

MTD Sales
768.31 L

Brand Share %
11.60 %

Information:

MTD : 01-09-2026 To 14-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.60 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	351.44	20.69 %
Wash-Mac	233.82	15.31 %
Air-Cond	181.24	5.38 %
Oven	1.82	6.38 %
Total	768.31	11.60 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	137.63	13.23 %
SOUTH-01	114.59	9.73 %
CHENNAI-02	103.20	12.52 %
TRICHY-01	100.61	11.03 %
SOUTH-03	97.80	12.66 %
SOUTH ARCOT	51.36	11.06 %
NORTH ARCOT	46.65	8.80 %
WEST-02	46.09	12.23 %
WEST-03	37.90	14.31 %
WEST-01	32.47	12.65 %
Total	768.31	11.60 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	59.81	23.60 %
Air-Cond	40.99	7.31 %
Wash-Mac	36.45	16.38 %
Oven	0.39	10.45 %
Total	137.63	13.23 %

Branch *	MTD Sales L	Brand Share %
CH16	6.91	9.54 %
CH28	4.91	10.29 %
CH07	4.58	11.03 %
CH30	4.18	9.31 %
SKL1	2.52	10.72 %
GUD2	1.30	6.46 %
CH38	1.26	5.47 %
KNR1	1.06	5.24 %
CH39	0.58	3.01 %
TKM1	0.38	3.15 %
CH26	0.30	3.21 %
CH40		0.00 %
CZWH		0.00 %
MC09		0.00 %
Total	137.63	13.23 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	52.95	19.02 %
Wash-Mac	33.84	13.66 %
Air-Cond	27.49	4.26 %
Oven	0.31	4.80 %
Total	114.59	9.73 %

Branch *	MTD Sales L	Brand Share %
TUT1	12.44	8.92 %
NGR1	6.14	10.16 %
TKS2	4.97	10.61 %
TUT2	4.67	8.43 %
KVT1	3.62	5.42 %
TYI1	2.76	11.54 %
TCN1	2.62	10.67 %
PKD1	2.53	9.44 %
SVK1	2.09	5.89 %
UDN1	1.82	9.42 %
RND2	1.62	4.53 %
SNL1	1.31	5.91 %
APK2	1.10	7.05 %
APK1	1.09	7.60 %
VLY1	1.02	2.47 %
VKM1	0.88	7.38 %
ERL2	0.85	2.96 %
PDI1	0.82	4.99 %
COL1	0.55	7.05 %
KSM1	0.55	7.00 %
SKD1	0.40	3.15 %
SGT1	0.19	3.96 %
KGL1	0.16	1.16 %
ARM1	0.15	1.50 %
KYR1	0.15	1.25 %
TKY1		0.00 %
S2SD	-1.19	-21.52 %
Total	114.59	9.73 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	43.01	21.71 %
Wash-Mac	30.61	16.47 %
Air-Cond	29.23	6.70 %
Oven	0.36	8.52 %
Total	103.20	12.52 %

Branch *	MTD Sales L	Brand Share %
CH21	5.29	9.53 %
CH24	4.37	10.08 %
GPD1	1.17	7.46 %
CH36	0.75	6.41 %
CH32	0.37	8.07 %
CH37	0.28	2.09 %
CH46	0.23	1.75 %
PON1	0.17	1.27 %
CH31	0.16	2.66 %
MJR1	0.11	0.54 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
MC05		0.00 %
MC06		0.00 %
UKI1		0.00 %
Total	103.20	12.52 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	48.23	21.89 %
Wash-Mac	32.70	21.02 %
Air-Cond	19.55	3.66 %
Oven	0.12	5.56 %
Total	100.61	11.03 %

Branch *	MTD Sales L	Brand Share %
TRY1	11.26	7.30 %
MVM1	6.79	11.39 %
PTK1	3.53	8.78 %
KIK1	2.86	7.92 %
TRY4	2.44	5.92 %
JKM1	1.41	6.07 %
KUM2	1.22	5.43 %
ORU1	0.94	9.13 %
MSI1	0.78	4.98 %
APM1	0.73	9.84 %
PDK1	0.38	2.21 %
TVR1	0.35	1.32 %
TRY2	0.15	1.31 %
NMM1		0.00 %
WTRZ	-0.38	4.24 %
Total	100.61	11.03 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	46.08	22.27 %
Wash-Mac	30.36	17.01 %
Air-Cond	21.26	5.53 %
Oven	0.10	3.25 %
Total	97.80	12.66 %

