

MTD Sales
554.63 L

Brand Share %
6.10 %

Information:

MTD : 01-09-2026 To 21-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **6.10 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	209.23	4.60 %
Fridge	193.40	8.27 %
Wash-Mac	140.35	6.56 %
D-Freez	11.65	17.99 %
Total	554.63	6.10 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	109.66	7.32 %
SOUTH-01	108.97	6.88 %
SOUTH-03	74.81	7.17 %
CHENNAI-02	68.10	5.69 %
NORTH ARCOT	45.66	6.61 %
WEST-01	35.01	9.46 %
SOUTH ARCOT	34.03	5.22 %
WEST-02	29.07	5.95 %
TRICHY-01	24.73	2.06 %
WEST-03	24.60	6.73 %
Total	554.63	6.10 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	52.40	6.40 %
Fridge	30.34	8.57 %
Wash-Mac	25.49	8.05 %
D-Freez	1.43	17.67 %
Total	109.66	7.32 %

Branch *	MTD Sales L	Brand Share %
CH47	5.86	5.80 %
CH05	4.09	4.08 %
CH42	3.89	5.21 %
CH30	3.09	4.79 %
CZWH	1.96	4.91 %
CH49	1.65	2.06 %
MRM1	1.29	3.50 %
MC09	0.46	5.07 %
SKL1	0.32	1.03 %
CGL1	0.30	1.05 %
AVD1	0.27	0.47 %
CH26	0.04	0.30 %
CH29		0.00 %
CH39		0.00 %
Total	109.66	7.32 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	45.14	5.34 %
Fridge	39.91	10.49 %
Wash-Mac	22.95	6.59 %
D-Freez	0.98	10.58 %
Total	108.97	6.88 %

Branch *	MTD Sales L	Brand Share %
TUT1	6.24	3.39 %
NGR1	4.45	5.53 %
RND2	2.58	5.53 %
TVL1	2.05	1.20 %
ERL2	1.57	3.84 %
MAR1	1.18	2.94 %
VLY1	0.95	1.83 %
VKM1	0.73	4.20 %
TKY1	0.68	4.04 %
ARM1	0.60	4.82 %
APK1	0.58	3.29 %
KGL1	0.41	2.35 %
ASM1	0.41	1.50 %
KSM1	0.25	1.28 %
COL1	0.14	1.31 %
MMT1	0.13	0.50 %
S2SD	0.12	1.13 %
Total	108.97	6.88 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	34.47	12.27 %
Air-Cond	20.81	4.14 %
Wash-Mac	18.97	7.49 %
D-Freez	0.56	7.89 %
Total	74.81	7.17 %

Branch *	MTD Sales L	Brand Share %
MDU1	4.99	3.59 %
DKI1	2.64	5.26 %
DGL1	2.47	3.61 %
KKD3	2.34	5.43 %
MDU7	1.54	5.14 %
MPA1	1.16	3.67 %
TDI1	0.84	4.54 %
MDU6	0.78	1.55 %
KYK1	0.36	3.64 %
SGP1	0.33	2.86 %
BTU1	0.24	1.84 %
CBM1		0.00 %
CMR1		0.00 %
DGL2		0.00 %
MNM1		0.00 %
ODM1		0.00 %
SVG1		0.00 %
WHMD	-0.21	2.77 %
Total	74.81	7.17 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	24.43	3.71 %
Wash-Mac	21.33	8.22 %
Fridge	20.40	7.44 %
D-Freez	1.94	42.05 %
Total	68.10	5.69 %

Branch *	MTD Sales L	Brand Share %
CH21	4.48	5.78 %
CH03	4.36	3.37 %
CH15	4.06	3.15 %
CH35	1.74	5.96 %
CH12	1.13	1.88 %
CH41	1.07	2.80 %
GPD1	0.59	3.08 %
CH27	0.59	2.89 %
PON1	0.51	1.25 %
CH20	0.50	1.07 %
CH37	0.15	0.82 %
CH31		0.00 %
CH32		0.00 %
CH36		0.00 %
MC05		0.00 %
MC06		0.00 %
MJR1		0.00 %
WCHN	-1.58	3.33 %
WHC3	-3.31	-210.57 %
Total	68.10	5.69 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	15.85	4.75 %
Fridge	14.71	8.18 %
Wash-Mac	12.95	7.69 %
D-Freez	2.15	24.23 %
Total	45.66	6.61 %

