

MTD Sales
470.85 L

Brand Share %
11.98 %

Information:

MTD : 01-09-2026 To 10-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.98 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	208.10	21.47 %
Wash-Mac	146.84	16.62 %
Air-Cond	114.79	5.58 %
Oven	1.13	6.31 %
Total	470.85	11.98 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	86.56	13.48 %
SOUTH-01	68.19	9.95 %
SOUTH-03	65.68	13.97 %
TRICHY-01	62.24	11.27 %
CHENNAI-02	58.36	12.45 %
SOUTH ARCOT	35.46	12.10 %
NORTH ARCOT	29.16	9.39 %
WEST-02	23.03	11.88 %
WEST-03	21.93	14.16 %
WEST-01	20.25	12.76 %
Total	470.85	11.98 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	36.86	24.44 %
Air-Cond	26.06	7.37 %
Wash-Mac	23.38	17.25 %
Oven	0.26	11.48 %
Total	86.56	13.48 %

Branch *	MTD Sales L	Brand Share %
CH16	4.66	10.62 %
CH14	3.86	11.53 %
CH30	1.24	4.88 %
SKL1	1.03	9.33 %
GUD2	0.94	8.34 %
KNR1	0.51	4.50 %
CH39	0.15	1.20 %
CH26	0.15	2.99 %
CH29		0.00 %
CH38		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC09		0.00 %
TKM1		0.00 %
Total	86.56	13.48 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	29.91	19.17 %
Wash-Mac	21.85	15.85 %
Air-Cond	16.34	4.22 %
Oven	0.10	2.44 %
Total	68.19	9.95 %

Branch *	MTD Sales L	Brand Share %
TUT1	7.51	9.96 %
NGR1	4.37	11.33 %
TKS2	3.10	10.63 %
TUT2	2.23	6.84 %
MAR1	2.20	11.04 %
PKD1	1.57	8.13 %
SVK1	1.31	6.32 %
ASM1	1.23	10.45 %
KVT1	1.16	3.66 %
RND2	1.15	5.65 %
STU2	1.07	11.29 %
UDN1	0.93	9.76 %
SNL1	0.85	7.19 %
APK2	0.79	6.58 %
TCN1	0.77	5.08 %
VKM1	0.72	9.88 %
ERL2	0.67	3.61 %
VLY1	0.62	2.77 %
APK1	0.62	7.14 %
PDI1	0.57	5.99 %
COL1	0.55	10.96 %
SKD1	0.40	5.37 %
SGT1	0.19	5.28 %
ARM1	0.15	2.40 %
KYR1	0.15	2.25 %
KGL1		0.00 %
KSM1		0.00 %
TKY1		0.00 %
S2SD	-0.85	-14.41 %
Total	68.19	9.95 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	29.60	25.17 %
Wash-Mac	18.33	17.55 %
Air-Cond	17.64	7.18 %
Oven	0.10	4.64 %
Total	65.68	13.97 %

Branch *	MTD Sales L	Brand Share %
KKD3	1.69	7.50 %
ATG1	1.52	10.54 %
PVI1	0.98	11.37 %
KRR1	0.84	4.57 %
SGP1	0.66	10.36 %
ODM1	0.53	9.65 %
SZSD	0.50	-35.89 %
PNV2	0.47	6.16 %
TMM1	0.46	3.45 %
TEN2	0.38	5.48 %
KPT1	0.33	7.79 %
MNM1	0.32	4.73 %
SVG1	0.15	1.32 %
TDI1	0.11	1.48 %
ADP1		0.00 %
KYK1		0.00 %
MLR1		0.00 %
WHMD	-0.19	6.34 %
Total	65.68	13.97 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	28.46	22.86 %
Wash-Mac	21.91	22.75 %
Air-Cond	11.87	3.60 %
Total	62.24	11.27 %

