

MTD Sales
733.62 L

Brand Share %
6.16 %

Information:

MTD : 01-09-2026 To 27-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **6.16 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	269.18	4.62 %
Fridge	261.54	8.45 %
Wash-Mac	187.58	6.47 %
D-Freez	15.31	18.05 %
Total	733.62	6.16 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	140.52	6.73 %
CHENNAI-01	135.36	6.98 %
CHENNAI-02	104.24	6.46 %
SOUTH-03	92.95	7.06 %
NORTH ARCOT	58.97	6.54 %
WEST-01	47.75	9.33 %
SOUTH ARCOT	45.36	5.52 %
WEST-02	39.63	6.23 %
TRICHY-01	36.28	2.30 %
WEST-03	32.55	6.51 %
Total	733.62	6.16 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	55.45	5.10 %
Fridge	51.60	10.18 %
Wash-Mac	32.05	6.71 %
D-Freez	1.41	10.39 %
Total	140.52	6.73 %

Branch *	MTD Sales L	Brand Share %
TUT1	9.19	3.80 %
NGR1	4.69	4.53 %
TVL1	2.82	1.21 %
ERL2	2.33	4.49 %
MAR1	2.00	3.94 %
KSM1	1.77	5.89 %
VLY1	1.46	2.19 %
VNR1	1.38	5.93 %
TKY1	0.82	3.68 %
VKM1	0.73	3.12 %
APK1	0.72	2.96 %
KGL1	0.66	2.90 %
ARM1	0.60	3.88 %
ASM1	0.41	1.18 %
COL1	0.14	0.91 %
MMT1	0.13	0.41 %
WHTV	-0.54	6.02 %
S2SD	-0.54	-6.19 %
Total	140.52	6.73 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	65.40	6.16 %
Fridge	37.01	8.19 %
Wash-Mac	30.75	7.41 %
D-Freez	2.19	21.01 %
Total	135.36	6.98 %

Branch *	MTD Sales L	Brand Share %
CH47	7.05	5.25 %
CH42	4.71	5.05 %
CH05	4.54	3.44 %
CH30	4.20	5.16 %
CH49	2.62	2.51 %
CZWH	1.96	3.68 %
MRM1	1.41	3.06 %
AVD1	0.98	1.27 %
MC09	0.46	4.02 %
SKL1	0.45	1.10 %
CGL1	0.30	1.03 %
CH26	0.04	0.21 %
CH29		0.00 %
CH39		0.00 %
Total	135.36	6.98 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	39.50	10.23 %
Air-Cond	33.23	3.83 %
Wash-Mac	28.87	8.20 %
D-Freez	2.65	34.73 %
Total	104.24	6.46 %

Branch *	MTD Sales L	Brand Share %
CH21	6.07	6.09 %
CH15	5.80	3.29 %
CH03	5.07	2.94 %
CH12	1.81	2.21 %
CH41	1.57	3.19 %
CH20	0.95	1.37 %
MJR1	0.81	1.87 %
CH36	0.77	3.21 %
GPD1	0.59	2.53 %
CH27	0.59	2.11 %
PON1	0.51	1.08 %
CH31	0.31	2.52 %
CH37	0.15	0.65 %
CH32		0.00 %
MC05		0.00 %
MC06		0.00 %
WCHN	-1.93	2.87 %
Total	104.24	6.46 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	43.44	12.34 %
Wash-Mac	25.31	7.77 %
Air-Cond	23.65	3.74 %
D-Freez	0.56	7.13 %
Total	92.95	7.06 %

Branch *	MTD Sales L	Brand Share %
MDU1	7.28	4.40 %
KKD3	4.69	4.83 %
DGL1	3.40	3.97 %
DKI1	2.90	5.05 %
KRR1	2.58	5.53 %
MDU7	2.13	5.12 %
MPA1	1.91	4.95 %
MDU4	1.83	6.00 %
TDI1	0.84	3.42 %
MDU6	0.78	1.35 %
KYK1	0.49	3.72 %
SGP1	0.33	2.23 %
BTU1	0.24	1.56 %
DGL2	0.21	0.76 %
ODM1	0.15	1.35 %
CBM1		0.00 %
CMR1		0.00 %
MNM1		0.00 %
SVG1		0.00 %
WHMD	-0.21	2.39 %
Total	92.95	7.06 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	19.35	8.22 %
Air-Cond	19.28	4.60 %
Wash-Mac	17.08	7.26 %
D-Freez	3.26	27.30 %
Total	58.97	6.54 %

