

MTD Sales
855.59 L

Brand Share %
11.76 %

Information:

MTD : 01-09-2026 To 16-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.76 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	388.55	20.77 %
Wash-Mac	263.34	15.52 %
Air-Cond	201.35	5.48 %
Oven	2.35	7.17 %
Total	855.59	11.76 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	149.84	13.18 %
SOUTH-01	132.16	10.13 %
CHENNAI-02	116.69	12.81 %
TRICHY-01	114.88	11.45 %
SOUTH-03	106.62	12.42 %
SOUTH ARCOT	57.60	11.27 %
NORTH ARCOT	49.78	8.78 %
WEST-02	49.55	12.13 %
WEST-03	42.67	14.81 %
WEST-01	35.79	12.64 %
Total	855.59	11.76 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	65.01	23.57 %
Air-Cond	44.00	7.15 %
Wash-Mac	40.45	16.72 %
Oven	0.39	8.97 %
Total	149.84	13.18 %

Branch *	MTD Sales L	Brand Share %
CH16	7.67	9.76 %
CH19	6.93	10.96 %
CH30	5.30	10.92 %
CH28	5.08	9.31 %
CH07	4.78	9.93 %
SKL1	2.52	10.41 %
GUD2	1.45	6.31 %
CH38	1.26	5.23 %
KNR1	1.06	4.73 %
CH39	0.73	3.50 %
TKM1	0.38	2.93 %
CH26	0.30	3.15 %
CH40		0.00 %
CZWH		0.00 %
MC09		0.00 %
Total	149.84	13.18 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	60.17	19.12 %
Wash-Mac	39.71	14.19 %
Air-Cond	31.57	4.49 %
Oven	0.70	8.81 %
Total	132.16	10.13 %

Branch *	MTD Sales L	Brand Share %
TUT1	14.16	9.19 %
NGR1	6.31	9.76 %
TKS2	5.88	11.31 %
TUT2	5.03	8.60 %
KVT1	4.65	6.00 %
PKD1	2.83	9.71 %
ERL2	2.10	6.51 %
SVK1	2.09	5.50 %
UDN1	1.82	8.28 %
RND2	1.62	4.04 %
VLY1	1.61	3.59 %
SNL1	1.31	5.24 %
APK2	1.29	7.02 %
APK1	1.09	6.96 %
VKM1	1.08	7.88 %
KSM1	0.85	9.58 %
PDI1	0.82	4.56 %
SKD1	0.73	5.02 %
COL1	0.55	6.44 %
SGT1	0.19	3.36 %
KGL1	0.16	1.13 %
ARM1	0.15	1.45 %
KYR1	0.15	1.11 %
TKY1	0.15	1.00 %
S2SD	-1.19	-17.42 %
Total	132.16	10.13 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	47.52	22.06 %
Wash-Mac	34.92	16.92 %
Air-Cond	33.90	6.99 %
Oven	0.36	8.00 %
Total	116.69	12.81 %

Branch *	MTD Sales L	Brand Share %
CH21	6.65	11.32 %
CH34	3.69	11.27 %
GPD1	1.17	6.95 %
CH36	0.75	5.03 %
CH32	0.37	7.55 %
CH31	0.33	5.27 %
CH37	0.28	2.01 %
CH46	0.23	1.51 %
PON1	0.17	1.15 %
MJR1	0.11	0.46 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
MC05		0.00 %
MC06		0.00 %
UKI1		0.00 %
Total	116.69	12.81 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	55.48	22.51 %
Wash-Mac	36.88	21.17 %
Air-Cond	22.40	3.86 %
Oven	0.12	4.49 %
Total	114.88	11.45 %

Branch *	MTD Sales L	Brand Share %
TRY1	11.93	7.02 %
PBR2	5.46	10.52 %
PTK1	3.87	8.78 %
KIK1	3.01	7.13 %
TRY4	2.83	6.35 %
JKM1	1.72	7.06 %
KUM2	1.22	5.07 %
MSI1	1.11	6.63 %
ORU1	1.10	8.71 %
APM1	0.73	8.99 %
PDK1	0.64	3.43 %
TVR1	0.35	1.22 %
TRY2	0.15	1.31 %
NMM1		0.00 %
WTRZ	-0.55	4.52 %
Total	114.88	11.45 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	50.77	22.38 %
Wash-Mac	33.90	16.74 %
Air-Cond	21.85	5.13 %
Oven	0.10	3.13 %
Total	106.62	12.42 %

