

MTD Sales
1,063.68 L

Brand Share %
8.33 %

Information:

MTD : 01-05-2026 To 15-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **8.33 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	451.20	4.59 %
Fridge	368.33	23.46 %
Wash-Mac	242.73	17.91 %
Oven	1.42	6.23 %
Total	1,063.68	8.33 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	186.91	9.17 %
SOUTH-01	152.69	8.07 %
TRICHY-01	148.06	7.91 %
SOUTH-03	144.22	9.07 %
CHENNAI-02	143.46	8.27 %
WEST-02	94.12	8.88 %
WEST-01	86.16	11.73 %
SOUTH ARCOT	66.41	7.12 %
NORTH ARCOT	41.67	4.53 %
Total	1,063.68	8.33 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	92.60	5.70 %
Fridge	56.18	24.79 %
Wash-Mac	37.76	20.67 %
Oven	0.37	8.09 %
Total	186.91	9.17 %

Branch *	MTD Sales L	Brand Share %
CH14	8.99	6.15 %
CH07	6.10	7.07 %
GUD1	5.27	8.20 %
CH25	5.24	6.93 %
CGL1	3.83	8.30 %
CH30	2.90	4.05 %
CH16	2.89	2.94 %
SKL1	1.20	3.01 %
CH39	0.98	2.52 %
KNR1	0.58	1.53 %
CH29	0.49	7.84 %
CZWH	0.45	0.45 %
CH28	0.40	0.42 %
GUD2	0.30	0.94 %
CH37	0.29	0.87 %
CH40	0.28	4.77 %
CH26	0.16	1.18 %
MC09		0.00 %
MC10		0.00 %
TKM1		0.00 %
Total	186.91	9.17 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	57.60	22.19 %
Air-Cond	50.36	3.64 %
Wash-Mac	44.63	18.29 %
Oven	0.10	2.13 %
Total	152.69	8.07 %

Branch *	MTD Sales L	Brand Share %
TUT1	12.85	6.20 %
NGR1	8.62	7.70 %
RND1	5.72	6.88 %
VLY1	5.60	6.56 %
KVT1	4.79	4.21 %
TUT2	3.03	3.23 %
SVK1	2.83	4.75 %
ASM1	1.73	6.24 %
KGL1	1.71	7.18 %
VKM1	1.65	6.23 %
SKD1	1.19	3.96 %
PDI1	1.08	4.22 %
APK1	1.06	3.30 %
SNL1	0.88	2.91 %
APK2	0.62	2.41 %
TKY1	0.55	2.49 %
ARM1	0.46	1.64 %
COL1	0.43	4.40 %
SGT1	0.29	3.48 %
KSM1		0.00 %
S2SD		0.00 %
Total	152.69	8.07 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	69.62	4.53 %
Fridge	49.48	26.50 %
Wash-Mac	28.96	19.81 %
Total	148.06	7.91 %

Branch *	MTD Sales L	Brand Share %
TRY1	18.32	5.56 %
PBR2	8.76	7.71 %
TNJ1	8.15	7.43 %
MDI1	5.50	7.68 %
PTK1	5.09	6.22 %
TRY4	4.45	7.99 %
JKM1	2.16	4.28 %
KUM2	1.69	4.04 %
TVR1	1.31	3.26 %
KIK1	0.91	1.61 %
NCK1	0.69	2.70 %
NMM1	0.67	2.32 %
PDK1	0.58	1.25 %
APM1	0.28	0.90 %
TRY2	0.16	0.47 %
TZSD		0.00 %
Total	148.06	7.91 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	54.10	4.49 %
Fridge	50.44	24.74 %
Wash-Mac	39.57	22.21 %
Oven	0.10	4.59 %
Total	144.22	9.07 %

Branch *	MTD Sales L	Brand Share %
DGL1	14.22	6.86 %
MDU6	5.46	8.32 %
ATG1	3.58	5.27 %
DKI1	3.04	7.99 %
DGL2	2.80	6.80 %
CMR1	2.51	6.82 %
PVI1	1.98	6.32 %
SVG1	1.03	2.74 %
KPT1	0.44	4.01 %
ODM1	0.38	2.17 %
MLR1	0.26	0.92 %
KYK1	0.24	1.14 %
KRR1	0.24	0.35 %
SGP1	0.17	1.06 %
NTM1	0.11	0.83 %
SZSD		0.00 %
Total	144.22	9.07 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	70.25	4.99 %
Fridge	49.13	26.92 %
Wash-Mac	23.99	16.96 %
Oven	0.09	6.85 %
Total	143.46	8.27 %

