

MTD Sales
755.99 L

Brand Share %
6.15 %

Information:

MTD : 01-09-2026 To 28-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **6.15 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	279.07	4.63 %
Fridge	268.06	8.42 %
Wash-Mac	193.11	6.47 %
D-Freez	15.76	17.55 %
Total	755.99	6.15 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	144.91	6.70 %
CHENNAI-01	139.87	7.00 %
CHENNAI-02	106.35	6.39 %
SOUTH-03	96.29	7.12 %
NORTH ARCOT	61.28	6.63 %
WEST-01	49.08	9.27 %
SOUTH ARCOT	47.42	5.56 %
WEST-02	40.42	6.14 %
TRICHY-01	37.26	2.29 %
WEST-03	33.11	6.38 %
Total	755.99	6.15 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	56.78	4.99 %
Fridge	53.11	10.21 %
Wash-Mac	33.43	6.80 %
D-Freez	1.59	11.37 %
Total	144.91	6.70 %

Branch *	MTD Sales L	Brand Share %
TUT1	9.45	3.75 %
NGR1	4.95	4.62 %
TVL1	2.82	1.17 %
ERL2	2.33	4.33 %
MAR1	2.00	3.78 %
KSM1	1.77	5.58 %
VLY1	1.61	2.34 %
VNR1	1.38	5.72 %
TKY1	0.82	3.65 %
VKM1	0.73	3.06 %
APK1	0.72	2.88 %
COL1	0.67	4.11 %
KGL1	0.66	2.82 %
ARM1	0.60	3.75 %
ASM1	0.41	1.12 %
MMT1	0.26	0.85 %
WHTV	-0.54	5.62 %
S2SD	-0.54	-4.51 %
Total	144.91	6.70 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	67.70	6.17 %
Fridge	38.51	8.29 %
Wash-Mac	31.48	7.39 %
D-Freez	2.19	19.59 %
Total	139.87	7.00 %

Branch *	MTD Sales L	Brand Share %
CH47	7.77	5.59 %
CH42	5.31	5.53 %
CH05	4.81	3.52 %
CH30	4.20	5.01 %
CH49	2.77	2.57 %
CZWH	1.96	3.36 %
MRM1	1.41	3.00 %
AVD1	1.13	1.41 %
MC09	0.46	3.88 %
SKL1	0.45	1.08 %
CGL1	0.30	1.02 %
CH26	0.04	0.20 %
CH29		0.00 %
CH39		0.00 %
Total	139.87	7.00 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	39.00	9.88 %
Air-Cond	34.14	3.81 %
Wash-Mac	30.56	8.39 %
D-Freez	2.65	33.80 %
Total	106.35	6.39 %

Branch *	MTD Sales L	Brand Share %
CH15	6.29	3.43 %
CH21	6.07	5.89 %
CH03	5.29	2.96 %
CH12	1.81	2.15 %
CH41	1.57	3.11 %
CH36	0.96	3.94 %
CH20	0.95	1.32 %
MJR1	0.81	1.82 %
CH27	0.59	2.11 %
PON1	0.51	1.06 %
GPD1	0.46	1.88 %
CH31	0.31	2.27 %
CH37	0.15	0.62 %
CH32		0.00 %
MC05		0.00 %
MC06		0.00 %
WCHN	-1.93	2.87 %
Total	106.35	6.39 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	44.06	12.19 %
Wash-Mac	25.95	7.78 %
Air-Cond	25.72	3.96 %
D-Freez	0.56	6.85 %
Total	96.29	7.12 %

Branch *	MTD Sales L	Brand Share %
MDU1	7.46	4.44 %
KKD3	4.96	4.91 %
DGL1	3.68	4.11 %
DKI1	2.90	4.97 %
KRR1	2.58	5.41 %
MDU7	2.13	4.89 %
MPA1	1.91	4.90 %
MDU4	1.83	6.00 %
TDI1	0.84	3.27 %
MDU6	0.78	1.30 %
KYK1	0.76	5.65 %
SGP1	0.33	2.13 %
BTU1	0.24	1.55 %
DGL2	0.21	0.76 %
ODM1	0.15	1.33 %
CBM1		0.00 %
CMR1		0.00 %
MNM1		0.00 %
SVG1		0.00 %
WHMD	-0.21	2.39 %
Total	96.29	7.12 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	20.97	4.89 %
Fridge	19.67	8.13 %
Wash-Mac	17.39	7.19 %
D-Freez	3.26	26.26 %
Total	61.28	6.63 %

