

MTD Sales
518.69 L

Brand Share %
11.99 %

Information:

MTD : 01-09-2026 To 11-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.99 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	232.94	21.52 %
Wash-Mac	158.66	16.31 %
Air-Cond	125.75	5.59 %
Oven	1.34	6.69 %
Total	518.69	11.99 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	93.68	13.46 %
SOUTH-01	77.94	10.17 %
SOUTH-03	72.18	13.80 %
TRICHY-01	69.65	11.41 %
CHENNAI-02	62.61	12.43 %
SOUTH ARCOT	37.89	11.76 %
NORTH ARCOT	30.93	9.08 %
WEST-02	26.72	12.32 %
WEST-03	23.99	13.90 %
WEST-01	23.08	13.31 %
Total	518.69	11.99 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	40.59	24.70 %
Air-Cond	27.26	7.14 %
Wash-Mac	25.57	17.34 %
Oven	0.26	10.21 %
Total	93.68	13.46 %

Branch *	MTD Sales L	Brand Share %
CH16	4.81	9.98 %
CH14	3.86	10.74 %
CH07	3.57	11.83 %
CH30	1.24	4.53 %
SKL1	1.03	7.71 %
GUD2	0.94	7.65 %
KNR1	0.51	3.95 %
CH39	0.15	1.09 %
TKM1	0.15	1.81 %
CH26	0.15	2.65 %
CH29		0.00 %
CH38		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC09		0.00 %
Total	93.68	13.46 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	34.66	19.20 %
Wash-Mac	23.52	15.26 %
Air-Cond	19.54	4.57 %
Oven	0.22	4.67 %
Total	77.94	10.17 %

Branch *	MTD Sales L	Brand Share %
TUT1	8.04	9.41 %
NGR1	4.91	11.04 %
TUT2	3.14	8.63 %
MAR1	2.35	11.09 %
RND2	1.62	6.94 %
PKD1	1.57	8.13 %
KVT1	1.42	4.09 %
SVK1	1.31	5.81 %
ASM1	1.23	9.37 %
TCN1	1.10	6.51 %
STU2	1.07	9.55 %
SNL1	1.02	7.26 %
APK1	0.94	9.26 %
APK2	0.79	6.23 %
VKM1	0.72	9.01 %
ERL2	0.67	3.39 %
VLY1	0.62	2.21 %
PDI1	0.57	5.36 %
COL1	0.55	10.67 %
SKD1	0.40	4.78 %
SGT1	0.19	5.17 %
ARM1	0.15	2.15 %
KYR1	0.15	1.89 %
KGL1		0.00 %
KSM1		0.00 %
TKY1		0.00 %
S2SD	-1.19	-21.28 %
Total	77.94	10.17 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	32.97	24.45 %
Wash-Mac	20.91	17.93 %
Air-Cond	18.20	6.75 %
Oven	0.10	4.64 %
Total	72.18	13.80 %

Branch *	MTD Sales L	Brand Share %
KKD3	1.69	6.93 %
PVI1	0.98	10.09 %
KRR1	0.84	4.20 %
SZSD	0.78	-261.66 %
TMM1	0.71	4.51 %
SGP1	0.66	8.94 %
ODM1	0.53	9.65 %
MNM1	0.48	6.93 %
PNV2	0.47	5.78 %
TEN2	0.38	4.98 %
KPT1	0.33	7.79 %
SVG1	0.15	1.21 %
KYK1	0.15	2.49 %
TDI1	0.11	1.16 %
ADP1		0.00 %
MLR1		0.00 %
WHMD	-0.19	5.50 %
Total	72.18	13.80 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	32.03	22.49 %
Wash-Mac	23.01	22.10 %
Air-Cond	14.61	4.03 %
Total	69.65	11.41 %

Branch *	MTD Sales L	Brand Share %
TRY1	8.32	8.36 %
TNJ1	3.02	10.22 %
TRY3	2.71	11.56 %
KIK1	2.00	7.10 %
TRY4	1.81	7.06 %
PTK1	1.74	6.27 %
KUM2	1.06	6.43 %
ORU1	0.60	8.21 %
JKM1	0.48	2.89 %
MSI1	0.42	4.38 %
APM1	0.35	7.94 %
TVR1	0.35	1.83 %
PDK1	0.15	1.57 %
TRY2	0.15	1.71 %
NMM1		0.00 %
WTRZ	-0.38	4.58 %
Total	69.65	11.41 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	24.42	20.91 %
Wash-Mac	19.54	16.93 %
Air-Cond	18.29	6.83 %
Oven	0.36	10.78 %
Total	62.61	12.43 %

