

MTD Sales
1,070.68 L

Brand Share %
4.96 %

Information:

MTD : 01-05-2026 To 28-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **4.96 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	566.57	3.62 %
Fridge	343.49	10.70 %
Wash-Mac	157.68	5.99 %
D-Freez	2.94	3.96 %
Total	1,070.68	4.96 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	202.12	5.23 %
CHENNAI-02	162.68	4.87 %
SOUTH-01	159.30	5.24 %
TRICHY-01	103.53	3.55 %
SOUTH ARCOT	95.17	5.61 %
SOUTH-03	91.97	3.62 %
WEST-01	90.48	8.42 %
WEST-02	85.50	5.52 %
NORTH ARCOT	79.93	5.20 %
Total	1,070.68	4.96 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	115.99	3.80 %
Fridge	60.11	13.15 %
Wash-Mac	25.01	7.22 %
D-Freez	1.02	9.33 %
Total	202.12	5.23 %

Branch *	MTD Sales L	Brand Share %
CH05	9.40	3.25 %
CH07	7.18	4.19 %
CH30	4.98	3.93 %
CH49	3.96	2.39 %
CH42	3.05	1.86 %
CH19	2.89	1.56 %
CGL1	2.69	3.28 %
CH35	1.47	1.46 %
GUD2	1.40	2.33 %
KNR1	0.99	1.27 %
MRM1	0.83	0.76 %
CH40	0.27	2.22 %
AVD1	0.27	0.27 %
CH26	0.25	0.80 %
CH29		0.00 %
CH37		0.00 %
CZWH		0.00 %
MC09		0.00 %
WHC3		0.00 %
WCHN	-4.13	3.92 %
Total	202.12	5.23 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	104.57	3.90 %
Fridge	39.61	10.70 %
Wash-Mac	18.32	6.34 %
D-Freez	0.17	3.37 %
Total	162.68	4.87 %

Branch *	MTD Sales L	Brand Share %
CH21	8.95	3.94 %
CH18	8.62	4.89 %
CH12	6.79	2.76 %
CH15	5.76	1.97 %
CH33	3.67	3.26 %
CH41	2.48	1.94 %
CH23	2.01	2.37 %
CH46	1.63	2.64 %
UKI1	1.41	2.58 %
CH36	1.17	1.95 %
MC06	0.78	4.81 %
CH27	0.69	1.44 %
PON1	0.55	0.88 %
CH32	0.43	1.95 %
GPD1	0.41	0.67 %
CH20	0.38	0.31 %
CH01	0.14	2.02 %
CH31	-0.02	-0.03 %
Total	162.68	4.87 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	74.74	3.72 %
Fridge	58.80	11.02 %
Wash-Mac	25.38	5.26 %
D-Freez	0.39	3.80 %
Total	159.30	5.24 %

Branch *	MTD Sales L	Brand Share %
TUT1	16.24	4.84 %
KVT1	8.79	4.78 %
TVL1	6.18	1.87 %
NGR1	5.36	3.17 %
VNR2	3.04	2.87 %
MAR1	2.83	3.59 %
ERL2	2.26	3.95 %
VNR1	2.13	4.64 %
KGL1	1.51	4.20 %
VKM1	1.48	3.55 %
STU2	1.41	3.36 %
APK2	1.27	2.52 %
TKY1	1.13	3.77 %
ASM1	1.08	2.28 %
TYI1	0.96	1.77 %
VLY1	0.73	0.52 %
KSM1	0.40	3.34 %
ARM1	0.13	0.37 %
MMT1		0.00 %
Total	159.30	5.24 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	57.20	2.58 %
Fridge	32.31	8.24 %
Wash-Mac	14.01	4.75 %
Total	103.53	3.55 %

Branch *	MTD Sales L	Brand Share %
TRY1	10.67	2.31 %
TNJ1	7.20	4.25 %
TVR2	6.88	4.32 %
MVM1	6.80	3.47 %
PBR2	5.28	2.73 %
MDI1	4.49	4.01 %
TNJ2	3.67	2.50 %
AYR1	3.17	4.01 %
KUM2	3.02	4.32 %
PTK1	1.60	1.16 %
NCK1	1.28	3.37 %
ORU1	1.19	2.90 %
NGT1	0.95	1.11 %
TTP1	0.83	1.40 %
TRY3	0.52	0.63 %
PDK1	0.48	0.64 %
TRY2	0.47	0.90 %
JKM1	0.28	0.34 %
KRN1	0.14	0.35 %
TVR1	0.14	0.23 %
MSI1		0.00 %
TZSD		0.00 %
Total	103.53	3.55 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	51.35	4.12 %
Fridge	30.77	12.98 %
Wash-Mac	12.82	6.23 %
D-Freez	0.23	3.02 %
Total	95.17	5.61 %

