

MTD Sales
656.50 L

Brand Share %
11.83 %

Information:

MTD : 01-09-2026 To 13-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.83 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	298.71	21.01 %
Wash-Mac	202.34	16.06 %
Air-Cond	153.98	5.42 %
Oven	1.47	5.80 %
Total	656.50	11.83 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	116.04	13.39 %
SOUTH-01	96.98	10.08 %
SOUTH-03	91.02	13.34 %
TRICHY-01	90.17	11.28 %
CHENNAI-02	77.93	12.14 %
SOUTH ARCOT	45.19	11.51 %
WEST-02	40.42	12.87 %
NORTH ARCOT	38.36	8.70 %
WEST-03	32.07	14.10 %
WEST-01	28.32	12.70 %
Total	656.50	11.83 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	52.09	24.34 %
Air-Cond	31.98	6.90 %
Wash-Mac	31.58	16.97 %
Oven	0.39	11.48 %
Total	116.04	13.39 %

Branch *	MTD Sales L	Brand Share %
CH16	5.73	9.79 %
CH14	4.69	10.80 %
CH07	3.57	9.80 %
CH30	2.89	8.34 %
SKL1	1.35	7.11 %
GUD2	0.94	6.01 %
KNR1	0.87	5.06 %
CH38	0.80	4.24 %
TKM1	0.38	3.40 %
CH39	0.15	0.87 %
CH26	0.15	2.02 %
CH40		0.00 %
CZWH		0.00 %
MC09		0.00 %
Total	116.04	13.39 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	44.34	19.34 %
Wash-Mac	29.06	14.79 %
Air-Cond	23.36	4.40 %
Oven	0.22	3.85 %
Total	96.98	10.08 %

Branch *	MTD Sales L	Brand Share %
TUT1	10.16	9.90 %
NGR1	5.36	10.60 %
TUT2	3.14	7.70 %
MAR1	2.85	11.60 %
KVT1	2.69	4.77 %
PKD1	2.22	9.78 %
TY11	2.13	10.62 %
TCN1	2.12	9.96 %
SVK1	1.91	6.24 %
ASM1	1.90	11.82 %
UDN1	1.82	10.98 %
RND2	1.62	5.60 %
STU2	1.24	9.17 %
SNL1	1.17	7.13 %
APK1	0.94	8.75 %
VKM1	0.88	9.44 %
ERL2	0.85	3.68 %
PDI1	0.82	5.64 %
APK2	0.79	5.80 %
VLY1	0.73	2.00 %
COL1	0.55	9.47 %
SKD1	0.40	3.96 %
KSM1	0.30	4.49 %
SGT1	0.19	3.96 %
ARM1	0.15	1.96 %
KYR1	0.15	1.45 %
KGL1		0.00 %
TKY1		0.00 %
S2SD	-1.19	-20.53 %
Total	96.98	10.08 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	41.85	23.51 %
Wash-Mac	27.80	17.91 %
Air-Cond	21.26	6.14 %
Oven	0.10	3.38 %
Total	91.02	13.34 %

Branch *	MTD Sales L	Brand Share %
PVI1	3.69	10.36 %
KKD3	2.10	7.28 %
KRR1	1.43	5.38 %
TMM1	0.71	3.62 %
SGP1	0.66	8.12 %
PNV2	0.62	6.21 %
ODM1	0.53	8.93 %
MNM1	0.48	6.27 %
TEN2	0.38	3.65 %
KPT1	0.33	6.30 %
SVG1	0.30	2.14 %
KYK1	0.15	2.27 %
TDI1	0.11	0.94 %
ADP1		0.00 %
MLR1		0.00 %
WHMD	-0.37	10.17 %
Total	91.02	13.34 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	42.21	21.92 %
Wash-Mac	28.95	21.86 %
Air-Cond	19.01	4.03 %
Total	90.17	11.28 %

Branch *	MTD Sales L	Brand Share %
TRY1	10.50	7.35 %
PTK1	2.79	8.47 %
KIK1	2.71	8.23 %
TRY4	1.81	5.05 %
KUM2	1.22	6.13 %
JKM1	1.09	5.35 %
ORU1	0.76	8.53 %
MSI1	0.62	4.77 %
PDK1	0.38	2.49 %
APM1	0.35	5.60 %
TVR1	0.35	1.47 %
TRY2	0.15	1.41 %
NMM1		0.00 %
WTRZ	-0.38	4.49 %
Total	90.17	11.28 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	30.37	20.54 %
Wash-Mac	25.28	17.33 %
Air-Cond	21.92	6.36 %
Oven	0.36	9.86 %
Total	77.93	12.14 %