Branch *	MTD Sales L	Brand Share %
CH21	3.38	9.33 %
CH17	2.97	11.75 %
CH24	2.48	8.83 %
CH34	2.22	11.60 %
CH44	1.26	6.79 %
CH36	0.75	9.36 %
CH32	0.37	8.99 %
CH37	0.28	3.50 %
CH46	0.23	2.64 %
PON1	0.17	1.86 %
CH31	0.16	3.29 %
MJR1	0.11	0.95 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
MC05		0.00 %
MC06		0.00 %
UKI1		0.00 %
Total	62.61	12.43 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	16.68	18.89 %
Wash-Mac	13.53	18.34 %
Air-Cond	7.49	4.72 %
Oven	0.19	12.45 %
Total	37.89	11.76 %

Branch *	MTD Sales L	Brand Share %
POY1	3.34	9.00 %
SJI2	1.95	10.13 %
KKI2	1.52	11.76 %
CDM1	1.47	6.75 %
POY2	0.94	3.99 %
VCM2	0.76	7.90 %
TDM1	0.43	4.31 %
VCM1	0.32	7.26 %
VPM1	0.31	6.14 %
KML1	0.15	1.64 %
MKM1	0.15	1.91 %
TVM1		0.00 %
WHNV		0.00 %
WHUT	-0.30	6.34 %
Total	37.89	11.76 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	14.13	16.52 %
Wash-Mac	11.12	14.20 %
Air-Cond	5.69	3.23 %
Total	30.93	9.08 %

Branch *	MTD Sales L	Brand Share %
VEL4	2.92	10.32 %
TRL1	2.85	11.51 %
VEL3	2.81	11.73 %
TRR1	2.29	11.81 %
VEL2	1.70	7.67 %
VSI1	1.23	11.62 %
AKM1	1.15	8.69 %
WJP1	0.73	8.75 %
VNB1	0.56	6.93 %
TRT1	0.54	6.99 %
ANI1	0.47	6.78 %
WJD1	0.31	3.59 %
SBR1	0.31	1.13 %
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	30.93	9.08 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	15.79	21.65 %
Wash-Mac	6.60	9.29 %
Air-Cond	4.22	5.89 %
Oven	0.10	9.06 %
Total	26.72	12.32 %

Branch *	MTD Sales L	Brand Share %
HSR1	1.36	11.41 %
SLM3	1.16	7.88 %
SLM2	0.59	3.95 %
DPR1	0.55	7.86 %
BMD1	0.33	6.93 %
PNG1	0.17	3.37 %
APN1	0.16	2.62 %
HRR1	0.16	5.63 %
EDP1	0.15	3.52 %
DPR2		0.00 %
EPI1		0.00 %
KAM1		0.00 %
MTR1		0.00 %
PMP1		0.00 %
SGI1		0.00 %
WHKP		0.00 %
WZWH	-0.23	-6.50 %
Total	26.72	12.32 %

WEST-03

Property	MTD Sales L	Brand Share %
Fridge	9.26	22.69 %
Wash-Mac	7.63	15.36 %
Air-Cond	7.10	8.68 %
Total	23.99	13.90 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.83	9.49 %
ERD1	2.51	10.17 %
NKL2	1.93	10.34 %
TCG1	0.58	6.07 %
PDR1	0.47	8.04 %
KMM1	0.17	2.92 %
GBM1	0.16	2.44 %
KGM1		0.00 %
VKL1		0.00 %
W3SD		0.00 %
WHPD		0.00 %
SGG1	-0.12	-2.56 %
Total	23.99	13.90 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	12.40	22.10 %
Wash-Mac	7.24	11.60 %
Air-Cond	3.34	6.26 %
Oven	0.11	6.88 %
Total	23.08	13.31 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.98	11.30 %
CBE6	1.10	6.77 %
KMR1	0.99	6.04 %
PPI1	0.36	9.83 %
CBE5	0.29	4.66 %
ANR1	0.16	10.59 %
PLI1	0.15	1.36 %
CBE3		0.00 %
GDR1		0.00 %
KMD1		0.00 %
WZSD		0.00 %
Total	23.08	13.31 %