

MTD Sales
781.30 L

Brand Share %
6.12 %

Information:

MTD : 01-09-2026 To 29-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **6.12 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	291.88	4.62 %
Fridge	275.18	8.38 %
Wash-Mac	198.30	6.45 %
D-Freez	15.94	17.48 %
Total	781.30	6.12 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	149.57	6.69 %
CHENNAI-01	144.81	6.95 %
CHENNAI-02	109.50	6.32 %
SOUTH-03	98.06	7.02 %
NORTH ARCOT	63.47	6.64 %
WEST-01	50.84	9.17 %
SOUTH ARCOT	49.91	5.59 %
WEST-02	42.56	6.28 %
TRICHY-01	38.52	2.28 %
WEST-03	34.06	6.31 %
Total	781.30	6.12 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	60.00	5.08 %
Fridge	53.15	9.93 %
Wash-Mac	34.64	6.83 %
D-Freez	1.78	12.30 %
Total	149.57	6.69 %

Branch *	MTD Sales L	Brand Share %
TUT1	9.98	3.80 %
NGR1	4.95	4.54 %
TVL1	3.52	1.37 %
ERL2	2.33	4.29 %
MAR1	2.00	3.69 %
VLY1	1.61	2.28 %
VNR1	1.38	5.72 %
KGL1	0.86	3.63 %
TKY1	0.82	3.47 %
VKM1	0.73	3.02 %
APK1	0.72	2.62 %
COL1	0.67	3.87 %
ARM1	0.60	3.68 %
ASM1	0.41	1.10 %
MMT1	0.26	0.79 %
WHTV	-0.54	4.44 %
S2SD	-0.54	-4.22 %
Total	149.57	6.69 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	69.86	6.03 %
Fridge	40.72	8.53 %
Wash-Mac	32.04	7.31 %
D-Freez	2.19	19.59 %
Total	144.81	6.95 %

Branch *	MTD Sales L	Brand Share %
CH47	8.36	5.87 %
CH42	5.74	5.77 %
CH05	5.41	3.83 %
CH30	4.20	4.89 %
CH49	2.77	2.45 %
CZWH	1.96	2.65 %
MRM1	1.41	2.94 %
AVD1	1.13	1.36 %
MC09	0.46	3.66 %
SKL1	0.45	1.06 %
CGL1	0.30	0.98 %
CH26	0.16	0.82 %
CH29		0.00 %
CH39		0.00 %
Total	144.81	6.95 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	39.95	9.79 %
Air-Cond	36.07	3.84 %
Wash-Mac	30.83	8.19 %
D-Freez	2.65	33.80 %
Total	109.50	6.32 %

Branch *	MTD Sales L	Brand Share %
CH21	6.35	5.77 %
CH15	6.29	3.33 %
CH03	5.56	3.02 %
CH12	2.13	2.48 %
CH41	1.98	3.67 %
CH36	0.96	3.83 %
CH20	0.95	1.25 %
MJR1	0.81	1.70 %
CH27	0.59	2.04 %
PON1	0.51	1.02 %
GPD1	0.46	1.83 %
CH31	0.31	2.19 %
CH37	0.15	0.59 %
CH32		0.00 %
MC05		0.00 %
MC06		0.00 %
WCHN	-1.93	2.68 %
Total	109.50	6.32 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	45.25	12.13 %
Wash-Mac	26.26	7.62 %
Air-Cond	25.99	3.88 %
D-Freez	0.56	6.65 %
Total	98.06	7.02 %

Branch *	MTD Sales L	Brand Share %
MDU1	7.72	4.47 %
KKD3	5.23	4.94 %
DGL1	3.85	4.14 %
DKI1	2.90	4.91 %
KRR1	2.58	5.24 %
MDU7	2.13	4.63 %
MPA1	1.91	4.83 %
MDU4	1.83	5.79 %
PNI1	0.90	5.93 %
TDI1	0.84	3.18 %
MDU6	0.78	1.28 %
KYK1	0.76	5.52 %
SGP1	0.33	2.03 %
BTU1	0.24	1.55 %
DGL2	0.21	0.72 %
ODM1	0.15	1.27 %
CBM1		0.00 %
CMR1		0.00 %
MNM1		0.00 %
SVG1		0.00 %
WHMD	-0.21	2.26 %
Total	98.06	7.02 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	22.73	5.13 %
Fridge	19.67	7.85 %
Wash-Mac	17.81	7.15 %
D-Freez	3.26	26.26 %
Total	63.47	6.64 %

