     | 0.41        | 2.55 %        |
| ASM1     | 0.41        | 1.51 %        |
| KSM1     | 0.25        | 1.55 %        |
| COL1     | 0.14        | 1.31 %        |
| MMT1     | 0.13        | 0.55 %        |
| S2SD     | 0.12        | 1.38 %        |
| Total    | 104.79      | 6.83 %        |

### SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 33.82       | 12.48 %       |
| Air-Cond | 20.00       | 4.05 %        |
| Wash-Mac | 18.27       | 7.56 %        |
| D-Freez  | 0.56        | 8.51 %        |
| Total    | 72.65       | 7.17 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU1     | 4.75        | 3.53 %        |
| DGL1     | 2.35        | 3.48 %        |
| KKD3     | 2.34        | 5.63 %        |
| DKI1     | 2.19        | 4.52 %        |
| MDU7     | 1.54        | 5.37 %        |
| MPA1     | 1.16        | 3.84 %        |
| TDI1     | 0.84        | 4.64 %        |
| MDU6     | 0.63        | 1.33 %        |
| KYK1     | 0.36        | 3.92 %        |
| SGP1     | 0.33        | 3.00 %        |
| BTU1     | 0.24        | 1.87 %        |
| CBM1     |             | 0.00 %        |
| CMR1     |             | 0.00 %        |
| DGL2     |             | 0.00 %        |
| MNM1     |             | 0.00 %        |
| ODM1     |             | 0.00 %        |
| SVG1     |             | 0.00 %        |
| WHMD     | -0.21       | 2.77 %        |
| Total    | 72.65       | 7.17 %        |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 23.09       | 3.64 %        |
| Wash-Mac | 20.41       | 8.08 %        |
| Fridge   | 19.89       | 7.49 %        |
| D-Freez  | 1.76        | 44.33 %       |
| Total    | 65.14       | 5.63 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH03     | 4.02        | 3.20 %        |
| CH15     | 3.91        | 3.14 %        |
| CH51     | 3.57        | 5.98 %        |
| CH35     | 1.74        | 5.96 %        |
| CH12     | 1.13        | 1.92 %        |
| CH41     | 1.07        | 2.83 %        |
| GPD1     | 0.59        | 3.17 %        |
| PON1     | 0.51        | 1.28 %        |
| CH20     | 0.50        | 1.08 %        |
| CH27     | 0.40        | 2.04 %        |
| CH37     | 0.15        | 0.88 %        |
| CH31     |             | 0.00 %        |
| CH32     |             | 0.00 %        |
| CH36     |             | 0.00 %        |
| MC05     |             | 0.00 %        |
| MC06     |             | 0.00 %        |
| MJR1     |             | 0.00 %        |
| WCHN     | -1.58       | 3.44 %        |
| WHC3     | -3.31       | -210.57 %     |
| Total    | 65.14       | 5.63 %        |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 15.85       | 4.85 %        |
| Fridge   | 13.71       | 7.84 %        |
| Wash-Mac | 12.54       | 7.63 %        |
| D-Freez  | 1.97        | 22.61 %       |
| Total    | 44.07       | 6.53 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| VSI1     | 1.11        | 5.47 %        |
| KPM1     | 0.87        | 4.66 %        |
| SBR1     | 0.87        | 1.75 %        |
| AKM1     | 0.55        | 1.92 %        |
| SLG1     | 0.48        | 5.59 %        |
| BGR1     | 0.34        | 2.70 %        |
| VEL1     | 0.31        | 1.73 %        |
| CYR1     | 0.29        | 1.88 %        |
| CGM1     | 0.28        | 2.43 %        |
| PTU1     | 0.25        | 5.25 %        |
| CPT1     | 0.19        | 1.63 %        |
| GDM1     | 0.12        | 0.58 %        |
| WJD1     | 0.12        | 0.63 %        |
| ABR1     |             | 0.00 %        |
| TRL1     |             | 0.00 %        |
| UGI1     |             | 0.00 %        |
| Total    | 44.07       | 6.53 %        |

**WEST-01**

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 13.99       | 11.26 %       |
| Wash-Mac | 10.88       | 8.06 %        |
| Air-Cond | 8.09        | 8.34 %        |
| D-Freez  | 0.21        | 10.73 %       |
| Total    | 33.17       | 9.26 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| PLI1     | 1.16        | 4.81 %        |
| UMP1     | 0.95        | 5.45 %        |
| CBE1     | 0.27        | 1.05 %        |
| CNR1     | 0.13        | 2.47 %        |
| ANR1     |             | 0.00 %        |
| DPM2     |             | 0.00 %        |
| GDR1     |             | 0.00 %        |
| PDM1     |             | 0.00 %        |
| PPI1     |             | 0.00 %        |
| UAM1     |             | 0.00 %        |
| WZSD     |             | 0.00 %        |
| Total    | 33.17       | 9.26 %        |

