

MTD Sales
618.65 L

Brand Share %
6.24 %

Information:

MTD : 01-09-2026 To 25-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **6.24 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	225.74	4.64 %
Fridge	224.06	8.67 %
Wash-Mac	155.75	6.54 %
D-Freez	13.10	17.59 %
Total	618.65	6.24 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	117.48	6.86 %
CHENNAI-01	117.20	7.16 %
CHENNAI-02	87.36	6.63 %
SOUTH-03	79.65	7.05 %
NORTH ARCOT	51.13	6.68 %
WEST-01	40.28	9.59 %
SOUTH ARCOT	36.42	5.26 %
WEST-02	32.16	6.15 %
WEST-03	28.74	6.89 %
TRICHY-01	28.24	2.18 %
Total	618.65	6.24 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	47.18	5.23 %
Fridge	42.93	10.29 %
Wash-Mac	26.21	6.85 %
D-Freez	1.16	10.81 %
Total	117.48	6.86 %

Branch *	MTD Sales L	Brand Share %
TUT1	6.51	3.27 %
NGR1	4.69	5.41 %
TVL1	2.05	1.09 %
ERL2	1.76	4.02 %
KSM1	1.25	4.51 %
VLY1	1.22	2.23 %
MAR1	1.18	2.72 %
TKY1	0.82	4.40 %
VKM1	0.73	4.10 %
APK1	0.72	3.58 %
ARM1	0.60	4.51 %
KGL1	0.41	2.20 %
ASM1	0.41	1.45 %
COL1	0.14	1.07 %
MMT1	0.13	0.47 %
S2SD	-0.54	-6.19 %
Total	117.48	6.86 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	54.45	6.13 %
Fridge	33.62	8.65 %
Wash-Mac	27.51	7.86 %
D-Freez	1.62	17.98 %
Total	117.20	7.16 %

Branch *	MTD Sales L	Brand Share %
CH47	6.88	6.19 %
CH05	4.26	3.90 %
CH42	4.18	5.23 %
CH30	3.26	4.72 %
CZWH	1.96	4.02 %
CH49	1.93	2.15 %
MRM1	1.29	3.18 %
MC09	0.46	4.71 %
SKL1	0.32	0.92 %
CGL1	0.30	1.05 %
AVD1	0.27	0.44 %
CH26	0.04	0.26 %
CH29		0.00 %
CH39		0.00 %
Total	117.20	7.16 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	34.73	11.16 %
Air-Cond	26.77	3.77 %
Wash-Mac	23.74	8.19 %
D-Freez	2.12	32.13 %
Total	87.36	6.63 %

Branch *	MTD Sales L	Brand Share %
CH21	4.98	5.83 %
CH03	4.81	3.32 %
CH15	4.06	2.82 %
CH12	1.13	1.79 %
CH41	1.07	2.59 %
CH20	0.63	1.19 %
GPD1	0.59	2.90 %
CH27	0.59	2.66 %
PON1	0.51	1.16 %
CH37	0.15	0.80 %
CH31		0.00 %
CH32		0.00 %
CH36		0.00 %
MC05		0.00 %
MC06		0.00 %
MJR1		0.00 %
WCHN	-1.76	3.07 %
Total	87.36	6.63 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	37.35	12.15 %
Air-Cond	21.91	4.10 %
Wash-Mac	19.84	7.07 %
D-Freez	0.56	7.22 %
Total	79.65	7.05 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.65	3.78 %
DKI1	2.90	5.50 %
KKD3	2.75	5.96 %
DGL1	2.65	3.54 %
MPA1	1.78	5.30 %
MDU4	1.70	5.75 %
MDU7	1.68	4.63 %
TDI1	0.84	4.31 %
MDU6	0.78	1.48 %
KYK1	0.36	3.27 %
SGP1	0.33	2.62 %
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	2.72 %
Total	79.65	7.05 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	17.12	4.74 %
Fridge	16.74	8.46 %
Wash-Mac	14.68	7.48 %
D-Freez	2.59	25.90 %
Total	51.13	6.68 %

