

MTD Sales
376.73 L

Brand Share %
11.94 %

Information:

MTD : 01-09-2026 To 08-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.94 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	164.84	21.40 %
Wash-Mac	118.56	16.45 %
Air-Cond	92.31	5.59 %
Oven	1.03	7.13 %
Total	376.73	11.94 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	70.56	13.36 %
SOUTH-01	55.45	10.05 %
SOUTH-03	53.64	14.01 %
TRICHY-01	49.23	11.69 %
CHENNAI-02	46.38	12.11 %
SOUTH ARCOT	26.42	11.51 %
NORTH ARCOT	22.71	9.29 %
WEST-02	18.74	11.86 %
WEST-01	17.53	13.06 %
WEST-03	16.07	13.15 %
Total	376.73	11.94 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	29.31	23.89 %
Air-Cond	22.19	7.61 %
Wash-Mac	18.80	16.88 %
Oven	0.26	12.12 %
Total	70.56	13.36 %

Branch *	MTD Sales L	Brand Share %
CH16	3.24	9.15 %
CH14	3.13	10.89 %
CH48	2.55	11.41 %
CH30	1.24	5.67 %
GUD2	0.94	11.26 %
KNR1	0.51	6.07 %
SKL1	0.47	4.57 %
CH26	0.15	3.28 %
CH29		0.00 %
CH38		0.00 %
CH39		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC09		0.00 %
TKM1		0.00 %
Total	70.56	13.36 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	23.13	18.50 %
Wash-Mac	17.96	15.89 %
Air-Cond	14.26	4.58 %
Oven	0.10	3.42 %
Total	55.45	10.05 %

Branch *	MTD Sales L	Brand Share %
TUT1	6.21	9.67 %
PKD1	1.57	11.13 %
TUT2	1.42	4.93 %
SVK1	1.16	6.68 %
RND2	1.15	6.91 %
KVT1	0.97	3.68 %
TYI1	0.93	8.97 %
STU2	0.92	10.54 %
SNL1	0.85	8.46 %
UDN1	0.77	9.62 %
TCN1	0.77	7.23 %
VKM1	0.72	11.68 %
ASM1	0.69	7.91 %
ERL2	0.67	4.41 %
APK2	0.63	6.70 %
VLY1	0.62	3.04 %
PDI1	0.57	8.10 %
APK1	0.43	5.72 %
SKD1	0.23	3.61 %
SGT1	0.19	6.77 %
ARM1	0.15	2.81 %
KYR1	0.15	2.47 %
KGL1		0.00 %
KSM1		0.00 %
TKY1		0.00 %
S2SD	-0.70	-30.03 %
Total	55.45	10.05 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	24.51	26.37 %
Wash-Mac	15.04	17.93 %
Air-Cond	13.99	6.86 %
Oven	0.10	4.96 %
Total	53.64	14.01 %

Branch *	MTD Sales L	Brand Share %
ATG1	1.23	10.90 %
KKD3	1.10	6.31 %
DKI1	0.95	10.83 %
KRR1	0.69	4.79 %
SGP1	0.66	11.32 %
ODM1	0.53	9.88 %
PNV2	0.47	7.21 %
TEN2	0.38	5.81 %
MNM1	0.32	5.30 %
TMM1	0.30	2.62 %
KPT1	0.16	5.43 %
TDI1	0.11	1.85 %
ADP1		0.00 %
KYK1		0.00 %
MLR1		0.00 %
SVG1		0.00 %
WHMD		0.00 %
Total	53.64	14.01 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	23.69	24.91 %
Wash-Mac	16.00	21.71 %
Air-Cond	9.54	3.79 %
Total	49.23	11.69 %

Branch *	MTD Sales L	Brand Share %
TRY1	6.86	10.40 %
PBR2	2.53	10.90 %
TNJ1	2.21	10.37 %
TRY3	2.02	11.62 %
KIK1	1.54	10.00 %
PDK2	1.45	10.99 %
TRY4	1.26	6.11 %
PTK1	0.84	4.61 %
KUM2	0.78	7.22 %
TVR1	0.35	2.53 %
JKM1	0.32	2.30 %
ORU1	0.24	4.32 %
APM1	0.20	5.95 %
MSI1	0.17	2.47 %
PDK1	0.15	2.29 %
NMM1		0.00 %
TRY2		0.00 %
WTRZ	-0.20	2.56 %
TZSD	-0.24	10.30 %
Total	49.23	11.69 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	16.62	18.46 %
Fridge	15.69	18.60 %
Air-Cond	13.80	6.70 %
Oven	0.27	10.31 %
Total	46.38	12.11 %

