

MTD Sales
969.23 L

Brand Share %
4.90 %

Information:

MTD : 01-05-2026 To 25-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **4.90 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	518.18	3.57 %
Fridge	306.73	10.79 %
Wash-Mac	141.55	5.96 %
D-Freez	2.77	4.12 %
Total	969.23	4.90 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	185.75	5.25 %
CHENNAI-02	147.12	4.83 %
SOUTH-01	144.59	5.17 %
TRICHY-01	91.40	3.43 %
SOUTH ARCOT	84.65	5.56 %
WEST-01	83.51	8.25 %
SOUTH-03	81.00	3.51 %
WEST-02	78.78	5.39 %
NORTH ARCOT	72.44	5.06 %
Total	969.23	4.90 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	105.13	3.76 %
Fridge	56.21	13.48 %
Wash-Mac	23.38	7.32 %
D-Freez	1.02	10.11 %
Total	185.75	5.25 %

Branch *	MTD Sales L	Brand Share %
CH05	8.61	3.30 %
CH07	7.18	4.55 %
CH30	4.69	3.93 %
CH49	3.80	2.56 %
CGL1	2.69	3.51 %
CH19	2.63	1.52 %
CH42	2.09	1.38 %
CH35	1.47	1.65 %
GUD2	1.12	2.01 %
KNR1	0.86	1.19 %
MRM1	0.83	0.86 %
CH40	0.27	2.35 %
AVD1	0.27	0.29 %
CH26	0.25	0.99 %
CH29		0.00 %
CH37		0.00 %
CZWH		0.00 %
MC09		0.00 %
WHC3		0.00 %
WCHN	-3.99	4.29 %
Total	185.75	5.25 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	93.25	3.81 %
Fridge	37.69	11.36 %
Wash-Mac	16.01	6.18 %
D-Freez	0.17	3.53 %
Total	147.12	4.83 %

Branch *	MTD Sales L	Brand Share %
CH21	8.55	4.04 %
CH12	6.52	2.86 %
CH50	5.85	4.80 %
CH15	5.30	1.96 %
CH34	4.45	4.66 %
CH33	3.31	3.51 %
CH41	2.48	2.15 %
CH23	1.78	2.42 %
CH46	1.63	2.89 %
UKI1	1.21	2.40 %
CH36	0.79	1.38 %
CH27	0.69	1.55 %
PON1	0.55	0.95 %
MC06	0.51	3.58 %
GPD1	0.41	0.73 %
CH20	0.38	0.33 %
CH32	0.28	1.57 %
CH01	0.14	2.07 %
CH31	-0.26	-0.42 %
Total	147.12	4.83 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	69.93	3.70 %
Fridge	51.02	10.84 %
Wash-Mac	23.43	5.48 %
D-Freez	0.22	2.40 %
Total	144.59	5.17 %

Branch *	MTD Sales L	Brand Share %
KVT1	7.43	4.33 %
TVL1	5.63	1.85 %
NGR1	5.36	3.39 %
VNR2	3.04	3.11 %
MAR1	2.54	3.53 %
ERL2	2.14	4.03 %
VKM1	1.48	3.95 %
TKY1	1.13	3.90 %
STU2	1.11	2.84 %
KGL1	1.00	3.21 %
TYI1	0.96	1.87 %
APK2	0.89	2.00 %
VLY1	0.73	0.57 %
ASM1	0.56	1.33 %
KSM1	0.40	3.58 %
ARM1	0.13	0.37 %
MMT1		0.00 %
Total	144.59	5.17 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	51.38	2.50 %
Fridge	28.48	8.35 %
Wash-Mac	11.54	4.38 %
Total	91.40	3.43 %

Branch *	MTD Sales L	Brand Share %
TRY1	9.18	2.10 %
TNJ1	6.39	4.26 %
TVR2	6.04	4.13 %
MVM1	5.02	2.91 %
PBR2	4.69	2.66 %
MDI1	4.04	4.04 %
TNJ2	3.11	2.28 %
AYR1	2.76	3.78 %
PTK1	1.37	1.07 %
NCK1	1.15	3.30 %
NGT1	0.95	1.23 %
ORU1	0.93	2.43 %
TTP1	0.83	1.56 %
TRY2	0.47	0.95 %
TRY3	0.35	0.45 %
JKM1	0.28	0.36 %
PDK1	0.23	0.33 %
KRN1	0.14	0.39 %
TVR1	0.14	0.26 %
MSI1		0.00 %
TZSD		0.00 %
Total	91.40	3.43 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	47.33	4.19 %
Fridge	26.91	13.05 %
Wash-Mac	10.18	5.60 %
D-Freez	0.23	3.45 %
Total	84.65	5.56 %