Branch *	MTD Sales L	Brand Share %
CH12	7.71	6.69 %
CH06	5.19	7.09 %
MJR1	4.65	7.38 %
CH41	4.42	6.69 %
CH34	3.78	6.86 %
CH43	3.19	7.65 %
GPD1	2.30	7.42 %
CH23	1.28	3.21 %
CH31	0.87	2.52 %
UKI1	0.86	2.60 %
CH27	0.50	2.00 %
CH32	0.33	3.37 %
CH01		0.00 %
CH36		0.00 %
CH46		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	143.46	8.27 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	39.99	5.43 %
Fridge	32.10	19.41 %
Wash-Mac	21.87	14.06 %
Oven	0.16	7.16 %
Total	94.12	8.88 %

Branch *	MTD Sales L	Brand Share %
ATU1	3.27	7.37 %
SLM2	2.54	4.18 %
RSP1	2.46	8.03 %
TRM1	1.42	6.40 %
APN1	1.31	6.02 %
SLM3	1.03	1.67 %
MTR1	0.80	2.27 %
TCG1	0.66	2.22 %
PMP1	0.66	4.94 %
PDR1	0.66	3.90 %
EDP1	0.56	3.02 %
EPI1	0.47	2.88 %
DPR2	0.41	2.39 %
BMD1	0.35	1.83 %
HRR1	0.35	2.12 %
SGG1	0.18	1.89 %
KAM1	0.16	1.09 %
SGI1	0.16	1.78 %
VKL1		0.00 %
WZWH		0.00 %
WHKP	-0.48	4.87 %
Total	94.12	8.88 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	34.73	7.33 %
Fridge	31.18	23.85 %
Wash-Mac	19.66	15.48 %
Oven	0.59	18.67 %
Total	86.16	11.73 %

Branch *	MTD Sales L	Brand Share %
CBE2	11.16	7.76 %
KMR1	3.68	7.90 %
GBM1	1.32	6.08 %
CBE3	0.84	5.07 %
KGM1	0.59	3.51 %
ANR1	0.43	4.71 %
KMD1	0.37	2.40 %
PPI1	0.16	1.63 %
CBE5		0.00 %
WZSD		0.00 %
Total	86.16	11.73 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	25.45	3.43 %
Fridge	22.87	22.56 %
Wash-Mac	18.09	20.59 %
Total	66.41	7.12 %

Branch *	MTD Sales L	Brand Share %
POY1	4.19	4.39 %
KKI2	3.90	6.14 %
NVL2	3.67	6.89 %
CDM1	2.59	3.18 %
VPM2	2.38	4.84 %
VCM2	1.79	5.57 %
KML1	1.58	3.31 %
POY2	1.22	1.93 %
VPM1	0.81	5.90 %
MKM1	0.65	2.91 %
STP1	0.56	3.52 %
VCM1	0.40	2.82 %
TDM1		0.00 %
TVM1		0.00 %
Total	66.41	7.12 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	19.35	17.11 %
Air-Cond	14.10	1.98 %
Wash-Mac	8.22	8.87 %
Total	41.67	4.53 %

Branch *	MTD Sales L	Brand Share %
TRL1	5.09	6.46 %
VEL2	5.01	5.56 %
KPM2	4.64	4.79 %
SBR1	4.31	6.24 %
VEL1	2.84	4.33 %
TRR1	2.73	5.06 %
TRT1	2.29	5.98 %
AKM1	2.12	4.15 %
VNB1	1.35	5.38 %
ANI1	0.68	2.70 %
CYR1	0.60	2.48 %
WJD1	0.52	1.70 %
PLR1	0.49	2.85 %
GDM1	0.35	1.41 %
BGR1	0.34	2.93 %
VSI1	0.28	0.85 %
UGI1	0.18	1.50 %
ARC2		0.00 %
CPT1		0.00 %
KPM1		0.00 %
SLG1		0.00 %
WJP1		0.00 %
WHVL	-1.24	4.72 %
Total	41.67	4.53 %