Branch *	MTD Sales L	Brand Share %
VSI1	1.11	5.31 %
KPM1	0.87	4.57 %
SBR1	0.87	1.69 %
AKM1	0.55	1.90 %
SLG1	0.48	5.59 %
BGR1	0.34	2.70 %
VEL1	0.31	1.73 %
CYR1	0.29	1.82 %
CGM1	0.28	2.43 %
PTU1	0.25	5.25 %
CPT1	0.19	1.63 %
GDM1	0.12	0.56 %
WJD1	0.12	0.61 %
ABR1		0.00 %
TRL1		0.00 %
UGI1		0.00 %
Total	45.66	6.61 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	14.28	11.14 %
Wash-Mac	11.63	8.33 %
Air-Cond	8.89	8.86 %
D-Freez	0.21	10.73 %
Total	35.01	9.46 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.16	4.78 %
UMP1	0.95	5.29 %
CBE1	0.27	1.01 %
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	35.01	9.46 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	12.36	7.21 %
Air-Cond	10.74	3.44 %
Wash-Mac	9.08	5.72 %
D-Freez	1.85	18.18 %
Total	34.03	5.22 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.94	3.05 %
CDM1	1.91	4.29 %
KLM1	1.63	3.73 %
POY1	1.33	1.96 %
ULP1	1.22	4.19 %
NVL2	0.76	2.19 %
TDM1	0.49	1.41 %
STP1	0.36	3.80 %
POY2	0.26	0.61 %
VPM1	0.16	1.75 %
VCM1	0.16	1.91 %
TVM1		0.00 %
WHNV		0.00 %
Total	34.03	5.22 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	14.20	8.34 %
Wash-Mac	8.40	5.18 %
Air-Cond	5.71	3.76 %
D-Freez	0.76	17.99 %
Total	29.07	5.95 %

Branch *	MTD Sales L	Brand Share %
SLM3	1.77	5.94 %
TRM1	1.68	5.63 %
SLM2	0.83	3.00 %
SGI1	0.54	5.63 %
DPR1	0.35	2.57 %
KAM1	0.34	2.63 %
KRI1	0.28	1.03 %
EDP1	0.27	2.64 %
KVP1	0.27	1.90 %
HSR2	0.22	0.68 %
MCR1	0.17	0.68 %
HRR1	0.17	1.70 %
PMP1	0.13	1.94 %
WZWH		0.00 %
PNG1		0.00 %
WHKP		0.00 %
Total	29.07	5.95 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	15.73	2.34 %
Fridge	5.54	1.83 %
Wash-Mac	2.39	1.09 %
D-Freez	1.07	14.14 %
Total	24.73	2.06 %

Branch *	MTD Sales L	Brand Share %
KUM1	3.66	5.31 %
KIK1	2.19	4.03 %
TRY1	1.80	0.86 %
TVR2	1.67	2.97 %
MVM1	1.44	1.79 %
TYR1	1.43	4.85 %
TNJ1	1.39	2.16 %
AYR1	0.80	3.24 %
MDI1	0.72	1.81 %
PDK2	0.71	1.79 %
KUM2	0.59	2.10 %
NGT1	0.57	1.19 %
TNJ2	0.43	0.77 %
PTK1	0.34	0.65 %
KRN1	0.23	1.82 %
TRY4	0.18	0.36 %
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	3.71 %
Total	24.73	2.06 %

WEST-03

Property	MTD Sales L	Brand Share %
Air-Cond	9.54	6.28 %
Fridge	7.20	7.45 %
Wash-Mac	7.16	6.28 %
D-Freez	0.70	23.67 %
Total	24.60	6.73 %

Branch *	MTD Sales L	Brand Share %
ERD2	3.51	5.57 %
ERD1	3.02	5.08 %
TCG1	0.47	2.52 %
TPR4	0.24	4.49 %
GBM1	0.23	1.66 %
CMI1	0.22	2.19 %
KMM1	0.16	1.30 %
SYM2	0.13	0.95 %
KGM1		0.00 %
PDR1		0.00 %
W3SD		0.00 %
Total	24.60	6.73 %