**SOUTH ARCOT**

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 11.63       | 6.97 %        |
| Air-Cond | 10.16       | 3.38 %        |
| Wash-Mac | 9.08        | 5.80 %        |
| D-Freez  | 1.85        | 18.18 %       |
| Total    | 32.72       | 5.15 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CUD1     | 1.94        | 3.11 %        |
| KLM1     | 1.63        | 3.82 %        |
| CDM1     | 1.58        | 3.86 %        |
| POY1     | 1.33        | 2.02 %        |
| ULP1     | 1.22        | 4.24 %        |
| NVL2     | 0.76        | 2.32 %        |
| TDM1     | 0.49        | 1.45 %        |
| STP1     | 0.36        | 3.96 %        |
| POY2     | 0.26        | 0.62 %        |
| VPM1     | 0.16        | 1.75 %        |
| VCM1     | 0.16        | 1.91 %        |
| TVM1     |             | 0.00 %        |
| WHNV     |             | 0.00 %        |
| Total    | 32.72       | 5.15 %        |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 13.89       | 8.25 %        |
| Wash-Mac | 8.54        | 5.37 %        |
| Air-Cond | 5.44        | 3.64 %        |
| D-Freez  | 0.76        | 18.71 %       |
| Total    | 28.63       | 5.96 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLM3     | 1.77        | 5.98 %        |
| TRM1     | 1.68        | 5.58 %        |
| SLM2     | 0.66        | 2.40 %        |
| DPR1     | 0.35        | 2.61 %        |
| KAM1     | 0.34        | 2.63 %        |
| KRI1     | 0.28        | 1.06 %        |
| KVP1     | 0.27        | 1.99 %        |
| HSR2     | 0.22        | 0.70 %        |
| MCR1     | 0.17        | 0.71 %        |
| HRR1     | 0.17        | 1.70 %        |
| WZWH     | 0.14        | 2.17 %        |
| PMP1     | 0.13        | 2.04 %        |
| EDP1     |             | 0.00 %        |
| PNG1     |             | 0.00 %        |
| WHKP     |             | 0.00 %        |
| Total    | 28.63       | 5.96 %        |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 15.73       | 2.39 %        |
| Fridge   | 5.54        | 1.90 %        |
| Wash-Mac | 2.10        | 0.98 %        |
| D-Freez  | 1.07        | 14.14 %       |
| Total    | 24.44       | 2.09 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KUM1     | 3.66        | 5.35 %        |
| KIK1     | 2.19        | 4.16 %        |
| TRY1     | 1.80        | 0.87 %        |
| TVR2     | 1.67        | 3.07 %        |
| MVM1     | 1.44        | 1.82 %        |
| TYR1     | 1.43        | 5.04 %        |
| TNJ1     | 1.39        | 2.25 %        |
| AYR1     | 0.80        | 3.34 %        |
| MDI1     | 0.72        | 1.92 %        |
| PDK2     | 0.71        | 1.88 %        |
| KUM2     | 0.59        | 2.13 %        |
| NGT1     | 0.57        | 1.21 %        |
| TNJ2     | 0.43        | 0.82 %        |
| PTK1     | 0.34        | 0.68 %        |
| KRN1     | 0.23        | 1.82 %        |
| TRY4     | 0.18        | 0.37 %        |
| NCK1     | 0.14        | 1.27 %        |
| 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    | 24.44       | 2.09 %        |

# WEST-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 8.39        | 5.78 %        |
| Fridge   | 6.94        | 7.72 %        |
| Wash-Mac | 6.69        | 6.24 %        |
| D-Freez  | 0.70        | 23.67 %       |
| Total    | 22.72       | 6.58 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| ERD2     | 3.51        | 5.83 %        |
| ERD1     | 2.88        | 5.14 %        |
| TCG1     | 0.47        | 2.56 %        |
| TPR4     | 0.24        | 4.49 %        |
| GBM1     | 0.23        | 1.71 %        |
| CMI1     | 0.22        | 2.25 %        |
| KMM1     | 0.16        | 1.36 %        |
| SYM2     | 0.13        | 1.04 %        |
| KGM1     |             | 0.00 %        |
| PDR1     |             | 0.00 %        |
| W3SD     |             | 0.00 %        |
| Total    | 22.72       | 6.58 %        |