

MTD Sales
126.43 L

Brand Share %
11.17 %

Information:

MTD : 01-10-2026 To 02-10-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.17 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	46.44	19.02 %
Air-Cond	40.01	6.25 %
Wash-Mac	39.88	16.43 %
Oven	0.10	2.02 %
Total	126.43	11.17 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	27.46	13.27 %
SOUTH-03	20.36	11.03 %
SOUTH-01	17.88	10.77 %
CHENNAI-02	12.71	9.52 %
TRICHY-01	11.68	9.94 %
WEST-03	8.86	12.45 %
SOUTH ARCOT	7.58	10.69 %
WEST-01	7.34	11.99 %
NORTH ARCOT	7.16	9.67 %
WEST-02	5.39	11.66 %
Total	126.43	11.17 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	12.97	10.12 %
Fridge	8.37	21.35 %
Wash-Mac	6.12	15.72 %
Total	27.46	13.27 %

Branch *	MTD Sales L	Brand Share %
CH14	1.69	10.67 %
CH05	1.56	8.59 %
CH16	1.03	8.49 %
CH48	0.66	6.67 %
CH07	0.56	6.69 %
GUD2	0.50	9.80 %
CH28	0.47	3.98 %
GUD1	0.17	2.46 %
CH30	0.17	1.90 %
CH08		0.00 %
CH22		0.00 %
CH26		0.00 %
CH39		0.00 %
CH40		0.00 %
TKM1		0.00 %
Total	27.46	13.27 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	8.50	25.42 %
Fridge	8.43	21.63 %
Air-Cond	3.44	3.07 %
Total	20.36	11.03 %

Branch *	MTD Sales L	Brand Share %
MDU8	3.90	4.94 %
MDU6	0.42	8.49 %
MPA1	0.34	8.17 %
KKD3	0.28	6.39 %
PVI1	0.23	10.64 %
TPT1	0.16	7.13 %
TMM1	0.14	4.99 %
ADP1		0.00 %
KPT1		0.00 %
KRR1		0.00 %
KYK1		0.00 %
MDU7		0.00 %
MLR1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PNV2		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
TEN2		0.00 %
WHMD		0.00 %
Total	20.36	11.03 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	7.80	7.89 %
Fridge	5.23	14.77 %
Wash-Mac	4.85	15.51 %
Total	17.88	10.77 %

Branch *	MTD Sales L	Brand Share %
NGR1	0.75	6.62 %
TUT1	0.72	3.56 %
TKS2	0.31	3.70 %
ASM1	0.16	5.15 %
VNR2	0.15	4.34 %
KSM1	0.14	7.50 %
APK1		0.00 %
ARM1		0.00 %
KGL1		0.00 %
KYR1		0.00 %
MAR1		0.00 %
MMT1		0.00 %
PDI1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
SGT1		0.00 %
SNL1		0.00 %
TKY1		0.00 %
VKM1		0.00 %
VLY1		0.00 %
WHTV		0.00 %
Total	17.88	10.77 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	4.98	19.81 %
Air-Cond	4.69	5.77 %
Wash-Mac	3.04	11.68 %
Total	12.71	9.52 %

Branch *	MTD Sales L	Brand Share %
CH15	0.90	5.96 %
CH50	0.53	5.99 %
CH33	0.33	9.26 %
CH35	0.31	8.07 %
CH06	0.19	3.02 %
CH01		0.00 %
CH23		0.00 %
CH24		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH36		0.00 %
CH37		0.00 %
CH44		0.00 %
CH46		0.00 %
GPD1		0.00 %
MC06		0.00 %
MJR1		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	12.71	9.52 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Wash-Mac	4.87	21.98 %
Air-Cond	4.06	5.74 %
Fridge	2.75	11.31 %
Total	11.68	9.94 %

Branch *	MTD Sales L	Brand Share %
TNJ1	0.83	10.04 %
TRY4	0.79	10.14 %
TRY3	0.62	11.05 %
KUM1	0.61	5.47 %
TVR2	0.26	9.88 %
JKM1	0.16	4.09 %
APM1		0.00 %
KIK1		0.00 %
KUM2		0.00 %
MDI1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PDK1		0.00 %
PDK2		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TVR1		0.00 %
WTRZ	-0.18	6.58 %
TZSD	-0.20	7.47 %
Total	11.68	9.94 %

WEST-03

Property	MTD Sales L	Brand Share %
Fridge	3.75	24.80 %
Wash-Mac	2.62	15.30 %
Air-Cond	2.49	6.41 %
Total	8.86	12.45 %

Branch *	MTD Sales L	Brand Share %
TPR2	0.99	8.39 %
TPR1	0.35	6.64 %
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 %
WHPD		0.00 %
Total	8.86	12.45 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	4.93	29.21 %
Wash-Mac	1.33	8.91 %
Air-Cond	1.22	3.13 %
Oven	0.10	43.31 %
Total	7.58	10.69 %

Branch *	MTD Sales L	Brand Share %
POY2	0.56	4.25 %
ULP1	0.26	9.33 %
KKI2		0.00 %
KLM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
VCM2		0.00 %
VPM1		0.00 %
VPM2		0.00 %
WHNV		0.00 %
Total	7.58	10.69 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	3.27	19.20 %
Wash-Mac	3.10	15.35 %
Air-Cond	0.98	4.21 %
Total	7.34	11.99 %

Branch *	MTD Sales L	Brand Share %
PDM1	0.18	9.59 %
ANR1		0.00 %
CBE3		0.00 %
CBE5		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KMD1		0.00 %
MPM1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
UAM1		0.00 %
WHCB		0.00 %
Total	7.34	11.99 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	3.94	20.34 %
Wash-Mac	2.14	10.34 %
Air-Cond	1.08	3.26 %
Total	7.16	9.67 %

Branch *	MTD Sales L	Brand Share %
TRL1	0.66	10.58 %
VEL3	0.47	6.16 %
VEL4	0.26	4.97 %
VEL1	0.25	6.80 %
ABR1	0.19	9.91 %
SBR1	0.18	5.22 %
VNB1	0.16	8.59 %
AKM1	0.15	8.77 %
VSI1	0.11	3.41 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
GDM1		0.00 %
PLR1		0.00 %
SLG1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VEL2		0.00 %
WHVL		0.00 %
WJD1		0.00 %
Total	7.16	9.67 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	3.33	18.37 %
Air-Cond	1.29	8.51 %
Fridge	0.78	6.15 %
Total	5.39	11.66 %

Branch *	MTD Sales L	Brand Share %
ATU1	0.29	8.35 %
MTR1	0.25	8.02 %
PLC1	0.17	10.14 %
APN1		0.00 %
BMD1		0.00 %
DPR1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
EPI1		0.00 %
HRR1		0.00 %
HSR1		0.00 %
KAM1		0.00 %
MCR1		0.00 %
PMP1		0.00 %
SGI1		0.00 %
SLM2		0.00 %
VPD1		0.00 %
Total	5.39	11.66 %