

MTD Sales
65.53 L

Brand Share %
12.59 %

Information:

MTD : 01-10-2026 To 01-10-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.59 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	24.65	21.58 %
Wash-Mac	20.81	17.99 %
Air-Cond	20.07	6.96 %
Total	65.53	12.59 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	14.23	14.32 %
SOUTH-01	10.26	13.53 %
SOUTH-03	9.36	16.85 %
WEST-03	6.28	14.36 %
CHENNAI-02	6.18	10.70 %
TRICHY-01	5.13	8.67 %
WEST-01	4.28	14.48 %
SOUTH ARCOT	3.56	9.39 %
WEST-02	3.13	13.97 %
NORTH ARCOT	3.11	7.95 %
Total	65.53	12.59 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	7.29	11.34 %
Fridge	4.16	23.98 %
Wash-Mac	2.78	15.82 %
Total	14.23	14.32 %

Branch *	MTD Sales L	Brand Share %
CH25	1.37	7.51 %
CH14	1.03	11.11 %
CH05	0.47	6.78 %
CH48	0.40	9.50 %
CH16	0.30	6.90 %
CH30	0.17	6.91 %
CH22		0.00 %
CH28		0.00 %
CH39		0.00 %
CH40		0.00 %
GUD1		0.00 %
GUD2		0.00 %
KNR1		0.00 %
TKM1		0.00 %
Total	14.23	14.32 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	4.74	11.19 %
Fridge	3.19	16.73 %
Wash-Mac	2.32	16.31 %
Total	10.26	13.53 %

Branch *	MTD Sales L	Brand Share %
TUT1	0.72	7.58 %
KVT1	0.35	9.75 %
TKS2	0.31	9.29 %
TUT2	0.31	11.66 %
NGR1	0.16	3.91 %
APK1		0.00 %
ARM1		0.00 %
COL1		0.00 %
ERL2		0.00 %
KGL1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
MAR1		0.00 %
MMT1		0.00 %
PDI1		0.00 %
RND1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
SNL1		0.00 %
SVK1		0.00 %
TKY1		0.00 %
UDN1		0.00 %
VKM1		0.00 %
VLY1		0.00 %
VNR2		0.00 %
WHTV		0.00 %
Total	10.26	13.53 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	3.82	24.66 %
Wash-Mac	3.02	23.23 %
Air-Cond	2.53	9.33 %
Total	9.36	16.85 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.18	9.96 %
ADP1		0.00 %
BNR1		0.00 %
CMR1		0.00 %
DKI1		0.00 %
KPT1		0.00 %
KRR1		0.00 %
KYK1		0.00 %
MDU5		0.00 %
MDU7		0.00 %
MDU8		0.00 %
MLR1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PNV2		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
TEN2		0.00 %
TMM1		0.00 %
Total	9.36	16.85 %

WEST-03

Property	MTD Sales L	Brand Share %
Fridge	3.26	32.73 %
Air-Cond	1.57	6.29 %
Wash-Mac	1.45	16.51 %
Total	6.28	14.36 %

Branch *	MTD Sales L	Brand Share %
TPR2	0.99	12.23 %
TPR1	0.35	8.04 %
ERD2	0.17	3.77 %
CMI1		0.00 %
GBM1		0.00 %
KGM1		0.00 %
KMM1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
TCG1		0.00 %
TPR4		0.00 %
VKL1		0.00 %
W3SD		0.00 %
Total	6.28	14.36 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	3.35	40.37 %
Wash-Mac	2.44	19.53 %
Air-Cond	0.39	1.08 %
Total	6.18	10.70 %

Branch *	MTD Sales L	Brand Share %
CH50	0.20	4.49 %
CH06	0.19	9.39 %
CH03	0.16	2.72 %
CH01		0.00 %
CH23		0.00 %
CH24		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH33		0.00 %
CH36		0.00 %
CH37		0.00 %
CH43		0.00 %
CH44		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC06		0.00 %
MJR1		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	6.18	10.70 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	3.56	29.54 %
Air-Cond	1.23	3.44 %
Fridge	0.34	3.04 %
Total	5.13	8.67 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.84	7.45 %
KUM1	0.61	6.61 %
TRY3	0.30	7.90 %
TRY4	0.20	10.61 %
TNJ1	0.18	4.41 %
APM1		0.00 %
AYR1		0.00 %
JKM1		0.00 %
KIK1		0.00 %
KRN1		0.00 %
KUM2		0.00 %
MDI1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
PDK2		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TVR1		0.00 %
TVR2		0.00 %
WTRZ	-0.18	11.08 %
Total	5.13	8.67 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	2.69	26.65 %
Wash-Mac	1.27	15.34 %
Air-Cond	0.33	3.02 %
Total	4.28	14.48 %

Branch *	MTD Sales L	Brand Share %
ANR1		0.00 %
CBE3		0.00 %
CBE5		0.00 %
CBE6		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KMD1		0.00 %
MPM1		0.00 %
PLI1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
UAM1		0.00 %
WHCB		0.00 %
Total	4.28	14.48 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	1.99	26.36 %
Wash-Mac	0.95	9.75 %
Air-Cond	0.61	2.99 %
Total	3.56	9.39 %

Branch *	MTD Sales L	Brand Share %
POY2	0.56	5.27 %
CDM1	0.17	7.81 %
TRK1	0.17	8.29 %
KKI2		0.00 %
KLM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VCM2		0.00 %
VPM1		0.00 %
VPM2		0.00 %
WHNV		0.00 %
Total	3.56	9.39 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	2.19	26.09 %
Fridge	0.63	9.39 %
Air-Cond	0.31	4.34 %
Total	3.13	13.97 %

Branch *	MTD Sales L	Brand Share %
APN1		0.00 %
ATU1		0.00 %
BMD1		0.00 %
DPR1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
EPI1		0.00 %
KAM1		0.00 %
MCR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
PNG1		0.00 %
SGI1		0.00 %
SLM2		0.00 %
TRM1		0.00 %
WZWH		0.00 %
Total	3.13	13.97 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	1.21	14.37 %
Air-Cond	1.08	5.60 %
Wash-Mac	0.82	7.39 %
Total	3.11	7.95 %

Branch *	MTD Sales L	Brand Share %
VEL3	0.36	6.68 %
VEL4	0.26	6.63 %
ABR1		0.00 %
AKM1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CYR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
SBR1		0.00 %
SLG1		0.00 %
TRL1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	3.11	7.95 %