

MTD Sales
931.37 L

Brand Share %
4.88 %

Information:

MTD : 01-05-2026 To 24-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **4.88 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	498.75	3.55 %
Fridge	295.34	10.89 %
Wash-Mac	134.71	5.91 %
D-Freez	2.56	3.96 %
Total	931.37	4.88 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	177.61	5.26 %
SOUTH-01	140.59	5.19 %
CHENNAI-02	140.26	4.81 %
TRICHY-01	87.56	3.39 %
WEST-01	80.68	8.17 %
SOUTH ARCOT	79.63	5.42 %
SOUTH-03	78.78	3.52 %
WEST-02	75.96	5.30 %
NORTH ARCOT	70.30	5.09 %
Total	931.37	4.88 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	98.80	3.71 %
Fridge	55.10	13.82 %
Wash-Mac	22.69	7.49 %
D-Freez	1.02	10.59 %
Total	177.61	5.26 %

Branch *	MTD Sales L	Brand Share %
CH05	8.05	3.18 %
CH07	6.92	4.54 %
CH30	4.24	3.68 %
CH49	3.54	2.52 %
CGL1	2.56	3.50 %
CH19	2.29	1.39 %
CH42	2.09	1.44 %
CH35	1.47	1.72 %
GUD2	1.12	2.06 %
KNR1	0.86	1.26 %
MRM1	0.83	0.92 %
CH40	0.27	2.57 %
AVD1	0.27	0.31 %
CH26	0.25	1.00 %
CH29		0.00 %
CH37		0.00 %
CZWH		0.00 %
MC09		0.00 %
WHC3		0.00 %
WCHN	-3.99	4.30 %
Total	177.61	5.26 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	68.39	3.71 %
Fridge	49.73	11.09 %
Wash-Mac	22.26	5.42 %
D-Freez	0.22	2.45 %
Total	140.59	5.19 %

Branch *	MTD Sales L	Brand Share %
KVT1	7.27	4.38 %
TVL1	5.63	1.89 %
NGR1	5.36	3.45 %
VNR2	3.04	3.22 %
MAR1	2.54	3.65 %
APK1	2.39	4.82 %
ERL2	2.14	4.21 %
VKM1	1.33	3.66 %
TKY1	1.13	4.05 %
STU2	1.11	2.89 %
TY11	0.96	1.96 %
APK2	0.89	2.12 %
KGL1	0.86	2.82 %
VLY1	0.73	0.59 %
KSM1	0.40	3.58 %
ASM1	0.37	0.93 %
ARM1	0.13	0.38 %
MMT1		0.00 %
Total	140.59	5.19 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	89.48	3.82 %
Fridge	35.57	11.14 %
Wash-Mac	15.04	6.03 %
D-Freez	0.17	3.53 %
Total	140.26	4.81 %

Branch *	MTD Sales L	Brand Share %
CH21	8.21	4.08 %
CH12	6.24	2.84 %
CH50	5.57	4.77 %
CH15	4.68	1.80 %
CH34	4.30	4.72 %
CH33	3.31	3.66 %
CH41	2.03	1.85 %
CH23	1.78	2.48 %
CH46	1.63	3.01 %
UKI1	1.21	2.50 %
CH36	0.79	1.55 %
CH27	0.69	1.62 %
PON1	0.55	0.98 %
MC06	0.51	3.58 %
GPD1	0.41	0.75 %
CH20	0.38	0.34 %
CH32	0.28	1.57 %
CH01	0.14	2.40 %
CH31	-0.26	-0.44 %
Total	140.26	4.81 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	49.77	2.48 %
Fridge	26.94	8.41 %
Wash-Mac	10.86	4.33 %
Total	87.56	3.39 %