Branch *	MTD Sales L	Brand Share %
PVI1	4.01	10.57 %
KKD3	2.10	6.54 %
KRR1	1.43	4.74 %
MNM1	0.85	10.30 %
SGP1	0.81	9.61 %
TMM1	0.71	3.54 %
PNV2	0.62	5.88 %
TEN2	0.38	3.19 %
KPT1	0.33	4.96 %
SVG1	0.30	1.81 %
KYK1	0.15	1.93 %
TDI1	0.11	0.80 %
ADP1		0.00 %
MLR1		0.00 %
Total	97.80	12.66 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	22.07	17.64 %
Wash-Mac	19.36	17.22 %
Air-Cond	9.74	4.33 %
Oven	0.19	9.27 %
Total	51.36	11.06 %

Branch *	MTD Sales L	Brand Share %
POY1	4.55	9.58 %
CDM1	2.41	7.37 %
SJI2	2.30	7.66 %
KKI2	1.94	10.33 %
POY2	1.10	3.67 %
VCM2	1.01	7.03 %
TDM1	0.88	5.89 %
VPM1	0.76	11.18 %
VCM1	0.32	5.53 %
KML1	0.15	1.02 %
MKM1	0.15	1.33 %
TVM1		0.00 %
WHNV		0.00 %
WHUT	-0.45	7.73 %
Total	51.36	11.06 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	23.16	16.80 %
Wash-Mac	16.05	12.74 %
Air-Cond	7.44	2.81 %
Total	46.65	8.80 %

Branch *	MTD Sales L	Brand Share %
VEL4	5.19	11.03 %
TRL1	3.88	10.75 %
VEL3	3.69	10.34 %
VEL2	2.97	7.48 %
KPM1	1.70	11.17 %
TRT1	1.46	9.81 %
AKM1	1.32	5.61 %
WJP1	1.20	7.95 %
VNB1	1.03	7.93 %
SBR1	0.81	2.02 %
ANI1	0.47	4.91 %
WJD1	0.46	3.37 %
UGI1	0.42	9.54 %
GDM1	0.20	1.17 %
PTU1	0.16	5.33 %
CPT1	0.15	1.57 %
PLR1	0.15	1.47 %
VEL1	0.15	1.07 %
ARC2		0.00 %
BGR1		0.00 %
NASD		0.00 %
SLG1		0.00 %
Total	46.65	8.80 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	23.28	18.64 %
Wash-Mac	11.85	9.47 %
Air-Cond	10.86	8.69 %
Oven	0.10	5.18 %
Total	46.09	12.23 %

Branch *	MTD Sales L	Brand Share %
SLM3	2.16	9.16 %
SLM2	0.87	3.65 %
BMD1	0.82	7.94 %
DPR1	0.71	6.92 %
PNG1	0.60	7.99 %
EDP1	0.46	5.82 %
KAM1	0.33	3.56 %
APN1	0.33	3.58 %
HRR1	0.33	4.24 %
MTR1	0.29	1.95 %
EPI1	0.16	1.39 %
DPR2		0.00 %
PMP1		0.00 %
SGI1		0.00 %
WHKP		0.00 %
WZWH	-0.62	-12.43 %
Total	46.09	12.23 %

WEST-03

Property	MTD Sales L	Brand Share %
Fridge	15.49	22.79 %
Wash-Mac	12.25	15.36 %
Air-Cond	10.16	8.70 %
Total	37.90	14.31 %

Branch *	MTD Sales L	Brand Share %
ERD2	4.77	11.22 %
PDR1	0.80	9.10 %
TCG1	0.58	3.86 %
GBM1	0.45	4.16 %
KMM1	0.17	1.95 %
KGM1		0.00 %
VKL1		0.00 %
WHPD		0.00 %
SGG1	-0.12	-1.74 %
Total	37.90	14.31 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	17.36	20.31 %
Wash-Mac	10.36	10.99 %
Air-Cond	4.52	6.08 %
Oven	0.24	8.92 %
Total	32.47	12.65 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.40	10.30 %
CBE6	1.72	7.78 %
KMR1	0.99	4.27 %
UAM1	0.74	11.12 %
PLI1	0.68	4.33 %
PPI1	0.36	6.58 %
CBE3	0.30	6.60 %
CBE5	0.29	3.28 %
ANR1	0.16	7.65 %
GDR1		0.00 %
KMD1		0.00 %
WZSD		0.00 %
Total	32.47	12.65 %