

MTD Sales
598.23 L

Brand Share %
6.15 %

Information:

MTD : 01-09-2026 To 24-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **6.15 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	221.04	4.60 %
Fridge	210.01	8.31 %
Wash-Mac	154.15	6.61 %
D-Freez	13.02	17.88 %
Total	598.23	6.15 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	117.59	6.95 %
CHENNAI-01	115.85	7.19 %
SOUTH-03	78.77	7.10 %
CHENNAI-02	73.68	5.74 %
NORTH ARCOT	49.88	6.78 %
WEST-01	38.96	9.45 %
SOUTH ARCOT	36.47	5.30 %
WEST-02	31.81	6.16 %
WEST-03	28.87	7.03 %
TRICHY-01	26.35	2.07 %
Total	598.23	6.15 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	47.18	5.29 %
Fridge	43.31	10.53 %
Wash-Mac	25.94	6.87 %
D-Freez	1.16	11.13 %
Total	117.59	6.95 %

Branch *	MTD Sales L	Brand Share %
TUT1	6.51	3.34 %
NGR1	4.57	5.36 %
TVL1	2.05	1.10 %
ERL2	1.76	4.04 %
KSM1	1.25	4.70 %
VLY1	1.22	2.27 %
MAR1	1.18	2.77 %
TKY1	0.82	4.45 %
VKM1	0.73	4.10 %
APK1	0.72	3.60 %
ARM1	0.60	4.51 %
KGL1	0.41	2.25 %
ASM1	0.41	1.46 %
COL1	0.14	1.07 %
MMT1	0.13	0.48 %
S2SD	0.12	1.01 %
Total	117.59	6.95 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	54.21	6.20 %
Fridge	32.49	8.52 %
Wash-Mac	27.53	7.97 %
D-Freez	1.62	17.98 %
Total	115.85	7.19 %

Branch *	MTD Sales L	Brand Share %
CH47	6.64	6.07 %
CH05	4.26	3.96 %
CH42	3.89	4.97 %
CH30	3.09	4.56 %
CZWH	1.96	4.02 %
CH49	1.78	2.03 %
MRM1	1.29	3.20 %
MC09	0.46	4.71 %
SKL1	0.32	0.92 %
CGL1	0.30	1.05 %
AVD1	0.27	0.45 %
CH26	0.04	0.26 %
CH29		0.00 %
CH39		0.00 %
Total	115.85	7.19 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	36.94	12.21 %
Air-Cond	21.61	4.11 %
Wash-Mac	19.66	7.21 %
D-Freez	0.56	7.45 %
Total	78.77	7.10 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.53	3.80 %
DKI1	2.90	5.57 %
KKD3	2.75	5.92 %
DGL1	2.47	3.38 %
MPA1	1.78	5.32 %
MDU4	1.70	5.87 %
MDU7	1.68	4.93 %
TDI1	0.84	4.31 %
MDU6	0.78	1.48 %
KYK1	0.36	3.44 %
SGP1	0.33	2.70 %
BTU1	0.24	1.69 %
CBM1		0.00 %
CMR1		0.00 %
DGL2		0.00 %
MNM1		0.00 %
ODM1		0.00 %
SVG1		0.00 %
WHMD	-0.21	2.77 %
Total	78.77	7.10 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	25.91	3.71 %
Wash-Mac	23.61	8.29 %
Fridge	21.86	7.41 %
D-Freez	2.31	37.00 %
Total	73.68	5.74 %

Branch *	MTD Sales L	Brand Share %
CH21	4.98	6.06 %
CH03	4.81	3.37 %
CH15	4.06	2.88 %
CH12	1.13	1.80 %
CH41	1.07	2.61 %
CH20	0.63	1.21 %
GPD1	0.59	2.95 %
CH27	0.59	2.71 %
PON1	0.51	1.18 %
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	2.80 %
WHC3	-4.36	-366.85 %
Total	73.68	5.74 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	17.06	4.84 %
Fridge	16.26	8.58 %
Wash-Mac	14.24	7.76 %
D-Freez	2.32	23.90 %
Total	49.88	6.78 %