Branch *	MTD Sales L	Brand Share %
CH21	3.86	8.68 %
CH24	3.57	9.55 %
CH34	2.51	11.43 %
CH44	2.40	11.79 %
GPD1	1.17	7.91 %
CH36	0.75	8.03 %
CH32	0.37	8.99 %
CH37	0.28	2.76 %
CH46	0.23	2.27 %
PON1	0.17	1.53 %
CH31	0.16	2.79 %
MJR1	0.11	0.76 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
MC05		0.00 %
MC06		0.00 %
UKI1		0.00 %
Total	77.93	12.14 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	19.03	17.84 %
Wash-Mac	16.80	18.29 %
Air-Cond	9.16	4.76 %
Oven	0.19	10.41 %
Total	45.19	11.51 %

Branch *	MTD Sales L	Brand Share %
POY1	3.64	8.91 %
CDM1	2.41	8.99 %
SJI2	1.95	8.69 %
KKI2	1.78	10.75 %
POY2	1.10	4.19 %
VCM2	1.01	7.86 %
TDM1	0.53	4.45 %
VCM1	0.32	6.30 %
VPM1	0.31	5.90 %
KML1	0.15	1.32 %
MKM1	0.15	1.43 %
TVM1		0.00 %
WHNV		0.00 %
WHUT	-0.30	5.86 %
Total	45.19	11.51 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	21.21	20.44 %
Wash-Mac	10.03	9.76 %
Air-Cond	9.08	8.59 %
Oven	0.10	5.55 %
Total	40.42	12.87 %

Branch *	MTD Sales L	Brand Share %
SLM3	2.00	10.01 %
HSR1	1.84	11.30 %
SLM2	0.87	4.30 %
DPR1	0.71	7.92 %
PNG1	0.60	8.29 %
BMD1	0.54	7.94 %
EDP1	0.46	7.40 %
MTR1	0.29	2.31 %
APN1	0.16	2.13 %
HRR1	0.16	2.99 %
EPI1	0.16	1.62 %
DPR2		0.00 %
KAM1		0.00 %
PMP1		0.00 %
SGI1		0.00 %
WHKP		0.00 %
WZWH	-0.23	-4.08 %
Total	40.42	12.87 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	18.45	15.95 %
Wash-Mac	13.63	13.49 %
Air-Cond	6.28	2.82 %
Total	38.36	8.70 %

Branch *	MTD Sales L	Brand Share %
VEL4	4.16	10.13 %
TRL1	3.37	11.23 %
VEL3	2.96	10.56 %
TRR1	2.86	11.67 %
VEL2	2.63	7.90 %
VSI1	1.53	11.80 %
KPM1	1.50	11.27 %
AKM1	1.32	7.36 %
TRT1	1.18	10.84 %
VNB1	1.03	10.63 %
CYR1	1.03	10.34 %
WJP1	0.90	7.71 %
SBR1	0.81	2.27 %
ANI1	0.47	5.57 %
UGI1	0.42	11.55 %
WJD1	0.31	2.75 %
CPT1	0.15	1.82 %
PLR1	0.15	1.84 %
ARC2		0.00 %
BGR1		0.00 %
GDM1		0.00 %
NASD		0.00 %
PTU1		0.00 %
SLG1		0.00 %
VEL1		0.00 %
Total	38.36	8.70 %

WEST-03

Property	MTD Sales L	Brand Share %
Fridge	13.79	23.36 %
Wash-Mac	9.98	14.97 %
Air-Cond	8.29	8.18 %
Total	32.07	14.10 %

Branch *	MTD Sales L	Brand Share %
ERD2	4.08	10.89 %
NKL2	2.31	10.13 %
TCG1	0.58	4.85 %
PDR1	0.47	6.02 %
GBM1	0.45	5.14 %
KMM1	0.17	2.01 %
KGM1		0.00 %
VKL1		0.00 %
WHPD		0.00 %
SGG1	-0.12	-1.79 %
Total	32.07	14.10 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	15.36	20.54 %
Wash-Mac	9.23	11.30 %
Air-Cond	3.63	5.66 %
Oven	0.11	4.41 %
Total	28.32	12.70 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.20	11.60 %
CBE6	1.72	8.97 %
KMR1	0.99	4.79 %
PPI1	0.36	7.27 %
PLI1	0.34	2.54 %
CBE5	0.29	3.70 %
ANR1	0.16	7.94 %
CBE3	0.15	3.97 %
GDR1		0.00 %
KMD1		0.00 %
WZSD		0.00 %
Total	28.32	12.70 %