Branch *	MTD Sales L	Brand Share %
POY1	6.87	3.57 %
CUD1	5.02	3.44 %
PRT1	2.33	3.49 %
TVM2	0.90	2.02 %
TVM1	0.83	2.05 %
POY2	0.70	0.59 %
NVL2	0.53	0.69 %
MKM1	0.31	0.82 %
KLM1	0.27	0.31 %
VPM1	0.14	0.64 %
Total	84.65	5.56 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	41.82	7.25 %
Fridge	26.15	12.06 %
Wash-Mac	15.14	7.06 %
D-Freez	0.39	9.66 %
Total	83.51	8.25 %

Branch *	MTD Sales L	Brand Share %
PLI1	2.22	4.47 %
CBE1	1.35	2.76 %
TPR2	1.26	2.33 %
TPR3	0.94	4.05 %
TPR4	0.80	3.69 %
ANR1	0.64	4.88 %
SYM2	0.53	2.44 %
CBE3	0.41	1.97 %
PDM1	0.40	2.13 %
GDR1	0.40	3.35 %
GBM1	0.37	1.26 %
DPM2	0.32	1.30 %
PPI1	0.28	1.82 %
CNR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
UAM1		0.00 %
WZSD		0.00 %
Total	83.51	8.25 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	39.35	2.42 %
Fridge	26.35	7.07 %
Wash-Mac	15.13	5.02 %
D-Freez	0.17	1.88 %
Total	81.00	3.51 %

Branch *	MTD Sales L	Brand Share %
MDU1	9.79	3.99 %
DGL1	4.20	1.65 %
MDU6	3.62	3.48 %
MDU3	3.43	4.70 %
MPA1	2.29	3.86 %
KRR1	1.78	2.26 %
MDU5	1.50	4.67 %
USL1	1.29	4.10 %
MDU4	0.85	1.81 %
PNI1	0.27	0.77 %
TDI1	0.26	0.55 %
KKD3	0.23	0.17 %
KYK1	0.18	0.56 %
NKI1	0.15	0.59 %
PKM1	0.15	0.72 %
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	-0.73 %
Total	81.00	3.51 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	35.74	3.88 %
Fridge	27.09	9.69 %
Wash-Mac	15.95	6.28 %
Total	78.78	5.39 %

Branch *	MTD Sales L	Brand Share %
ERD2	4.22	2.90 %
SLM2	3.66	4.62 %
ERD1	2.92	2.21 %
MTR1	2.00	4.29 %
KRI1	1.38	2.75 %
BMD1	0.98	4.21 %
DPR1	0.89	3.60 %
SLM3	0.89	1.17 %
TRM1	0.63	2.14 %
KMM1	0.59	2.57 %
TCG1	0.47	1.14 %
MCR1	0.38	1.15 %
PDR1	0.38	1.75 %
DPR2	0.29	1.17 %
EDP1	0.28	1.34 %
CMI1	0.23	1.04 %
HRR1	0.02	0.07 %
KVP1		0.00 %
PMP1		0.00 %
WZWH		0.00 %
SGG1	-0.26	-1.89 %
WHKP	-0.26	1.73 %
Total	78.78	5.39 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	34.24	3.23 %
Fridge	26.83	12.94 %
Wash-Mac	10.79	6.92 %
D-Freez	0.58	6.39 %
Total	72.44	5.06 %

Branch *	MTD Sales L	Brand Share %
TRL1	3.85	2.97 %
KPM1	2.72	4.78 %
TRT1	2.56	3.87 %
TRR1	2.03	2.72 %
AKM1	1.56	2.01 %
UGI1	0.76	4.62 %
VSI1	0.72	1.16 %
PLR1	0.63	2.21 %
WJD1	0.62	1.29 %
SLG1	0.55	1.49 %
ABR1	0.28	0.46 %
SBR1	0.13	0.11 %
CPT1	0.13	0.36 %
BGR1	0.13	0.67 %
Total	72.44	5.06 %