

MTD Sales
700.44 L

Brand Share %
6.17 %

Information:

MTD : 01-09-2026 To 26-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **6.17 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	256.57	4.61 %
Fridge	251.63	8.50 %
Wash-Mac	177.88	6.49 %
D-Freez	14.35	17.67 %
Total	700.44	6.17 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	132.39	6.67 %
CHENNAI-01	128.73	7.03 %
CHENNAI-02	99.88	6.48 %
SOUTH-03	88.53	6.92 %
NORTH ARCOT	56.29	6.56 %
WEST-01	45.39	9.45 %
SOUTH ARCOT	43.99	5.60 %
WEST-02	38.43	6.28 %
TRICHY-01	34.57	2.29 %
WEST-03	32.25	6.82 %
Total	700.44	6.17 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	52.78	5.05 %
Fridge	48.67	10.08 %
Wash-Mac	29.79	6.68 %
D-Freez	1.16	9.38 %
Total	132.39	6.67 %

Branch *	MTD Sales L	Brand Share %
TUT1	8.12	3.64 %
NGR1	4.69	4.69 %
RND2	3.89	6.16 %
TVL1	2.41	1.14 %
MAR1	1.88	3.81 %
ERL2	1.76	3.52 %
KSM1	1.50	5.15 %
VLY1	1.46	2.29 %
TKY1	0.82	3.81 %
VKM1	0.73	3.25 %
APK1	0.72	3.01 %
KGL1	0.66	2.92 %
ARM1	0.60	4.02 %
ASM1	0.41	1.21 %
COL1	0.14	0.92 %
MMT1	0.13	0.42 %
S2SD	-0.54	-6.19 %
Total	132.39	6.67 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	60.28	6.04 %
Fridge	36.76	8.51 %
Wash-Mac	29.68	7.62 %
D-Freez	2.01	19.61 %
Total	128.73	7.03 %

Branch *	MTD Sales L	Brand Share %
CH47	7.05	5.66 %
CH05	4.54	3.64 %
CH42	4.32	4.79 %
CH30	4.20	5.35 %
CH49	2.62	2.72 %
CZWH	1.96	3.68 %
MRM1	1.41	3.14 %
AVD1	0.67	0.92 %
MC09	0.46	4.29 %
SKL1	0.45	1.17 %
CGL1	0.30	1.03 %
CH26	0.04	0.23 %
CH29		0.00 %
CH39		0.00 %
Total	128.73	7.03 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	38.80	10.50 %
Air-Cond	31.80	3.84 %
Wash-Mac	27.15	8.11 %
D-Freez	2.12	29.90 %
Total	99.88	6.48 %

Branch *	MTD Sales L	Brand Share %
CH21	5.80	6.17 %
CH15	5.30	3.18 %
CH03	5.07	3.08 %
CH12	1.81	2.40 %
CH41	1.57	3.39 %
CH20	0.95	1.43 %
GPD1	0.59	2.60 %
CH27	0.59	2.16 %
MJR1	0.55	1.34 %
CH36	0.51	2.19 %
PON1	0.51	1.10 %
CH31	0.31	2.66 %
CH37	0.15	0.67 %
CH32		0.00 %
MC05		0.00 %
MC06		0.00 %
WCHN	-1.93	3.14 %
Total	99.88	6.48 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	41.37	12.16 %
Wash-Mac	23.46	7.48 %
Air-Cond	23.14	3.75 %
D-Freez	0.56	7.44 %
Total	88.53	6.92 %

Branch *	MTD Sales L	Brand Share %
MDU1	6.03	3.75 %
DGL1	3.40	4.02 %
KKD3	3.24	3.57 %
DKI1	2.90	5.15 %
KRR1	2.58	5.67 %
MPA1	1.91	5.20 %
MDU7	1.89	4.67 %
MDU4	1.83	6.05 %
TDI1	0.84	3.63 %
MDU6	0.78	1.39 %
KYK1	0.49	4.15 %
SGP1	0.33	2.30 %
BTU1	0.24	1.56 %
DGL2	0.21	0.78 %
CBM1		0.00 %
CMR1		0.00 %
MNM1		0.00 %
ODM1		0.00 %
SVG1		0.00 %
WHMD	-0.21	2.45 %
Total	88.53	6.92 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	18.48	4.59 %
Fridge	18.15	8.11 %
Wash-Mac	16.40	7.43 %
D-Freez	3.26	29.27 %
Total	56.29	6.56 %

