

MTD Sales
27.03 L

Brand Share %
10.94 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **10.94 %** are only listed below

Property	MTD Sales L	Brand Share %
W-Purifi	24.59	15.08 %
Small-Ap	2.37	5.18 %
Vac-Clea	0.07	0.19 %
Total	27.03	10.94 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	5.94	12.01 %
SOUTH-01	4.80	9.99 %
CHENNAI-02	4.33	16.31 %
SOUTH-03	3.59	12.56 %
SOUTH ARCOT	2.78	19.96 %
NORTH ARCOT	1.59	8.16 %
WEST-02	1.28	9.46 %
WEST-01	1.10	6.74 %
WEST-03	0.84	10.66 %
TRICHY-01	0.78	3.36 %
Total	27.03	10.94 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
W-Purifi	5.40	17.36 %
Small-Ap	0.54	5.70 %
Total	5.94	12.01 %

Branch *	MTD Sales L	Brand Share %
CH49	0.35	10.51 %
CH07	0.20	8.73 %
CH22	0.18	7.08 %
CH48	0.17	3.83 %
CH19	0.16	7.32 %
CH47	0.08	2.69 %
CH45	0.06	3.05 %
AVD1	0.03	1.26 %
CGL1	0.03	7.85 %
CH30	0.03	1.69 %
KNR1	0.03	5.45 %
CH05		0.00 %
CH08		0.00 %
CH14		0.00 %
CH26		0.00 %
CH28		0.00 %
GUD2		0.00 %
MC09		0.00 %
TKM1		0.00 %
Total	5.94	12.01 %

SOUTH-01

Property	MTD Sales L	Brand Share %
W-Purifi	4.33	14.06 %
Small-Ap	0.45	6.59 %
Vac-Clea	0.02	0.17 %
Total	4.80	9.99 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.40	9.06 %
TKS1	0.22	10.17 %
NGR1	0.18	3.42 %
RND2	0.17	7.23 %
VKM1	0.03	2.68 %
KVT1	0.03	0.85 %
PDI1	0.03	6.34 %
TCN1	0.03	3.20 %
APK1		0.00 %
APK2		0.00 %
ARM1		0.00 %
ASM1		0.00 %
ERL2		0.00 %
KGL1		0.00 %
PKD1		0.00 %
RPM1		0.00 %
SKD1		0.00 %
SNL1		0.00 %
TKY1		0.00 %
TUT2		0.00 %
TYI1		0.00 %
UDN1		0.00 %
VLY1		0.00 %
VNR2		0.00 %
WHTV		0.00 %
Total	4.80	9.99 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
W-Purifi	4.01	23.69 %
Small-Ap	0.32	5.16 %
Total	4.33	16.31 %

Branch *	MTD Sales L	Brand Share %
CH18	0.20	8.63 %
CH33	0.16	8.42 %
CH36	0.06	6.93 %
CH43	0.05	2.69 %
CH06		0.00 %
CH20		0.00 %
CH21		0.00 %
CH23		0.00 %
CH24		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH34		0.00 %
CH35		0.00 %
CH37		0.00 %
CH41		0.00 %
CH44		0.00 %
CH46		0.00 %
CH51		0.00 %
MJR1		0.00 %
UKI1		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	4.33	16.31 %

SOUTH-03

Property	MTD Sales L	Brand Share %
W-Purifi	3.25	15.78 %
Small-Ap	0.34	7.61 %
Total	3.59	12.56 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.16	10.12 %
MDU2	0.03	1.19 %
KKD3	0.03	0.73 %
DKI1	0.03	8.47 %
KRR1	0.03	6.12 %
ATG1		0.00 %
BNR1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
KPT1		0.00 %
KYK1		0.00 %
MDU3		0.00 %
MDU5		0.00 %
MDU6		0.00 %
MLR1		0.00 %
MPA1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
PNV2		0.00 %
PVI1		0.00 %
SGP1		0.00 %
TDI1		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	3.59	12.56 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
W-Purifi	2.76	29.96 %
Small-Ap	0.02	0.78 %
Total	2.78	19.96 %

Branch *	MTD Sales L	Brand Share %
SJI2	0.02	3.19 %
KML1		0.00 %
MKM1		0.00 %
POY2		0.00 %
STP1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
VPM1		0.00 %
VPM2		0.00 %
Total	2.78	19.96 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
W-Purifi	1.40	10.81 %
Small-Ap	0.14	3.24 %
Vac-Clea	0.05	2.43 %
Total	1.59	8.16 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.17	9.95 %
CPT1	0.03	6.38 %
ABR1		0.00 %
ANI1		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VEL3		0.00 %
VEL4		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
TRR1	-0.14	-6.03 %
GDM1	-0.16	-24.00 %
Total	1.59	8.16 %

WEST-02

Property	MTD Sales L	Brand Share %
W-Purifi	1.05	10.50 %
Small-Ap	0.23	10.18 %
Total	1.28	9.46 %

Branch *	MTD Sales L	Brand Share %
BMD1	0.02	5.28 %
DPR2		0.00 %
EDP1		0.00 %
EPI1		0.00 %
HRR1		0.00 %
HSR2		0.00 %
KAM1		0.00 %
KRI1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
MTR1		0.00 %
OML1		0.00 %
PMP1		0.00 %
PNG1		0.00 %
SGI1		0.00 %
SLM2		0.00 %
TRM1		0.00 %
VPD1		0.00 %
Total	1.28	9.46 %

WEST-01

Property	MTD Sales L	Brand Share %
W-Purifi	1.01	11.58 %
Small-Ap	0.09	2.39 %
Total	1.10	6.74 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.21	6.13 %
CBE1	0.03	2.02 %
ANR1		0.00 %
CBE4		0.00 %
CBE5		0.00 %
CBE6		0.00 %
CNR1		0.00 %
KGI1		0.00 %
KMD1		0.00 %
KMR1		0.00 %
MPM1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
UAM1		0.00 %
UMP1		0.00 %
Total	1.10	6.74 %

WEST-03

Property	MTD Sales L	Brand Share %
W-Purifi	0.69	12.96 %
Small-Ap	0.15	10.34 %
Total	0.84	10.66 %

Branch *	MTD Sales L	Brand Share %
AVI1	0.03	6.48 %
TPR1	0.03	3.09 %
CM11		0.00 %
ERD2		0.00 %
GBM1		0.00 %
KGM1		0.00 %
KMM1		0.00 %
PDR1		0.00 %
RSP1		0.00 %
SYM2		0.00 %
TPR2		0.00 %
TPR3		0.00 %
Total	0.84	10.66 %

TRICHY-01

Property	MTD Sales L	Brand Share %
W-Purifi	0.70	4.01 %
Small-Ap	0.08	2.13 %
Total	0.78	3.36 %

Branch *	MTD Sales L	Brand Share %
TVR2	0.18	8.40 %
PTK1	0.03	2.05 %
PBR2	0.02	1.49 %
APM1		0.00 %
AYR1		0.00 %
JKM1		0.00 %
KIK1		0.00 %
KRN1		0.00 %
KUM1		0.00 %
KUM2		0.00 %
MDI1		0.00 %
MSI1		0.00 %
MVM1		0.00 %
NCK1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
PDK2		0.00 %
TNJ1		0.00 %
TNJ2		0.00 %
TRY1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TRY4		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TYR1		0.00 %
Total	0.78	3.36 %