Branch *	MTD Sales L	Brand Share %
MDU1	12.58	10.10 %
PVI1	4.82	11.41 %
MDU7	2.97	11.76 %
KKD3	2.31	6.33 %
KRR1	1.43	4.46 %
MNM1	0.85	9.81 %
SGP1	0.81	9.00 %
TMM1	0.71	3.24 %
PNV2	0.62	5.59 %
TEN2	0.38	2.97 %
KPT1	0.33	4.59 %
SVG1	0.30	1.58 %
TDI1	0.26	1.61 %
ADP1	0.15	1.72 %
KYK1	0.15	1.81 %
MLR1		0.00 %
SZSD	-0.16	10.61 %
Total	106.62	12.42 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	23.64	17.29 %
Wash-Mac	22.83	18.08 %
Air-Cond	10.93	4.44 %
Oven	0.19	9.27 %
Total	57.60	11.27 %

Branch *	MTD Sales L	Brand Share %
POY1	5.15	9.54 %
SJI2	4.07	11.48 %
CDM1	2.71	7.32 %
KKI2	2.28	11.67 %
POY2	1.10	3.36 %
VCM2	1.01	6.25 %
TDM1	0.88	5.40 %
VPM1	0.76	9.96 %
VCM1	0.32	5.21 %
KML1	0.15	0.90 %
MKM1	0.15	1.21 %
TVM1		0.00 %
WHNV		0.00 %
WHUT	-0.45	7.73 %
Total	57.60	11.27 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	24.79	16.83 %
Wash-Mac	16.64	12.10 %
Air-Cond	8.35	2.99 %
Total	49.78	8.78 %

Branch *	MTD Sales L	Brand Share %
VEL4	5.19	10.33 %
TRL1	3.88	10.29 %
VEL3	3.69	9.22 %
TRR1	3.49	11.36 %
VEL2	2.97	7.31 %
AKM1	1.83	7.52 %
TRT1	1.46	8.79 %
WJP1	1.20	7.48 %
VNB1	1.03	7.55 %
SBR1	0.96	2.26 %
ANI1	0.66	6.62 %
WJD1	0.46	3.08 %
UGI1	0.42	9.13 %
VEL1	0.31	2.08 %
PLR1	0.30	2.87 %
GDM1	0.20	1.03 %
PTU1	0.16	4.70 %
CPT1	0.15	1.49 %
ARC2		0.00 %
BGR1		0.00 %
SLG1		0.00 %
Total	49.78	8.78 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	24.59	17.95 %
Wash-Mac	13.39	9.83 %
Air-Cond	11.47	8.62 %
Oven	0.10	4.82 %
Total	49.55	12.13 %

Branch *	MTD Sales L	Brand Share %
SLM3	2.64	10.68 %
HSR1	2.43	10.48 %
PNG1	0.88	10.00 %
SLM2	0.87	3.39 %
BMD1	0.82	6.94 %
DPR1	0.71	6.51 %
EDP1	0.46	5.09 %
KAM1	0.33	3.43 %
APN1	0.33	3.39 %
HRR1	0.33	4.00 %
MTR1	0.29	1.77 %
EPI1	0.16	1.26 %
DPR2		0.00 %
PMP1		0.00 %
SGI1		0.00 %
WHKP		0.00 %
WZWH	-0.62	-11.79 %
Total	49.55	12.13 %

WEST-03

Property	MTD Sales L	Brand Share %
Fridge	17.07	22.86 %
Wash-Mac	13.37	15.28 %
Air-Cond	12.08	9.65 %
Oven	0.15	21.44 %
Total	42.67	14.81 %

Branch *	MTD Sales L	Brand Share %
ERD2	5.58	11.74 %
PDR1	0.95	9.47 %
TCG1	0.58	3.63 %
GBM1	0.45	3.84 %
KMM1	0.17	1.70 %
KGM1		0.00 %
VKL1		0.00 %
SGG1	-0.12	-1.50 %
Total	42.67	14.81 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	19.50	20.25 %
Wash-Mac	11.26	10.76 %
Air-Cond	4.80	6.05 %
Oven	0.24	8.01 %
Total	35.79	12.64 %

Branch *	MTD Sales L	Brand Share %
CBE2	6.30	10.60 %
CBE6	2.05	8.81 %
KMR1	1.44	5.37 %
PLI1	0.86	4.71 %
KGI1	0.46	10.57 %
PPI1	0.36	6.13 %
CBE3	0.30	5.76 %
CBE5	0.29	2.72 %
ANR1	0.16	6.69 %
GDR1		0.00 %
KMD1		0.00 %
WZSD		0.00 %
Total	35.79	12.64 %