Branch *	MTD Sales L	Brand Share %
TRY1	8.50	1.98 %
TNJ1	6.13	4.22 %
TVR2	5.03	3.64 %
MVM1	4.71	2.83 %
PBR2	4.24	2.52 %
MDI1	3.71	3.86 %
TNJ2	2.97	2.32 %
AYR1	2.76	4.00 %
PTK1	1.37	1.12 %
NCK1	1.15	3.32 %
NGT1	0.95	1.27 %
TTP1	0.83	1.60 %
ORU1	0.81	2.15 %
TRY2	0.47	0.95 %
TRY3	0.35	0.46 %
JKM1	0.28	0.37 %
PDK1	0.23	0.34 %
KRN1	0.14	0.40 %
TVR1	0.14	0.26 %
MSI1		0.00 %
TZSD		0.00 %
Total	87.56	3.39 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	41.54	7.33 %
Fridge	24.50	11.71 %
Wash-Mac	14.26	6.88 %
D-Freez	0.39	9.66 %
Total	80.68	8.17 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.92	4.02 %
CBE1	1.35	2.78 %
TPR2	1.26	2.39 %
TPR3	0.94	4.33 %
TPR4	0.80	3.83 %
SYM2	0.53	2.49 %
CBE3	0.41	2.05 %
PDM1	0.40	2.13 %
GDR1	0.40	3.39 %
GBM1	0.37	1.28 %
DPM2	0.32	1.34 %
PPI1	0.28	1.91 %
CNR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
UAM1		0.00 %
WZSD		0.00 %
Total	80.68	8.17 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	44.19	4.04 %
Fridge	25.60	13.25 %
Wash-Mac	9.61	5.51 %
D-Freez	0.23	3.52 %
Total	79.63	5.42 %

Branch *	MTD Sales L	Brand Share %
POY1	6.87	3.65 %
CUD1	4.66	3.32 %
PRT1	1.05	1.72 %
TVM2	0.90	2.04 %
POY2	0.70	0.61 %
NVL2	0.53	0.69 %
TVM1	0.52	1.29 %
MKM1	0.31	0.84 %
KLM1	0.27	0.32 %
VPM1	0.14	0.67 %
Total	79.63	5.42 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	38.31	2.41 %
Fridge	25.79	7.28 %
Wash-Mac	14.52	5.01 %
D-Freez	0.17	1.94 %
Total	78.78	3.52 %

Branch *	MTD Sales L	Brand Share %
MDU1	9.50	4.00 %
DGL1	3.87	1.55 %
MDU6	3.62	3.55 %
MPA1	2.29	3.93 %
KRR1	1.78	2.28 %
USL1	1.29	4.16 %
MDU5	1.22	4.07 %
MDU4	0.85	1.96 %
PNI1	0.27	0.77 %
TDI1	0.26	0.56 %
KKD3	0.23	0.17 %
KYK1	0.18	0.56 %
NKI1	0.15	0.60 %
PKM1	0.15	0.73 %
CMR1	0.12	0.29 %
BTU1		0.00 %
DGL2		0.00 %
DKI1		0.00 %
MDU7		0.00 %
ODM1		0.00 %
PNV2		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
TEN2	-0.28	-0.77 %
Total	78.78	3.52 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	35.09	3.84 %
Fridge	26.04	9.62 %
Wash-Mac	14.83	6.07 %
Total	75.96	5.30 %

Branch *	MTD Sales L	Brand Share %
ERD2	3.92	2.76 %
SLM2	3.52	4.50 %
ERD1	2.92	2.25 %
MTR1	2.00	4.33 %
KRI1	1.20	2.41 %
BMD1	0.98	4.29 %
DPR1	0.89	3.79 %
SLM3	0.89	1.18 %
TRM1	0.63	2.19 %
KMM1	0.59	2.57 %
TCG1	0.47	1.16 %
MCR1	0.38	1.18 %
PDR1	0.38	1.85 %
DPR2	0.29	1.19 %
EDP1	0.28	1.35 %
CMI1	0.23	1.07 %
HRR1	0.02	0.07 %
KVP1		0.00 %
PMP1		0.00 %
WZWH		0.00 %
SGG1	-0.26	-1.92 %
WHKP	-0.26	1.88 %
Total	75.96	5.30 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	33.19	3.24 %
Fridge	26.08	13.21 %
Wash-Mac	10.65	7.07 %
D-Freez	0.37	4.29 %
Total	70.30	5.09 %

Branch *	MTD Sales L	Brand Share %
TRL1	3.62	2.93 %
TRT1	2.56	4.05 %
TRR1	2.03	2.78 %
AKM1	1.56	2.10 %
UGI1	0.76	4.68 %
VSI1	0.72	1.26 %
PLR1	0.63	2.25 %
SLG1	0.55	1.52 %
WJD1	0.34	0.73 %
ABR1	0.28	0.47 %
SBR1	0.13	0.11 %
CPT1	0.13	0.38 %
BGR1	0.13	0.70 %
Total	70.30	5.09 %