

MTD Sales
1,705.44 L

Brand Share %
8.66 %

Information:

MTD : 01-04-2026 To 15-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **8.66 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	926.83	5.66 %
Fridge	502.96	30.08 %
Wash-Mac	274.75	17.10 %
Oven	0.90	2.81 %
Total	1,705.44	8.66 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	273.18	9.83 %
SOUTH-01	249.99	8.19 %
TRICHY-01	220.70	8.33 %
SOUTH-03	219.45	8.67 %
CHENNAI-02	205.50	9.19 %
WEST-01	182.87	11.18 %
WEST-02	182.85	9.23 %
SOUTH ARCOT	104.63	7.51 %
NORTH ARCOT	66.26	4.65 %
Total	1,705.44	8.66 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	146.14	6.40 %
Fridge	86.97	33.51 %
Wash-Mac	39.76	17.39 %
Oven	0.30	4.26 %
Total	273.18	9.83 %

Branch *	MTD Sales L	Brand Share %
CH14	14.76	7.70 %
CH16	11.76	7.42 %
GUD1	9.73	8.25 %
CH48	9.07	8.27 %
CH45	8.01	8.42 %
CH35	4.87	6.99 %
SKL1	2.74	4.28 %
CH30	2.56	2.23 %
CH39	1.13	2.33 %
CZWH	0.91	2.13 %
GUD2	0.83	1.76 %
CH28	0.80	0.70 %
KNR1	0.55	1.20 %
CH37	0.39	0.77 %
CH26	0.32	1.57 %
TKM1	0.29	0.83 %
CH29		0.00 %
MC09		0.00 %
MC10		0.00 %
WCHN	-4.58	8.14 %
Total	273.18	9.83 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	124.25	4.92 %
Fridge	82.47	30.30 %
Wash-Mac	43.02	17.19 %
Oven	0.24	3.56 %
Total	249.99	8.19 %

Branch *	MTD Sales L	Brand Share %
TUT1	13.18	4.02 %
NGR1	10.86	5.49 %
RND1	9.36	8.22 %
KVT1	8.32	6.20 %
TUT2	6.93	4.49 %
SVK1	5.92	5.93 %
UDN1	4.01	7.70 %
TYI1	3.60	7.14 %
VKM1	2.16	7.10 %
KGL1	2.11	3.85 %
APK2	1.35	4.03 %
SNL1	1.08	2.71 %
ARM1	1.05	2.37 %
COL1	0.99	3.30 %
TKY1	0.94	2.72 %
APK1	0.89	1.91 %
SKD1	0.49	1.56 %
KYR1	0.39	1.07 %
SGT1	0.36	2.60 %
S2SD	0.29	0.61 %
WHTV	-0.74	5.05 %
Total	249.99	8.19 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	110.41	4.85 %
Fridge	70.05	38.06 %
Wash-Mac	40.09	21.57 %
Oven	0.15	5.19 %
Total	220.70	8.33 %

Branch *	MTD Sales L	Brand Share %
TRY1	37.85	6.19 %
PTK1	7.89	8.14 %
MDI1	6.24	7.74 %
TRY4	4.32	5.96 %
MSI1	4.02	7.27 %
TRY3	3.36	2.85 %
JKM1	2.03	3.45 %
TVR1	1.70	3.27 %
KIK1	1.54	2.07 %
ORU1	0.96	3.69 %
APM1	0.84	3.48 %
TRY2	0.80	1.07 %
PDK1	0.53	0.79 %
NMM1	0.32	1.05 %
TZSD		0.00 %
Total	220.70	8.33 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	110.46	5.30 %
Fridge	65.54	28.40 %
Wash-Mac	43.35	20.07 %
Oven	0.10	3.73 %
Total	219.45	8.67 %

Branch *	MTD Sales L	Brand Share %
MDU1	24.42	7.27 %
MDU2	13.58	8.24 %
MDU6	8.14	5.95 %
ATG1	4.88	5.50 %
DGL2	4.69	8.48 %
SVG1	2.83	5.06 %
TPT1	2.66	3.24 %
DKI1	2.62	4.65 %
MNM1	2.18	7.76 %
PNV2	1.63	4.77 %
TDI1	1.56	4.75 %
KRR1	1.15	0.77 %
KPT1	1.08	3.92 %
KYK1	1.07	3.32 %
ODM1	0.95	3.45 %
SGP1	0.48	1.91 %
MLR1	0.44	0.88 %
NTM1		0.00 %
SZSD		0.00 %
Total	219.45	8.67 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	111.10	5.94 %
Fridge	61.13	33.81 %
Wash-Mac	33.28	18.27 %
Total	205.50	9.19 %