Branch *	MTD Sales L	Brand Share %
WJP1	1.42	6.10 %
VSI1	1.24	5.52 %
KPM1	1.03	4.77 %
SBR1	0.87	1.43 %
PLR1	0.81	4.04 %
AKM1	0.55	1.68 %
SLG1	0.48	5.23 %
BGR1	0.34	2.52 %
VEL1	0.31	1.57 %
CYR1	0.29	1.73 %
CGM1	0.28	1.20 %
PTU1	0.25	5.25 %
CPT1	0.19	1.57 %
TRL1	0.16	0.30 %
UGI1	0.14	1.99 %
GDM1	0.12	0.51 %
WJD1	0.12	0.59 %
ABR1		0.00 %
Total	51.13	6.68 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	15.48	10.42 %
Wash-Mac	12.95	8.28 %
Air-Cond	11.64	10.32 %
D-Freez	0.21	9.82 %
Total	40.28	9.59 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.70	5.93 %
UMP1	0.95	4.62 %
CBE1	0.40	1.39 %
CNR1	0.13	1.91 %
ANR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
UAM1		0.00 %
WZSD		0.00 %
Total	40.28	9.59 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	14.07	7.53 %
Air-Cond	10.69	3.29 %
Wash-Mac	9.80	5.75 %
D-Freez	1.85	17.75 %
Total	36.42	5.26 %

Branch *	MTD Sales L	Brand Share %
SJI2	2.46	6.12 %
CUD1	2.09	3.03 %
CDM1	2.09	4.27 %
KLM1	1.63	3.50 %
POY1	1.51	2.10 %
ULP1	1.22	3.96 %
MKM1	1.01	5.66 %
NVL2	0.76	2.07 %
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	36.42	5.26 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	15.46	8.34 %
Wash-Mac	9.67	5.44 %
Air-Cond	6.06	3.90 %
D-Freez	0.97	21.78 %
Total	32.16	6.15 %

Branch *	MTD Sales L	Brand Share %
SLM3	1.77	5.37 %
TRM1	1.68	5.46 %
SLM2	0.83	2.83 %
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	0.95 %
EDP1	0.27	2.57 %
KVP1	0.27	1.74 %
MCR1	0.17	0.63 %
PMP1	0.13	1.60 %
PNG1		0.00 %
WHKP		0.00 %
Total	32.16	6.15 %

WEST-03

Property	MTD Sales L	Brand Share %
Air-Cond	11.15	6.70 %
Wash-Mac	8.76	6.52 %
Fridge	8.14	7.25 %
D-Freez	0.70	18.37 %
Total	28.74	6.89 %

Branch *	MTD Sales L	Brand Share %
ERD2	3.98	5.70 %
ERD1	3.32	5.14 %
TCG1	0.60	2.98 %
TPR4	0.24	4.24 %
GBM1	0.23	1.62 %
CMI1	0.22	2.02 %
KMM1	0.16	1.30 %
SYM2	0.13	0.93 %
KGM1		0.00 %
PDR1		0.00 %
W3SD		0.00 %
Total	28.74	6.89 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	18.77	2.64 %
Fridge	5.54	1.68 %
Wash-Mac	2.60	1.06 %
D-Freez	1.33	13.79 %
Total	28.24	2.18 %

Branch *	MTD Sales L	Brand Share %
PBR2	4.47	6.22 %
KUM1	3.93	5.37 %
TRY1	2.88	1.29 %
KIK1	2.45	4.14 %
TVR2	2.01	3.31 %
TYR1	1.90	6.15 %
MVM1	1.44	1.67 %
TNJ1	1.39	2.05 %
AYR1	0.80	2.99 %
MDI1	0.72	1.68 %
PDK2	0.71	1.65 %
TNJ2	0.70	1.17 %
KUM2	0.59	1.90 %
NGT1	0.57	1.16 %
PTK1	0.34	0.58 %
TRY3	0.27	0.64 %
KRN1	0.23	1.74 %
TRY4	0.18	0.33 %
NCK1	0.14	1.09 %
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	3.57 %
Total	28.24	2.18 %