Branch *	MTD Sales L	Brand Share %
POY1	7.86	3.63 %
CUD1	5.86	3.53 %
PRT1	2.76	3.67 %
TVM2	1.01	2.16 %
POY2	0.98	0.77 %
TVM1	0.83	1.97 %
KLM1	0.83	0.89 %
NVL2	0.53	0.59 %
MKM1	0.31	0.73 %
VPM1	0.14	0.60 %
Total	95.17	5.61 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	45.32	2.56 %
Fridge	29.99	7.00 %
Wash-Mac	16.49	4.94 %
D-Freez	0.17	1.75 %
Total	91.97	3.62 %

Branch *	MTD Sales L	Brand Share %
MDU1	10.66	3.99 %
DGL1	4.37	1.61 %
MDU6	3.99	3.55 %
MDU3	3.71	4.84 %
MPA1	3.24	4.60 %
KRR1	1.94	2.36 %
MDU5	1.50	4.40 %
USL1	1.29	3.79 %
MDU4	0.85	1.47 %
KKD3	0.46	0.30 %
KYK1	0.43	1.20 %
PNI1	0.27	0.69 %
TDI1	0.26	0.49 %
NKI1	0.15	0.55 %
PKM1	0.15	0.68 %
DGL2	0.14	0.24 %
CMR1	0.12	0.28 %
BTU1		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	-0.66 %
Total	91.97	3.62 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	42.49	7.14 %
Fridge	31.26	12.87 %
Wash-Mac	16.34	7.04 %
D-Freez	0.39	9.36 %
Total	90.48	8.42 %

Branch *	MTD Sales L	Brand Share %
TPR2	1.94	3.41 %
CBE1	1.68	3.38 %
TPR3	0.94	3.89 %
SYM2	0.82	3.49 %
TPR4	0.80	3.50 %
ANR1	0.64	4.77 %
GDR1	0.53	3.99 %
CBE3	0.41	1.87 %
PDM1	0.40	2.04 %
GBM1	0.37	1.25 %
DPM2	0.32	1.19 %
PPI1	0.28	1.75 %
CNR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
UAM1		0.00 %
WZSD		0.00 %
Total	90.48	8.42 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	35.97	3.78 %
Fridge	31.44	9.91 %
Wash-Mac	18.08	6.58 %
Total	85.50	5.52 %

Branch *	MTD Sales L	Brand Share %
ERD2	4.22	2.69 %
ERD1	3.27	2.38 %
MTR1	2.33	4.60 %
KRI1	1.66	3.21 %
SLM3	1.18	1.48 %
BMD1	0.98	3.96 %
TRM1	0.96	3.13 %
DPR1	0.89	3.40 %
MCR1	0.81	2.19 %
TCG1	0.74	1.71 %
KMM1	0.59	2.21 %
EDP1	0.48	2.17 %
DPR2	0.45	1.74 %
PDR1	0.38	1.63 %
CMI1	0.23	0.98 %
HRR1	0.02	0.07 %
KVP1		0.00 %
PMP1		0.00 %
WZWH		0.00 %
SGG1	-0.26	-1.85 %
Total	85.50	5.52 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	38.95	3.46 %
Fridge	29.19	12.69 %
Wash-Mac	11.22	6.53 %
D-Freez	0.58	5.54 %
Total	79.93	5.20 %

Branch *	MTD Sales L	Brand Share %
TRL1	4.43	3.11 %
KPM1	2.85	4.51 %
TRT1	2.56	3.57 %
TRR1	2.31	2.92 %
AKM1	1.56	1.89 %
ABR1	0.84	1.25 %
UGI1	0.76	4.38 %
VSI1	0.72	1.08 %
PLR1	0.63	2.11 %
WJD1	0.62	1.25 %
SLG1	0.55	1.45 %
CPT1	0.39	1.00 %
SBR1	0.36	0.28 %
BGR1	0.13	0.65 %
Total	79.93	5.20 %