Branch *	MTD Sales L	Brand Share %
TRY1	7.98	8.68 %
TNJ1	2.21	8.18 %
KIK1	1.84	8.44 %
TRY4	1.81	7.40 %
PTK1	1.25	5.12 %
TTP1	1.12	10.84 %
KUM2	0.78	5.36 %
JKM1	0.48	3.00 %
MSI1	0.42	4.72 %
APM1	0.35	8.51 %
TVR1	0.35	2.06 %
ORU1	0.24	3.68 %
PDK1	0.15	1.75 %
TRY2	0.15	1.94 %
NMM1		0.00 %
WTRZ	-0.38	4.58 %
Total	62.24	11.27 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	22.29	20.36 %
Wash-Mac	18.96	17.69 %
Air-Cond	16.84	6.76 %
Oven	0.27	9.22 %
Total	58.36	12.45 %

Branch *	MTD Sales L	Brand Share %
CH21	3.24	9.13 %
CH24	2.48	9.50 %
CH44	1.11	6.53 %
CH36	0.58	7.75 %
CH37	0.28	3.73 %
CH46	0.23	2.77 %
CH32	0.17	4.34 %
PON1	0.17	1.94 %
CH31	0.16	3.29 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
MC06		0.00 %
MJR1		0.00 %
UKI1		0.00 %
Total	58.36	12.45 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	15.17	19.31 %
Wash-Mac	12.91	19.42 %
Air-Cond	7.19	4.90 %
Oven	0.19	13.37 %
Total	35.46	12.10 %

Branch *	MTD Sales L	Brand Share %
POY1	2.73	8.65 %
SJI2	1.95	11.07 %
CDM1	1.27	6.19 %
POY2	0.94	4.56 %
VCM2	0.76	8.87 %
VCM1	0.32	8.79 %
TDM1	0.19	2.17 %
KML1	0.15	1.72 %
MKM1	0.15	1.97 %
VPM1	0.15	3.53 %
TVM1		0.00 %
WHNV		0.00 %
WHUT	-0.30	6.34 %
Total	35.46	12.10 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	13.42	16.79 %
Wash-Mac	10.34	14.20 %
Air-Cond	5.39	3.44 %
Total	29.16	9.39 %

Branch *	MTD Sales L	Brand Share %
VEL4	2.76	10.14 %
TRL1	2.24	10.08 %
VEL2	1.40	6.75 %
AKM1	1.15	9.74 %
WJP1	0.58	7.16 %
VNB1	0.56	7.46 %
TRT1	0.54	7.47 %
ANI1	0.47	7.30 %
WJD1	0.31	4.14 %
SBR1	0.31	1.37 %
ARC2		0.00 %
BGR1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
NASD		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
VEL1		0.00 %
WHVL		0.00 %
Total	29.16	9.39 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	13.74	21.05 %
Wash-Mac	5.58	8.94 %
Air-Cond	3.61	5.53 %
Oven	0.10	11.41 %
Total	23.03	11.88 %

Branch *	MTD Sales L	Brand Share %
HSR1	1.21	11.70 %
SLM3	0.82	5.98 %
SLM2	0.59	3.99 %
DPR1	0.55	8.56 %
BMD1	0.33	7.92 %
PNG1	0.17	4.09 %
APN1	0.16	2.88 %
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	23.03	11.88 %

WEST-03

Property	MTD Sales L	Brand Share %
Fridge	7.96	21.78 %
Wash-Mac	7.18	16.37 %
Air-Cond	6.80	9.16 %
Total	21.93	14.16 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.83	10.21 %
ERD1	2.20	10.07 %
NKL2	1.61	9.78 %
TCG1	0.58	6.57 %
PDR1	0.47	9.29 %
KMM1	0.17	3.03 %
GBM1		0.00 %
KGM1		0.00 %
VKL1		0.00 %
W3SD		0.00 %
WHPD		0.00 %
SGG1	-0.12	-3.08 %
Total	21.93	14.16 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	10.69	21.15 %
Wash-Mac	6.40	11.25 %
Air-Cond	3.05	6.14 %
Oven	0.11	7.09 %
Total	20.25	12.76 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.82	11.69 %
CBE6	1.10	7.56 %
KMR1	0.99	6.71 %
PPI1	0.36	10.20 %
CBE5	0.29	5.27 %
PLI1	0.15	1.45 %
CBE3		0.00 %
GDR1		0.00 %
KMD1		0.00 %
WZSD		0.00 %
Total	20.25	12.76 %