

MTD Sales
569.65 L

Brand Share %
6.11 %

Information:

MTD : 01-09-2026 To 22-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **6.11 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	212.40	4.58 %
Fridge	198.79	8.25 %
Wash-Mac	145.97	6.60 %
D-Freez	12.49	18.10 %
Total	569.65	6.11 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	111.56	6.91 %
CHENNAI-01	111.16	7.22 %
SOUTH-03	75.21	7.07 %
CHENNAI-02	71.73	5.78 %
NORTH ARCOT	47.72	6.74 %
WEST-01	36.47	9.33 %
SOUTH ARCOT	34.48	5.19 %
WEST-02	30.53	6.11 %
TRICHY-01	25.54	2.08 %
WEST-03	25.26	6.67 %
Total	569.65	6.11 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	45.64	5.31 %
Fridge	41.00	10.56 %
Wash-Mac	23.94	6.70 %
D-Freez	0.98	10.35 %
Total	111.56	6.91 %

Branch *	MTD Sales L	Brand Share %
TUT1	6.24	3.34 %
NGR1	4.45	5.48 %
RND2	2.58	5.50 %
TVL1	2.05	1.16 %
ERL2	1.76	4.23 %
MAR1	1.18	2.88 %
VLY1	0.95	1.82 %
TKY1	0.82	4.72 %
VKM1	0.73	4.17 %
ARM1	0.60	4.63 %
APK1	0.58	3.14 %
KGL1	0.41	2.31 %
ASM1	0.41	1.48 %
KSM1	0.25	1.11 %
COL1	0.14	1.19 %
MMT1	0.13	0.49 %
S2SD	0.12	1.21 %
WHTV	-0.41	5.82 %
Total	111.56	6.91 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	52.95	6.29 %
Fridge	30.52	8.41 %
Wash-Mac	26.25	8.07 %
D-Freez	1.43	16.28 %
Total	111.16	7.22 %

Branch *	MTD Sales L	Brand Share %
CH47	6.04	5.75 %
CH05	4.09	3.95 %
CH42	3.89	5.15 %
CH30	3.09	4.75 %
CZWH	1.96	4.68 %
CH49	1.65	2.01 %
MRM1	1.29	3.26 %
MC09	0.46	4.90 %
SKL1	0.32	0.99 %
CGL1	0.30	1.05 %
AVD1	0.27	0.46 %
CH26	0.04	0.29 %
CH29		0.00 %
CH39		0.00 %
Total	111.16	7.22 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	34.72	12.11 %
Air-Cond	20.81	4.07 %
Wash-Mac	19.12	7.37 %
D-Freez	0.56	7.62 %
Total	75.21	7.07 %

Branch *	MTD Sales L	Brand Share %
MDU1	4.99	3.51 %
DKI1	2.64	5.23 %
DGL1	2.47	3.54 %
KKD3	2.34	5.34 %
MDU7	1.54	5.11 %
MPA1	1.31	3.99 %
TDI1	0.84	4.47 %
MDU6	0.78	1.54 %
KYK1	0.36	3.55 %
SGP1	0.33	2.86 %
BTU1	0.24	1.81 %
CBM1		0.00 %
CMR1		0.00 %
DGL2		0.00 %
MNM1		0.00 %
ODM1		0.00 %
SVG1		0.00 %
WHMD	-0.21	2.77 %
Total	75.21	7.07 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	25.34	3.75 %
Wash-Mac	22.82	8.38 %
Fridge	21.27	7.38 %
D-Freez	2.31	40.34 %
Total	71.73	5.78 %

Branch *	MTD Sales L	Brand Share %
CH03	4.36	3.25 %
CH15	4.06	3.08 %
CH12	1.13	1.85 %
CH41	1.07	2.75 %
GPD1	0.59	3.08 %
CH27	0.59	2.81 %
PON1	0.51	1.22 %
CH20	0.50	1.05 %
CH37	0.15	0.81 %
CH31		0.00 %
CH32		0.00 %
CH36		0.00 %
MC05		0.00 %
MC06		0.00 %
MJR1		0.00 %
WCHN	-1.58	3.17 %
WHC3	-3.31	-25.71 %
Total	71.73	5.78 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	16.13	4.74 %
Fridge	15.93	8.62 %
Wash-Mac	13.50	7.77 %
D-Freez	2.15	24.23 %
Total	47.72	6.74 %