Branch *	MTD Sales L	Brand Share %
WJP1	1.55	5.82 %
VSI1	1.24	4.73 %
KPM1	1.03	3.94 %
SBR1	0.87	1.30 %
PLR1	0.81	3.20 %
AKM1	0.68	1.77 %
VEL1	0.57	2.43 %
SLG1	0.48	4.16 %
BGR1	0.34	2.16 %
WJD1	0.32	1.31 %
CYR1	0.29	1.25 %
CGM1	0.28	0.85 %
CPT1	0.19	1.23 %
TRL1	0.16	0.25 %
UGI1	0.14	1.57 %
GDM1	0.12	0.43 %
ABR1		0.00 %
Total	61.28	6.63 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	19.08	10.44 %
Wash-Mac	15.98	7.97 %
Air-Cond	13.82	9.63 %
D-Freez	0.21	8.39 %
Total	49.08	9.27 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.70	4.82 %
UMP1	0.95	3.49 %
CBE1	0.54	1.62 %
KGI1	0.34	5.62 %
CNR1	0.13	1.45 %
ANR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
UAM1		0.00 %
WZSD		0.00 %
Total	49.08	9.27 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	18.84	8.19 %
Air-Cond	14.74	3.67 %
Wash-Mac	11.81	5.67 %
D-Freez	2.03	16.08 %
Total	47.42	5.56 %

Branch *	MTD Sales L	Brand Share %
CDM1	2.62	4.45 %
CUD1	2.42	2.79 %
POY1	2.36	2.52 %
KLM1	1.77	3.22 %
ULP1	1.75	4.43 %
MKM1	1.29	5.84 %
TDM1	1.27	3.14 %
POY2	1.23	2.14 %
NVL2	0.76	1.75 %
VCM1	0.39	3.88 %
VPM1	0.16	1.23 %
TVM1		0.00 %
WHNV	-0.14	3.22 %
Total	47.42	5.56 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	18.50	7.95 %
Wash-Mac	12.97	5.60 %
Air-Cond	7.99	4.23 %
D-Freez	0.97	17.78 %
Total	40.42	6.14 %

Branch *	MTD Sales L	Brand Share %
SLM3	2.16	5.29 %
VPD1	1.15	5.52 %
DPR1	0.66	3.46 %
SGI1	0.54	4.52 %
HRR1	0.44	3.14 %
HSR2	0.35	0.81 %
KAM1	0.34	1.79 %
KRI1	0.28	0.84 %
EDP1	0.27	1.83 %
KVP1	0.27	1.25 %
PMP1	0.25	2.28 %
MCR1	0.17	0.52 %
PNG1		0.00 %
WHKP		0.00 %
Total	40.42	6.14 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	25.08	2.86 %
Fridge	7.16	1.72 %
Wash-Mac	3.43	1.07 %
D-Freez	1.60	14.25 %
Total	37.26	2.29 %

Branch *	MTD Sales L	Brand Share %
PBR2	5.04	5.11 %
KUM1	4.59	5.31 %
TRY1	3.55	1.29 %
KIK1	3.29	4.69 %
TVR2	2.44	3.21 %
MVM1	2.20	2.10 %
TNJ1	1.86	2.10 %
AYR1	1.56	4.21 %
MDI1	1.22	2.37 %
TRY4	1.07	1.59 %
TNJ2	0.97	1.29 %
PDK2	0.71	1.35 %
KUM2	0.59	1.65 %
TRY3	0.58	1.13 %
NGT1	0.57	0.92 %
PTK1	0.34	0.50 %
KRN1	0.23	1.29 %
NCK1	0.14	0.90 %
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	37.26	2.29 %

WEST-03

Property	MTD Sales L	Brand Share %
Air-Cond	12.13	5.82 %
Fridge	10.15	7.18 %
Wash-Mac	10.12	6.15 %
D-Freez	0.70	15.81 %
Total	33.11	6.38 %

Branch *	MTD Sales L	Brand Share %
ERD2	4.92	5.54 %
ERD1	4.18	5.09 %
TCG1	1.09	4.31 %
TPR3	0.41	4.87 %
TPR4	0.37	4.51 %
GBM1	0.23	1.30 %
CMI1	0.22	1.78 %
KMM1	0.16	1.04 %
SYM2	0.13	0.72 %
KGM1		0.00 %
PDR1		0.00 %
W3SD		0.00 %
Total	33.11	6.38 %