

MTD Sales  
586.82 L

Brand Share %  
6.14 %

Information:

MTD : 01-09-2026 To 23-09-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **6.14 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 217.44      | 4.59 %        |
| Fridge   | 206.80      | 8.35 %        |
| Wash-Mac | 149.91      | 6.57 %        |
| D-Freez  | 12.67       | 17.90 %       |
| Total    | 586.82      | 6.14 %        |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 116.09      | 7.00 %        |
| CHENNAI-01  | 112.98      | 7.16 %        |
| SOUTH-03    | 76.84       | 7.06 %        |
| CHENNAI-02  | 73.72       | 5.81 %        |
| NORTH ARCOT | 48.87       | 6.72 %        |
| WEST-01     | 37.87       | 9.44 %        |
| SOUTH ARCOT | 35.05       | 5.17 %        |
| WEST-02     | 31.34       | 6.13 %        |
| WEST-03     | 27.98       | 6.95 %        |
| TRICHY-01   | 26.08       | 2.08 %        |
| Total       | 586.82      | 6.14 %        |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 47.18       | 5.36 %        |
| Fridge   | 42.56       | 10.63 %       |
| Wash-Mac | 25.20       | 6.85 %        |
| D-Freez  | 1.16        | 11.48 %       |
| Total    | 116.09      | 7.00 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TUT1     | 6.51        | 3.39 %        |
| NGR1     | 4.57        | 5.47 %        |
| RND2     | 2.72        | 5.63 %        |
| TVL1     | 2.05        | 1.12 %        |
| ERL2     | 1.76        | 4.13 %        |
| KSM1     | 1.25        | 4.73 %        |
| VLY1     | 1.22        | 2.29 %        |
| MAR1     | 1.18        | 2.86 %        |
| TKY1     | 0.82        | 4.62 %        |
| VKM1     | 0.73        | 4.10 %        |
| APK1     | 0.72        | 3.79 %        |
| ARM1     | 0.60        | 4.58 %        |
| KGL1     | 0.41        | 2.25 %        |
| ASM1     | 0.41        | 1.46 %        |
| COL1     | 0.14        | 1.09 %        |
| MMT1     | 0.13        | 0.48 %        |
| S2SD     | 0.12        | 1.21 %        |
| Total    | 116.09      | 7.00 %        |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 52.95       | 6.15 %        |
| Fridge   | 32.19       | 8.66 %        |
| Wash-Mac | 26.40       | 7.85 %        |
| D-Freez  | 1.43        | 16.28 %       |
| Total    | 112.98      | 7.16 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH47     | 6.04        | 5.63 %        |
| CH05     | 4.09        | 3.85 %        |
| CH42     | 3.89        | 5.05 %        |
| CH30     | 3.09        | 4.61 %        |
| CZWH     | 1.96        | 4.39 %        |
| CH49     | 1.78        | 2.09 %        |
| MRM1     | 1.29        | 3.23 %        |
| MC09     | 0.46        | 4.90 %        |
| SKL1     | 0.32        | 0.94 %        |
| CGL1     | 0.30        | 1.05 %        |
| AVD1     | 0.27        | 0.45 %        |
| CH26     | 0.04        | 0.27 %        |
| CH29     |             | 0.00 %        |
| CH39     |             | 0.00 %        |
| Total    | 112.98      | 7.16 %        |

## SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 35.59       | 12.10 %       |
| Air-Cond | 21.34       | 4.10 %        |
| Wash-Mac | 19.35       | 7.26 %        |
| D-Freez  | 0.56        | 7.45 %        |
| Total    | 76.84       | 7.06 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU1     | 5.28        | 3.66 %        |
| DKI1     | 2.90        | 5.65 %        |
| KKD3     | 2.75        | 6.10 %        |
| DGL1     | 2.47        | 3.50 %        |
| MDU4     | 1.70        | 6.03 %        |
| MPA1     | 1.58        | 4.77 %        |
| MDU7     | 1.54        | 4.91 %        |
| TDI1     | 0.84        | 4.40 %        |
| MDU6     | 0.78        | 1.50 %        |
| KYK1     | 0.36        | 3.49 %        |
| SGP1     | 0.33        | 2.81 %        |
| BTU1     | 0.24        | 1.71 %        |
| CBM1     |             | 0.00 %        |
| CMR1     |             | 0.00 %        |
| DGL2     |             | 0.00 %        |
| MNM1     |             | 0.00 %        |
| ODM1     |             | 0.00 %        |
| SVG1     |             | 0.00 %        |
| WHMD     | -0.21       | 2.77 %        |
| Total    | 76.84       | 7.06 %        |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 25.94       | 3.77 %        |
| Wash-Mac | 23.43       | 8.37 %        |
| Fridge   | 22.05       | 7.47 %        |
| D-Freez  | 2.31        | 40.34 %       |
| Total    | 73.72       | 5.81 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH03     | 4.63        | 3.31 %        |
| CH15     | 4.06        | 3.00 %        |
| CH12     | 1.13        | 1.82 %        |
| CH41     | 1.07        | 2.71 %        |
| GPD1     | 0.59        | 3.00 %        |
| CH27     | 0.59        | 2.81 %        |
| PON1     | 0.51        | 1.20 %        |
| CH20     | 0.50        | 1.01 %        |
| 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       | 2.90 %        |
| WHC3     | -3.31       | -25.71 %      |
| Total    | 73.72       | 5.81 %        |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 16.48       | 8.71 %        |
| Air-Cond | 16.40       | 4.71 %        |
| Wash-Mac | 13.84       | 7.68 %        |
| D-Freez  | 2.15        | 23.03 %       |
| Total    | 48.87       | 6.72 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| VSI1     | 1.24        | 5.56 %        |
| KPM1     | 1.03        | 4.85 %        |
| SBR1     | 0.87        | 1.51 %        |
| PLR1     | 0.81        | 6.06 %        |
| AKM1     | 0.55        | 1.83 %        |
| SLG1     | 0.48        | 5.23 %        |
| BGR1     | 0.34        | 2.52 %        |
| VEL1     | 0.31        | 1.65 %        |
| CYR1     | 0.29        | 1.73 %        |
| CGM1     | 0.28        | 2.43 %        |
| PTU1     | 0.25        | 5.25 %        |
| CPT1     | 0.19        | 1.62 %        |
| TRL1     | 0.16        | 0.31 %        |
| UGI1     | 0.14        | 2.12 %        |
| GDM1     | 0.12        | 0.53 %        |
| WJD1     | 0.12        | 0.60 %        |
| ABR1     |             | 0.00 %        |
| Total    | 48.87       | 6.72 %        |

**WEST-01**

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 15.17       | 10.73 %       |
| Wash-Mac | 12.48       | 8.33 %        |
| Air-Cond | 10.00       | 9.29 %        |
| D-Freez  | 0.21        | 10.73 %       |
| Total    | 37.87       | 9.44 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| UMP1     | 0.95        | 4.77 %        |
| CBE1     | 0.27        | 0.97 %        |
| CNR1     | 0.13        | 1.97 %        |
| ANR1     |             | 0.00 %        |
| DPM2     |             | 0.00 %        |
| GDR1     |             | 0.00 %        |
| PDM1     |             | 0.00 %        |
| PPI1     |             | 0.00 %        |
| UAM1     |             | 0.00 %        |
| WZSD     |             | 0.00 %        |
| Total    | 37.87       | 9.44 %        |