Branch *	MTD Sales L	Brand Share %
WJP1	1.55	5.95 %
VSI1	1.24	4.82 %
KPM1	1.03	4.03 %
SBR1	0.87	1.32 %
PLR1	0.81	3.23 %
AKM1	0.68	1.80 %
VEL1	0.57	2.57 %
SLG1	0.48	4.27 %
BGR1	0.34	2.20 %
WJD1	0.32	1.36 %
CYR1	0.29	1.28 %
CGM1	0.28	0.87 %
CPT1	0.19	1.27 %
TRL1	0.16	0.26 %
UGI1	0.14	1.62 %
GDM1	0.12	0.44 %
ABR1		0.00 %
Total	58.97	6.54 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	18.19	10.32 %
Wash-Mac	15.78	8.11 %
Air-Cond	13.57	9.78 %
D-Freez	0.21	9.23 %
Total	47.75	9.33 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.70	4.96 %
UMP1	0.95	3.59 %
CBE1	0.54	1.67 %
KGI1	0.34	5.62 %
CNR1	0.13	1.49 %
ANR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
UAM1		0.00 %
WZSD		0.00 %
Total	47.75	9.33 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	17.28	7.83 %
Air-Cond	14.23	3.69 %
Wash-Mac	11.81	5.79 %
D-Freez	2.03	17.52 %
Total	45.36	5.52 %

Branch *	MTD Sales L	Brand Share %
CDM1	2.62	4.68 %
CUD1	2.42	2.90 %
POY1	2.36	2.66 %
KLM1	1.77	3.30 %
ULP1	1.75	4.56 %
TDM1	1.27	3.19 %
MKM1	1.01	4.94 %
POY2	0.99	1.84 %
NVL2	0.76	1.79 %
STP1	0.63	5.39 %
VCM1	0.39	3.88 %
VPM1	0.16	1.23 %
TVM1		0.00 %
WHNV	-0.14	3.22 %
Total	45.36	5.52 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	18.35	8.18 %
Wash-Mac	12.64	5.68 %
Air-Cond	7.68	4.18 %
D-Freez	0.97	18.87 %
Total	39.63	6.23 %

Branch *	MTD Sales L	Brand Share %
SLM2	2.31	6.05 %
SLM3	2.16	5.38 %
VPD1	1.15	5.76 %
DPR1	0.66	3.46 %
SGI1	0.54	4.75 %
HRR1	0.44	3.57 %
HSR2	0.35	0.82 %
KAM1	0.34	1.89 %
KRI1	0.28	0.86 %
EDP1	0.27	1.97 %
KVP1	0.27	1.35 %
PMP1	0.25	2.31 %
MCR1	0.17	0.53 %
PNG1		0.00 %
WHKP		0.00 %
Total	39.63	6.23 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	24.54	2.89 %
Fridge	6.98	1.73 %
Wash-Mac	3.43	1.09 %
D-Freez	1.33	12.56 %
Total	36.28	2.30 %

Branch *	MTD Sales L	Brand Share %
PBR2	4.86	5.05 %
KUM1	4.31	5.17 %
TRY1	3.55	1.34 %
KIK1	3.04	4.40 %
TVR2	2.44	3.29 %
TYR1	2.27	6.14 %
MVM1	2.20	2.14 %
TNJ1	1.86	2.18 %
AYR1	1.56	4.30 %
MDI1	1.22	2.45 %
TRY4	1.07	1.65 %
TNJ2	0.97	1.32 %
PDK2	0.71	1.44 %
KUM2	0.59	1.66 %
TRY3	0.58	1.16 %
NGT1	0.57	0.93 %
PTK1	0.34	0.51 %
KRN1	0.23	1.31 %
NCK1	0.14	0.92 %
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	36.28	2.30 %

WEST-03

Property	MTD Sales L	Brand Share %
Air-Cond	12.13	6.11 %
Wash-Mac	9.88	6.15 %
Fridge	9.84	7.19 %
D-Freez	0.70	18.37 %
Total	32.55	6.51 %

Branch *	MTD Sales L	Brand Share %
ERD2	4.92	5.69 %
ERD1	3.86	5.01 %
TCG1	0.85	3.69 %
TPR3	0.41	5.22 %
TPR4	0.37	4.73 %
GBM1	0.23	1.45 %
CMI1	0.22	1.83 %
KMM1	0.16	1.09 %
SYM2	0.13	0.75 %
KGM1		0.00 %
PDR1		0.00 %
W3SD		0.00 %
Total	32.55	6.51 %