Branch *	MTD Sales L	Brand Share %
VSI1	1.24	5.69 %
KPM1	0.87	4.53 %
SBR1	0.87	1.60 %
PLR1	0.81	6.06 %
AKM1	0.55	1.90 %
SLG1	0.48	5.59 %
BGR1	0.34	2.59 %
VEL1	0.31	1.67 %
CYR1	0.29	1.76 %
CGM1	0.28	2.43 %
PTU1	0.25	5.25 %
CPT1	0.19	1.63 %
TRL1	0.16	0.32 %
GDM1	0.12	0.54 %
WJD1	0.12	0.60 %
ABR1		0.00 %
UGI1		0.00 %
Total	47.72	6.74 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	14.88	10.85 %
Wash-Mac	12.19	8.33 %
Air-Cond	9.19	8.71 %
D-Freez	0.21	10.73 %
Total	36.47	9.33 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.16	4.48 %
UMP1	0.95	4.77 %
CBE1	0.27	0.97 %
CNR1	0.13	2.33 %
ANR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
UAM1		0.00 %
WZSD		0.00 %
Total	36.47	9.33 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	12.81	7.26 %
Air-Cond	10.74	3.41 %
Wash-Mac	9.08	5.61 %
D-Freez	1.85	18.18 %
Total	34.48	5.19 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.94	2.93 %
CDM1	1.91	4.24 %
KLM1	1.63	3.64 %
POY1	1.51	2.16 %
ULP1	1.22	4.17 %
NVL2	0.76	2.16 %
TDM1	0.49	1.41 %
STP1	0.36	3.68 %
POY2	0.26	0.61 %
VPM1	0.16	1.67 %
VCM1	0.16	1.91 %
TVM1		0.00 %
WHNV		0.00 %
Total	34.48	5.19 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	14.81	8.45 %
Wash-Mac	9.04	5.40 %
Air-Cond	5.71	3.74 %
D-Freez	0.97	21.78 %
Total	30.53	6.11 %

Branch *	MTD Sales L	Brand Share %
SLM3	1.77	5.80 %
TRM1	1.68	5.58 %
SLM2	0.83	2.92 %
SGI1	0.54	5.56 %
DPR1	0.35	2.53 %
KAM1	0.34	2.54 %
WZWH	0.32	5.63 %
KRI1	0.28	1.01 %
EDP1	0.27	2.61 %
KVP1	0.27	1.85 %
HSR2	0.22	0.66 %
MCR1	0.17	0.66 %
HRR1	0.17	1.68 %
PMP1	0.13	1.77 %
PNG1		0.00 %
WHKP		0.00 %
Total	30.53	6.11 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	16.07	2.35 %
Fridge	5.54	1.80 %
Wash-Mac	2.60	1.14 %
D-Freez	1.33	14.56 %
Total	25.54	2.08 %

Branch *	MTD Sales L	Brand Share %
KUM1	3.66	5.22 %
KIK1	2.19	3.92 %
TVR2	2.01	3.42 %
TRY1	1.80	0.84 %
MVM1	1.44	1.75 %
TNJ1	1.39	2.12 %
AYR1	0.80	3.22 %
MDI1	0.72	1.81 %
PDK2	0.71	1.74 %
KUM2	0.59	2.00 %
NGT1	0.57	1.18 %
TNJ2	0.43	0.76 %
PTK1	0.34	0.62 %
KRN1	0.23	1.82 %
TRY4	0.18	0.35 %
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	3.21 %
Total	25.54	2.08 %

WEST-03

Property	MTD Sales L	Brand Share %
Air-Cond	9.81	6.33 %
Wash-Mac	7.42	6.22 %
Fridge	7.32	7.22 %
D-Freez	0.70	22.42 %
Total	25.26	6.67 %

Branch *	MTD Sales L	Brand Share %
ERD2	3.64	5.60 %
ERD1	3.02	4.94 %
TCG1	0.60	3.13 %
TPR4	0.24	4.24 %
GBM1	0.23	1.63 %
CMI1	0.22	2.12 %
KMM1	0.16	1.30 %
SYM2	0.13	0.94 %
KGM1		0.00 %
PDR1		0.00 %
W3SD		0.00 %
Total	25.26	6.67 %