**SOUTH ARCOT**

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 13.70       | 7.50 %        |
| Air-Cond | 10.42       | 3.27 %        |
| Wash-Mac | 9.08        | 5.48 %        |
| D-Freez  | 1.85        | 18.18 %       |
| Total    | 35.05       | 5.17 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CUD1     | 2.09        | 3.08 %        |
| KLM1     | 1.95        | 4.29 %        |
| CDM1     | 1.58        | 3.48 %        |
| POY1     | 1.51        | 2.11 %        |
| ULP1     | 1.22        | 4.07 %        |
| NVL2     | 0.76        | 2.14 %        |
| POY2     | 0.55        | 1.28 %        |
| TDM1     | 0.49        | 1.40 %        |
| STP1     | 0.36        | 3.68 %        |
| VPM1     | 0.16        | 1.61 %        |
| VCM1     | 0.16        | 1.82 %        |
| TVM1     |             | 0.00 %        |
| WHNV     |             | 0.00 %        |
| Total    | 35.05       | 5.17 %        |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge   | 15.13       | 8.42 %        |
| Wash-Mac | 9.53        | 5.52 %        |
| Air-Cond | 5.71        | 3.70 %        |
| D-Freez  | 0.97        | 21.78 %       |
| Total    | 31.34       | 6.13 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLM3     | 1.77        | 5.51 %        |
| TRM1     | 1.68        | 5.54 %        |
| SLM2     | 0.83        | 2.92 %        |
| SGI1     | 0.54        | 5.56 %        |
| DPR1     | 0.35        | 2.49 %        |
| HSR2     | 0.35        | 1.00 %        |
| KAM1     | 0.34        | 2.49 %        |
| WZWH     | 0.32        | 5.43 %        |
| KRI1     | 0.28        | 0.99 %        |
| EDP1     | 0.27        | 2.57 %        |
| KVP1     | 0.27        | 1.78 %        |
| MCR1     | 0.17        | 0.65 %        |
| HRR1     | 0.17        | 1.59 %        |
| PMP1     | 0.13        | 1.63 %        |
| PNG1     |             | 0.00 %        |
| WHKP     |             | 0.00 %        |
| Total    | 31.34       | 6.13 %        |

## WEST-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 10.89       | 6.72 %        |
| Fridge   | 8.39        | 7.79 %        |
| Wash-Mac | 8.00        | 6.16 %        |
| D-Freez  | 0.70        | 21.29 %       |
| Total    | 27.98       | 6.95 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| ERD2     | 3.64        | 5.42 %        |
| ERD1     | 3.02        | 4.79 %        |
| TCG1     | 0.60        | 3.08 %        |
| TPR4     | 0.24        | 4.24 %        |
| GBM1     | 0.23        | 1.62 %        |
| CMI1     | 0.22        | 2.04 %        |
| KMM1     | 0.16        | 1.30 %        |
| SYM2     | 0.13        | 0.93 %        |
| KGM1     |             | 0.00 %        |
| PDR1     |             | 0.00 %        |
| W3SD     |             | 0.00 %        |
| Total    | 27.98       | 6.95 %        |

# TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 16.61       | 2.40 %        |
| Fridge   | 5.54        | 1.76 %        |
| Wash-Mac | 2.60        | 1.11 %        |
| D-Freez  | 1.33        | 14.03 %       |
| Total    | 26.08       | 2.08 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KUM1     | 3.66        | 5.13 %        |
| KIK1     | 2.19        | 3.87 %        |
| TVR2     | 2.01        | 3.35 %        |
| TRY1     | 1.80        | 0.83 %        |
| MVM1     | 1.44        | 1.74 %        |
| TNJ1     | 1.39        | 2.10 %        |
| AYR1     | 0.80        | 3.14 %        |
| MDI1     | 0.72        | 1.72 %        |
| PDK2     | 0.71        | 1.69 %        |
| KUM2     | 0.59        | 1.93 %        |
| NGT1     | 0.57        | 1.16 %        |
| TNJ2     | 0.43        | 0.74 %        |
| PTK1     | 0.34        | 0.59 %        |
| KRN1     | 0.23        | 1.82 %        |
| TRY4     | 0.18        | 0.34 %        |
| NCK1     | 0.14        | 1.18 %        |
| 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       | 2.98 %        |
| Total    | 26.08       | 2.08 %        |