

MTD Sales
595.50 L

Brand Share %
11.96 %

Information:

MTD : 01-09-2026 To 12-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.96 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	266.95	21.25 %
Wash-Mac	181.93	16.29 %
Air-Cond	145.28	5.62 %
Oven	1.34	5.72 %
Total	595.50	11.96 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	103.64	13.32 %
SOUTH-01	91.03	10.36 %
TRICHY-01	83.17	11.65 %
SOUTH-03	82.58	13.53 %
CHENNAI-02	70.71	12.29 %
SOUTH ARCOT	41.41	11.53 %
NORTH ARCOT	34.79	8.78 %
WEST-02	33.78	12.35 %
WEST-03	28.74	14.27 %
WEST-01	25.65	13.32 %
Total	595.50	11.96 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	44.46	24.05 %
Air-Cond	30.85	7.25 %
Wash-Mac	28.08	17.09 %
Oven	0.26	8.16 %
Total	103.64	13.32 %

Branch *	MTD Sales L	Brand Share %
CH16	5.39	9.88 %
CH14	3.86	9.79 %
CH28	3.76	11.18 %
CH07	3.57	10.61 %
CH30	2.89	8.97 %
SKL1	1.03	6.98 %
GUD2	0.94	7.06 %
CH38	0.54	3.17 %
KNR1	0.51	3.52 %
CH39	0.15	0.92 %
TKM1	0.15	1.63 %
CH26	0.15	2.14 %
CH29		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC09		0.00 %
Total	103.64	13.32 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	41.56	19.62 %
Wash-Mac	27.09	15.16 %
Air-Cond	22.16	4.59 %
Oven	0.22	4.11 %
Total	91.03	10.36 %

Branch *	MTD Sales L	Brand Share %
TUT1	9.55	10.03 %
NGR1	5.36	11.11 %
TUT2	3.14	7.99 %
KVT1	2.69	5.98 %
MAR1	2.60	11.43 %
TYI1	2.13	11.40 %
SVK1	1.91	7.00 %
TCN1	1.85	9.61 %
PKD1	1.80	8.80 %
UDN1	1.66	11.44 %
RND2	1.62	6.08 %
STU2	1.24	10.38 %
SNL1	1.02	6.32 %
APK1	0.94	8.98 %
ERL2	0.85	3.96 %
PDI1	0.82	5.95 %
APK2	0.79	6.11 %
VKM1	0.72	8.12 %
VLY1	0.62	1.88 %
COL1	0.55	9.47 %
SKD1	0.40	4.07 %
SGT1	0.19	4.35 %
ARM1	0.15	2.11 %
KYR1	0.15	1.52 %
KGL1		0.00 %
KSM1		0.00 %
TKY1		0.00 %
S2SD	-1.19	-20.53 %
Total	91.03	10.36 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	38.51	22.62 %
Wash-Mac	26.19	22.11 %
Air-Cond	18.47	4.36 %
Total	83.17	11.65 %

Branch *	MTD Sales L	Brand Share %
TRY1	9.50	7.70 %
KIK1	2.15	6.80 %
PTK1	1.98	6.66 %
TRY4	1.81	5.55 %
KUM2	1.06	5.85 %
JKM1	0.63	3.38 %
MSI1	0.62	5.68 %
ORU1	0.60	7.90 %
APM1	0.35	6.62 %
TVR1	0.35	1.63 %
PDK1	0.15	1.16 %
TRY2	0.15	1.53 %
NMM1		0.00 %
WTRZ	-0.38	4.49 %
Total	83.17	11.65 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	37.94	23.69 %
Wash-Mac	24.59	17.94 %
Air-Cond	19.95	6.43 %
Oven	0.10	3.72 %
Total	82.58	13.53 %

Branch *	MTD Sales L	Brand Share %
PVI1	3.69	11.57 %
KKD3	2.10	8.05 %
KRR1	0.99	4.09 %
TMM1	0.71	4.04 %
SGP1	0.66	8.40 %
PNV2	0.62	6.89 %
ODM1	0.53	8.93 %
MNM1	0.48	6.78 %
TEN2	0.38	4.07 %
KPT1	0.33	7.35 %
SVG1	0.30	2.35 %
KYK1	0.15	2.43 %
TDI1	0.11	1.07 %
ADP1		0.00 %
MLR1		0.00 %
WHMD	-0.19	5.50 %
Total	82.58	13.53 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	27.63	21.43 %
Wash-Mac	21.97	16.94 %
Air-Cond	20.75	6.63 %
Oven	0.36	9.86 %
Total	70.71	12.29 %