Branch *	MTD Sales L	Brand Share %
WJP1	1.42	5.60 %
VSI1	1.24	5.30 %
KPM1	1.03	4.25 %
SBR1	0.87	1.40 %
PLR1	0.81	3.36 %
AKM1	0.68	1.86 %
VEL1	0.57	2.63 %
SLG1	0.48	4.33 %
BGR1	0.34	2.21 %
WJD1	0.32	1.44 %
CYR1	0.29	1.42 %
CGM1	0.28	0.94 %
CPT1	0.19	1.32 %
TRL1	0.16	0.27 %
UGI1	0.14	1.68 %
GDM1	0.12	0.45 %
ABR1		0.00 %
Total	56.29	6.56 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	17.01	10.11 %
Wash-Mac	14.86	8.24 %
Air-Cond	13.32	10.25 %
D-Freez	0.21	9.23 %
Total	45.39	9.45 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.70	5.20 %
UMP1	0.95	3.79 %
CBE1	0.40	1.31 %
KGI1	0.34	5.62 %
CNR1	0.13	1.56 %
ANR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
UAM1		0.00 %
WZSD		0.00 %
Total	45.39	9.45 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	16.89	7.98 %
Air-Cond	13.63	3.69 %
Wash-Mac	11.43	5.90 %
D-Freez	2.03	18.10 %
Total	43.99	5.60 %

Branch *	MTD Sales L	Brand Share %
CDM1	2.62	4.80 %
CUD1	2.42	3.15 %
POY1	2.36	2.92 %
KLM1	1.63	3.17 %
ULP1	1.46	4.01 %
TDM1	1.01	2.60 %
MKM1	1.01	5.03 %
NVL2	0.76	1.79 %
POY2	0.68	1.39 %
STP1	0.63	5.47 %
VCM1	0.39	4.00 %
VPM1	0.16	1.25 %
TVM1		0.00 %
WHNV	-0.14	3.22 %
Total	43.99	5.60 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	18.15	8.41 %
Wash-Mac	11.95	5.63 %
Air-Cond	7.36	4.13 %
D-Freez	0.97	18.87 %
Total	38.43	6.28 %

Branch *	MTD Sales L	Brand Share %
SLM3	2.16	5.59 %
SLM2	1.99	5.53 %
VPD1	1.15	5.76 %
DPR1	0.66	3.66 %
SGI1	0.54	4.94 %
HRR1	0.44	3.67 %
HSR2	0.35	0.87 %
KAM1	0.34	1.98 %
KRI1	0.28	0.88 %
EDP1	0.27	2.08 %
KVP1	0.27	1.35 %
PMP1	0.25	2.55 %
MCR1	0.17	0.54 %
PNG1		0.00 %
WHKP		0.00 %
Total	38.43	6.28 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	23.64	2.90 %
Fridge	6.48	1.67 %
Wash-Mac	3.11	1.04 %
D-Freez	1.33	12.73 %
Total	34.57	2.29 %

Branch *	MTD Sales L	Brand Share %
PBR2	4.71	5.19 %
KUM1	4.31	5.29 %
TRY1	3.55	1.43 %
KIK1	2.76	4.29 %
TVR2	2.44	3.42 %
TYR1	2.07	5.77 %
MVM1	1.88	1.95 %
TNJ1	1.86	2.30 %
AYR1	1.43	4.11 %
MDI1	1.22	2.50 %
TNJ2	0.97	1.34 %
TRY4	0.72	1.13 %
PDK2	0.71	1.50 %
KUM2	0.59	1.70 %
NGT1	0.57	0.97 %
PTK1	0.34	0.52 %
TRY3	0.27	0.57 %
KRN1	0.23	1.41 %
NCK1	0.14	0.93 %
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	3.05 %
Total	34.57	2.29 %

WEST-03

Property	MTD Sales L	Brand Share %
Air-Cond	12.13	6.48 %
Wash-Mac	10.06	6.58 %
Fridge	9.36	7.27 %
D-Freez	0.70	18.37 %
Total	32.25	6.82 %

Branch *	MTD Sales L	Brand Share %
ERD2	4.92	6.03 %
ERD1	3.86	5.22 %
TCG1	0.85	3.89 %
TPR4	0.37	5.13 %
GBM1	0.23	1.49 %
CMI1	0.22	1.83 %
KMM1	0.16	1.11 %
SYM2	0.13	0.78 %
KGM1		0.00 %
PDR1		0.00 %
W3SD		0.00 %
Total	32.25	6.82 %