Branch *	MTD Sales L	Brand Share %
CH20	7.38	6.75 %
CH41	7.35	7.77 %
CH17	7.01	6.59 %
CH50	5.13	5.32 %
CH34	5.00	6.25 %
CH06	3.25	4.19 %
MJR1	3.20	4.25 %
GPD1	1.21	2.61 %
CH27	1.12	3.26 %
UKI1	1.07	2.66 %
CH46	1.02	2.12 %
CH23	1.02	1.92 %
MC06	0.92	8.31 %
CH32	0.78	5.68 %
CH31	0.60	1.43 %
PON1	0.42	0.83 %
CH36	0.15	0.42 %
CH01		0.00 %
Total	205.50	9.19 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	129.21	9.54 %
Fridge	32.60	23.50 %
Wash-Mac	20.97	15.12 %
Oven	0.10	2.44 %
Total	182.87	11.18 %

Branch *	MTD Sales L	Brand Share %
CBE2	23.84	6.76 %
PLI1	5.53	7.62 %
KMR1	4.66	5.70 %
SUL1	1.38	3.30 %
TPR4	1.21	5.06 %
ANR1	0.64	3.52 %
CBE3	0.43	1.96 %
KMD1	0.40	1.46 %
GDR1	0.34	4.89 %
CBE5	0.33	1.00 %
CNR1	0.25	7.54 %
KGI1		0.00 %
KGM1		0.00 %
WZSD		0.00 %
Total	182.87	11.18 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	102.70	6.41 %
Fridge	55.70	29.86 %
Wash-Mac	24.45	12.90 %
Total	182.85	9.23 %

Branch *	MTD Sales L	Brand Share %
ERD2	15.89	8.02 %
HSR1	5.72	8.60 %
SLM2	2.45	3.01 %
KVP1	2.21	6.64 %
SLM3	2.17	2.52 %
MTR1	1.98	4.27 %
DPR1	1.46	4.45 %
PMP1	1.24	3.67 %
TCG1	1.18	2.34 %
EPI1	1.15	3.08 %
BMD1	1.12	4.26 %
PDR1	0.84	2.38 %
KAM1	0.67	2.87 %
TRM1	0.65	1.65 %
APN1	0.64	2.23 %
EDP1	0.63	2.59 %
HRR1	0.58	2.98 %
VKL1	0.50	2.30 %
SGG1	0.33	1.70 %
KMM1	0.32	0.95 %
DPR2	0.16	0.48 %
SGI1		0.00 %
WZWH		0.00 %
WHPD	-0.79	6.41 %
Total	182.85	9.23 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	55.58	4.75 %
Fridge	30.90	25.86 %
Wash-Mac	18.16	17.67 %
Total	104.63	7.51 %

Branch *	MTD Sales L	Brand Share %
POY1	9.41	5.76 %
VPM2	6.72	7.43 %
NVL2	5.83	7.12 %
CDM1	3.85	5.12 %
TVM2	2.68	8.41 %
POY2	1.26	0.86 %
VCM1	0.59	1.89 %
VPM1	0.32	1.77 %
KML1	0.15	0.32 %
MKM1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
Total	104.63	7.51 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	36.99	3.06 %
Fridge	17.60	17.57 %
Wash-Mac	11.67	10.31 %
Total	66.26	4.65 %

Branch *	MTD Sales L	Brand Share %
KPM2	8.86	6.62 %
ABR1	5.64	7.18 %
AKM1	4.74	6.39 %
TRL1	4.03	4.00 %
TRT1	2.84	5.30 %
VNB1	2.51	4.34 %
VEL2	2.07	1.61 %
PLR1	1.90	6.57 %
VEL1	1.49	1.80 %
ARC2	0.61	1.23 %
WJD1	0.60	1.46 %
VSI1	0.60	1.08 %
WJP1	0.31	0.61 %
UGI1	0.29	2.02 %
PTU1	0.16	1.81 %
ANI1	0.16	0.46 %
GDM1	0.15	0.25 %
CPT1	0.13	0.47 %
BGR1		0.00 %
KPM1		0.00 %
SLG1		0.00 %
WHVL	-1.04	7.60 %
Total	66.26	4.65 %