Branch *	MTD Sales L	Brand Share %
CH21	2.02	6.92 %
CH24	1.68	7.80 %
CH34	1.62	10.53 %
CH44	0.94	6.41 %
CH36	0.58	8.95 %
CH37	0.28	4.72 %
CH32	0.17	6.95 %
PON1	0.17	2.21 %
CH31	0.16	4.53 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
CH46		0.00 %
MC06		0.00 %
MJR1		0.00 %
UKI1		0.00 %
WCHN	-1.75	11.72 %
Total	46.38	12.11 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	10.63	17.56 %
Wash-Mac	9.41	18.39 %
Air-Cond	6.19	5.30 %
Oven	0.19	19.88 %
Total	26.42	11.51 %

Branch *	MTD Sales L	Brand Share %
POY1	1.43	6.06 %
PRT1	0.97	9.76 %
CDM1	0.91	5.94 %
VCM2	0.76	10.50 %
POY2	0.58	3.36 %
STP1	0.38	8.96 %
VCM1	0.32	9.15 %
KML1	0.15	1.82 %
VPM1	0.15	5.11 %
MKM1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
WHUT	-0.15	3.67 %
Total	26.42	11.51 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	11.45	17.97 %
Wash-Mac	8.16	13.90 %
Air-Cond	3.10	2.55 %
Total	22.71	9.29 %

Branch *	MTD Sales L	Brand Share %
VEL4	2.27	11.16 %
TRR1	1.67	11.29 %
TRL1	1.48	7.60 %
VEL2	1.40	8.54 %
AKM1	1.15	11.27 %
VSI1	0.68	8.32 %
CGM1	0.63	11.30 %
WJP1	0.58	8.53 %
ANI1	0.47	8.97 %
SBR1	0.31	1.81 %
TRT1	0.26	4.59 %
VNB1	0.23	3.53 %
WJD1	0.15	2.45 %
ARC2		0.00 %
BGR1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
VEL1		0.00 %
WHVL		0.00 %
Total	22.71	9.29 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	11.20	21.11 %
Wash-Mac	4.85	9.21 %
Air-Cond	2.69	5.23 %
Total	18.74	11.86 %

Branch *	MTD Sales L	Brand Share %
TRM1	0.90	11.90 %
SLM3	0.71	6.93 %
SLM2	0.59	4.59 %
DPR1	0.55	11.32 %
BMD1	0.33	10.90 %
PNG1	0.17	5.17 %
APN1	0.16	3.15 %
HRR1	0.16	7.28 %
DPR2		0.00 %
EDP1		0.00 %
EPI1		0.00 %
KAM1		0.00 %
MTR1		0.00 %
PMP1		0.00 %
SGI1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	18.74	11.86 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	9.54	21.67 %
Wash-Mac	6.08	12.40 %
Air-Cond	1.80	4.50 %
Oven	0.11	9.68 %
Total	17.53	13.06 %

Branch *	MTD Sales L	Brand Share %
CBE2	2.95	10.21 %
CBE6	0.92	7.37 %
KMR1	0.43	3.62 %
CBE5	0.29	6.12 %
PPI1	0.19	6.68 %
PLI1	0.15	1.81 %
CBE3		0.00 %
GDR1		0.00 %
KMD1		0.00 %
WZSD		0.00 %
WHCB	-0.52	10.33 %
Total	17.53	13.06 %

WEST-03

Property	MTD Sales L	Brand Share %
Fridge	5.68	19.85 %
Wash-Mac	5.64	15.22 %
Air-Cond	4.75	8.44 %
Total	16.07	13.15 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.05	10.02 %
ERD1	1.93	10.15 %
NKL2	1.33	9.95 %
TCG1	0.58	8.17 %
PDR1	0.47	11.18 %
TPR4	0.17	9.76 %
GBM1		0.00 %
KGM1		0.00 %
KMM1		0.00 %
VKL1		0.00 %
W3SD		0.00 %
WHPD		0.00 %
SGG1	-0.12	-3.36 %
Total	16.07	13.15 %