Branch *	MTD Sales L	Brand Share %
VSI1	1.24	4.63 %
KPM1	1.03	3.94 %
SBR1	0.87	1.26 %
PLR1	0.81	3.00 %
AKM1	0.68	1.74 %
VEL1	0.57	2.39 %
SLG1	0.48	3.86 %
BGR1	0.34	2.11 %
WJD1	0.32	1.28 %
CYR1	0.29	1.23 %
CGM1	0.28	0.83 %
CPT1	0.19	1.20 %
TRL1	0.16	0.24 %
UGI1	0.14	1.47 %
GDM1	0.12	0.41 %
ABR1		0.00 %
Total	63.47	6.64 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	19.28	10.29 %
Wash-Mac	16.68	8.00 %
Air-Cond	14.67	9.42 %
D-Freez	0.21	8.39 %
Total	50.84	9.17 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.91	5.14 %
UMP1	0.95	3.43 %
CBE1	0.54	1.53 %
KGI1	0.34	5.60 %
CNR1	0.13	1.40 %
ANR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
UAM1		0.00 %
WZSD		0.00 %
Total	50.84	9.17 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	19.63	8.24 %
Air-Cond	15.78	3.72 %
Wash-Mac	12.47	5.77 %
D-Freez	2.03	15.37 %
Total	49.91	5.59 %

Branch *	MTD Sales L	Brand Share %
CDM1	2.76	4.55 %
CUD1	2.42	2.66 %
POY1	2.36	2.36 %
KLM1	1.77	3.08 %
ULP1	1.75	4.25 %
MKM1	1.29	5.72 %
TDM1	1.27	3.00 %
POY2	1.23	2.04 %
NVL2	0.76	1.66 %
TVM1	0.68	3.35 %
VCM1	0.39	3.72 %
VPM1	0.16	1.18 %
Total	49.91	5.59 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	19.27	8.10 %
Wash-Mac	13.44	5.72 %
Air-Cond	8.88	4.45 %
D-Freez	0.97	17.78 %
Total	42.56	6.28 %

Branch *	MTD Sales L	Brand Share %
ATU1	2.69	6.08 %
SLM3	2.16	5.05 %
VPD1	1.15	5.24 %
DPR1	0.66	3.46 %
KRI1	0.55	1.63 %
SGI1	0.54	4.52 %
HRR1	0.44	3.11 %
HSR2	0.35	0.80 %
KAM1	0.34	1.74 %
EDP1	0.27	1.77 %
KVP1	0.27	1.21 %
PMP1	0.25	2.28 %
MCR1	0.17	0.51 %
PNG1		0.00 %
WHKP		0.00 %
Total	42.56	6.28 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	25.77	2.80 %
Fridge	7.47	1.74 %
Wash-Mac	3.69	1.11 %
D-Freez	1.60	14.08 %
Total	38.52	2.28 %

Branch *	MTD Sales L	Brand Share %
PBR2	5.04	4.97 %
KUM1	4.59	5.11 %
TRY1	3.89	1.36 %
KIK1	3.87	5.31 %
TVR2	2.44	3.12 %
MVM1	2.20	2.02 %
TNJ1	1.86	2.02 %
AYR1	1.56	3.55 %
MDI1	1.22	2.34 %
TRY4	1.07	1.52 %
TNJ2	0.97	1.25 %
PDK2	0.71	1.29 %
KUM2	0.59	1.60 %
TRY3	0.58	1.08 %
NGT1	0.57	0.88 %
PTK1	0.34	0.48 %
KRN1	0.23	1.22 %
NCK1	0.14	0.89 %
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	2.66 %
Total	38.52	2.28 %

WEST-03

Property	MTD Sales L	Brand Share %
Air-Cond	12.13	5.50 %
Fridge	10.78	7.41 %
Wash-Mac	10.44	6.18 %
D-Freez	0.70	15.81 %
Total	34.06	6.31 %

Branch *	MTD Sales L	Brand Share %
ERD2	4.92	5.30 %
ERD1	4.80	5.58 %
TCG1	1.09	4.16 %
TPR3	0.41	4.65 %
TPR4	0.37	4.51 %
GBM1	0.23	1.25 %
CMI1	0.22	1.70 %
KMM1	0.16	1.00 %
SYM2	0.13	0.70 %
KGM1		0.00 %
PDR1		0.00 %
W3SD		0.00 %
Total	34.06	6.31 %