Branch *	MTD Sales L	Brand Share %
VSI1	1.24	5.52 %
KPM1	1.03	4.81 %
SBR1	0.87	1.46 %
PLR1	0.81	6.06 %
AKM1	0.55	1.72 %
SLG1	0.48	5.23 %
BGR1	0.34	2.52 %
VEL1	0.31	1.58 %
CYR1	0.29	1.73 %
CGM1	0.28	2.36 %
PTU1	0.25	5.25 %
CPT1	0.19	1.60 %
TRL1	0.16	0.30 %
UGI1	0.14	2.06 %
GDM1	0.12	0.51 %
WJD1	0.12	0.59 %
ABR1		0.00 %
Total	49.88	6.78 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	15.17	10.37 %
Wash-Mac	12.95	8.48 %
Air-Cond	10.63	9.54 %
D-Freez	0.21	10.73 %
Total	38.96	9.45 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.70	6.07 %
UMP1	0.95	4.63 %
CBE1	0.40	1.40 %
CNR1	0.13	1.94 %
ANR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
UAM1		0.00 %
WZSD		0.00 %
Total	38.96	9.45 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	14.38	7.75 %
Air-Cond	10.69	3.31 %
Wash-Mac	9.54	5.67 %
D-Freez	1.85	17.75 %
Total	36.47	5.30 %

Branch *	MTD Sales L	Brand Share %
SJI2	2.46	6.12 %
CUD1	2.09	3.07 %
CDM1	2.09	4.36 %
KLM1	1.95	4.27 %
POY1	1.51	2.10 %
ULP1	1.22	4.01 %
MKM1	1.01	5.72 %
NVL2	0.76	2.09 %
POY2	0.68	1.54 %
TDM1	0.49	1.38 %
STP1	0.36	3.62 %
VPM1	0.16	1.58 %
VCM1	0.16	1.77 %
TVM1		0.00 %
WHNV	-0.14	3.22 %
Total	36.47	5.30 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	15.46	8.46 %
Wash-Mac	9.67	5.52 %
Air-Cond	5.71	3.70 %
D-Freez	0.97	21.78 %
Total	31.81	6.16 %

Branch *	MTD Sales L	Brand Share %
SLM3	1.77	5.46 %
TRM1	1.68	5.54 %
SLM2	0.83	2.89 %
SGI1	0.54	5.36 %
DPR1	0.35	2.44 %
HSR2	0.35	0.99 %
KAM1	0.34	2.46 %
HRR1	0.30	2.74 %
KRI1	0.28	0.97 %
EDP1	0.27	2.57 %
KVP1	0.27	1.74 %
MCR1	0.17	0.64 %
PMP1	0.13	1.63 %
PNG1		0.00 %
WHKP		0.00 %
Total	31.81	6.16 %

WEST-03

Property	MTD Sales L	Brand Share %
Air-Cond	11.15	6.79 %
Fridge	8.61	7.79 %
Wash-Mac	8.42	6.35 %
D-Freez	0.70	21.29 %
Total	28.87	7.03 %

Branch *	MTD Sales L	Brand Share %
ERD2	3.64	5.34 %
ERD1	3.32	5.22 %
TCG1	0.60	3.06 %
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	28.87	7.03 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	16.88	2.40 %
Fridge	5.54	1.72 %
Wash-Mac	2.60	1.08 %
D-Freez	1.33	13.45 %
Total	26.35	2.07 %

Branch *	MTD Sales L	Brand Share %
KUM1	3.66	5.08 %
KIK1	2.19	3.78 %
TVR2	2.01	3.33 %
TRY1	1.80	0.82 %
MVM1	1.44	1.70 %
TNJ1	1.39	2.07 %
AYR1	0.80	3.01 %
MDI1	0.72	1.72 %
PDK2	0.71	1.67 %
KUM2	0.59	1.90 %
NGT1	0.57	1.16 %
TNJ2	0.43	0.73 %
PTK1	0.34	0.58 %
TRY3	0.27	0.66 %
KRN1	0.23	1.78 %
TRY4	0.18	0.33 %
NCK1	0.14	1.15 %
APM1		0.00 %
JKM1		0.00 %
MSI1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TZSD	-0.30	3.63 %
Total	26.35	2.07 %