Branch *	MTD Sales L	Brand Share %
CH21	3.75	8.73 %
CH24	3.06	9.34 %
CH17	2.97	11.35 %
CH44	2.24	11.34 %
CH34	2.22	10.61 %
GPD1	1.17	8.54 %
CH36	0.75	8.46 %
CH32	0.37	8.99 %
CH37	0.28	3.44 %
CH46	0.23	2.47 %
PON1	0.17	1.73 %
CH31	0.16	3.05 %
MJR1	0.11	0.80 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
MC05		0.00 %
MC06		0.00 %
UKI1		0.00 %
Total	70.71	12.29 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	17.34	17.71 %
Wash-Mac	15.01	17.99 %
Air-Cond	8.86	5.03 %
Oven	0.19	10.41 %
Total	41.41	11.53 %

Branch *	MTD Sales L	Brand Share %
POY1	3.64	9.28 %
SJI2	1.95	9.44 %
CDM1	1.77	7.37 %
KKI2	1.62	10.00 %
VCM2	1.01	8.66 %
POY2	0.94	3.68 %
TDM1	0.43	4.12 %
VCM1	0.32	7.26 %
VPM1	0.31	6.14 %
KML1	0.15	1.49 %
MKM1	0.15	1.58 %
TVM1		0.00 %
WHNV		0.00 %
WHUT	-0.30	5.86 %
Total	41.41	11.53 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	16.13	16.07 %
Wash-Mac	12.38	13.97 %
Air-Cond	6.28	3.05 %
Total	34.79	8.78 %

Branch *	MTD Sales L	Brand Share %
TRL1	3.37	11.84 %
VEL4	3.22	8.53 %
VEL3	2.81	10.90 %
TRR1	2.54	11.55 %
VEL2	2.21	7.95 %
KPM1	1.50	11.71 %
VSI1	1.38	11.82 %
AKM1	1.32	7.98 %
TRT1	0.89	9.18 %
VNB1	0.85	8.89 %
WJP1	0.73	8.47 %
SBR1	0.48	1.45 %
ANI1	0.47	6.13 %
WJD1	0.31	3.18 %
PLR1	0.15	2.07 %
ARC2		0.00 %
BGR1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
NASD		0.00 %
PTU1		0.00 %
SLG1		0.00 %
VEL1		0.00 %
WHVL		0.00 %
Total	34.79	8.78 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	18.11	20.09 %
Wash-Mac	8.94	10.04 %
Air-Cond	6.63	7.13 %
Oven	0.10	7.27 %
Total	33.78	12.35 %

Branch *	MTD Sales L	Brand Share %
SLM3	1.85	10.53 %
KRI1	1.82	11.77 %
HSR1	1.53	11.23 %
SLM2	0.87	4.70 %
DPR1	0.55	6.54 %
PNG1	0.36	6.31 %
BMD1	0.33	5.61 %
MTR1	0.29	2.82 %
APN1	0.16	2.38 %
HRR1	0.16	4.27 %
EDP1	0.15	2.96 %
DPR2		0.00 %
EPI1		0.00 %
KAM1		0.00 %
PMP1		0.00 %
SGI1		0.00 %
WHKP		0.00 %
WZWH	-0.23	-4.08 %
Total	33.78	12.35 %

WEST-03

Property	MTD Sales L	Brand Share %
Fridge	11.61	23.98 %
Wash-Mac	9.13	15.75 %
Air-Cond	8.00	8.45 %
Total	28.74	14.27 %

Branch *	MTD Sales L	Brand Share %
ERD1	3.47	11.22 %
ERD2	3.13	9.30 %
NKL2	2.31	10.95 %
TCG1	0.58	5.40 %
PDR1	0.47	7.59 %
KMM1	0.17	2.71 %
GBM1	0.16	2.18 %
KGM1		0.00 %
VKL1		0.00 %
WHPD		0.00 %
SGG1	-0.12	-1.93 %
Total	28.74	14.27 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	13.67	21.53 %
Wash-Mac	8.53	12.30 %
Air-Cond	3.34	5.78 %
Oven	0.11	5.62 %
Total	25.65	13.32 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.45	11.73 %
CBE6	1.38	8.06 %
KMR1	0.99	5.29 %
PPI1	0.36	9.09 %
CBE5	0.29	4.16 %
ANR1	0.16	10.59 %
CBE3	0.15	4.67 %
PLI1	0.15	1.25 %
GDR1		0.00 %
KMD1		0.00 %
WZSD		0.00 %
Total	25.65	13.32 %