

MTD Sales
1,011.00 L

Brand Share %
9.37 %

Information:

MTD : 01-03-2026 To 17-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **9.37 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	375.40	5.08 %
Fridge	374.34	22.76 %
Wash-Mac	259.27	15.06 %
Oven	1.98	5.23 %
Total	1,011.00	9.37 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	173.59	10.65 %
SOUTH-01	139.64	8.70 %
SOUTH-03	126.21	9.25 %
TRICHY-01	120.69	8.26 %
CHENNAI-02	119.36	9.43 %
WEST-01	113.57	12.18 %
WEST-02	99.48	9.12 %
SOUTH ARCOT	64.24	9.25 %
NORTH ARCOT	54.22	7.31 %
Total	1,011.00	9.37 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	73.29	6.42 %
Fridge	62.44	26.05 %
Wash-Mac	37.58	15.62 %
Oven	0.29	3.72 %
Total	173.59	10.65 %

Branch *	MTD Sales L	Brand Share %
CH14	7.78	7.48 %
CH25	5.76	8.95 %
CH22	5.00	6.22 %
GUD1	4.40	8.55 %
CH45	4.27	8.81 %
CH47	2.09	4.87 %
CH39	1.57	4.77 %
GUD2	1.23	3.68 %
CH28	0.83	1.28 %
CH30	0.76	1.71 %
CH26	0.61	3.91 %
KNR1	0.61	1.73 %
CH40	0.45	6.00 %
CZWH	0.32	0.89 %
CH37	0.30	1.01 %
TKM1	0.28	1.80 %
MC10		0.00 %
Total	173.59	10.65 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	48.26	18.99 %
Air-Cond	47.88	4.63 %
Wash-Mac	42.98	13.94 %
Oven	0.52	7.18 %
Total	139.64	8.70 %

Branch *	MTD Sales L	Brand Share %
TUT1	16.57	5.07 %
PKD1	3.08	8.07 %
TCN1	2.45	7.91 %
TUT2	2.13	3.42 %
ERL2	1.84	7.36 %
PDI1	1.63	6.86 %
UDN1	1.53	8.07 %
APK1	0.76	2.62 %
APK2	0.71	2.41 %
SNL1	0.69	3.64 %
SVK1	0.58	1.18 %
VKM1	0.53	2.75 %
SKD1	0.51	3.47 %
TYI1	0.50	2.55 %
KYR1	0.44	2.64 %
ARM1	0.39	2.28 %
KGL1	0.25	1.24 %
SGT1	0.15	1.47 %
COL1	0.13	2.09 %
KSM1		0.00 %
S2SD		0.00 %
TKY1		0.00 %
Total	139.64	8.70 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	46.21	23.30 %
Wash-Mac	40.07	17.74 %
Air-Cond	39.48	4.22 %
Oven	0.45	10.12 %
Total	126.21	9.25 %

Branch *	MTD Sales L	Brand Share %
MDU1	12.44	7.38 %
DGL1	7.01	7.80 %
MDU3	4.42	7.07 %
TMM1	2.39	6.14 %
SVG1	2.23	7.42 %
MDU5	2.01	8.20 %
ATG1	1.98	4.02 %
PVI1	1.95	8.23 %
BNR1	1.79	8.22 %
PNV2	1.31	5.28 %
KYK1	1.10	6.07 %
KRR1	1.01	1.91 %
ODM1	0.83	5.33 %
TDI1	0.70	4.31 %
TPT1	0.56	1.67 %
MNM1	0.51	3.87 %
DKI1	0.50	1.41 %
KPT1	0.42	2.94 %
SGP1	0.15	1.05 %
MDU4	0.13	0.37 %
MLR1		0.00 %
NTM1		0.00 %
SZSD		0.00 %
Total	126.21	9.25 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	45.49	23.98 %
Air-Cond	39.53	3.59 %
Wash-Mac	35.67	21.31 %
Total	120.69	8.26 %

Branch *	MTD Sales L	Brand Share %
TRY1	18.21	4.78 %
TNJ1	5.58	8.16 %
MDI1	4.02	8.70 %
TNJ2	3.64	5.29 %
TRY4	3.13	5.78 %
PTK1	2.54	3.32 %
JKM1	1.89	5.07 %
KRN1	1.63	8.30 %
TRY2	1.41	5.45 %
AYR1	0.99	3.47 %
KIK1	0.77	2.65 %
APM1	0.74	5.71 %
NMM1	0.58	3.51 %
TVR1	0.54	2.02 %
PDK1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	120.69	8.26 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	54.21	5.98 %
Fridge	37.70	22.14 %
Wash-Mac	27.25	14.76 %
Oven	0.20	4.72 %
Total	119.36	9.43 %

Branch *	MTD Sales L	Brand Share %
CH50	4.58	8.13 %
CH18	3.95	8.50 %
CH17	3.72	7.41 %
CH41	3.50	6.46 %
CH06	3.05	6.50 %
CH44	2.94	7.87 %
CH34	2.73	6.09 %
CH43	2.35	6.02 %
MJR1	2.21	5.08 %
CH27	1.07	5.74 %
CH23	0.63	2.33 %
UKI1	0.56	2.16 %
CH32	0.47	4.47 %
CH46	0.36	1.30 %
CH36	0.28	1.39 %
PON1	0.15	0.53 %
CH01		0.00 %
CH31		0.00 %
MC06		0.00 %
Total	119.36	9.43 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	51.59	8.58 %
Fridge	38.32	24.09 %
Wash-Mac	23.13	13.82 %
Oven	0.53	11.04 %
Total	113.57	12.18 %

Branch *	MTD Sales L	Brand Share %
CBE2	17.59	8.48 %
SNR1	3.24	8.34 %
CBE6	2.28	5.84 %
SUL1	2.17	7.42 %
KMD1	0.95	7.05 %
PPI1	0.77	4.40 %
TPR4	0.71	4.09 %
TPR1	0.69	1.54 %
KGM1	0.54	3.29 %
GDR1	0.41	5.16 %
ANR1	0.30	5.65 %
CBE5		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	113.57	12.18 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	43.63	20.92 %
Air-Cond	33.92	5.07 %
Wash-Mac	21.94	10.45 %
Total	99.48	9.12 %

Branch *	MTD Sales L	Brand Share %
SLM3	2.97	5.25 %
RSP1	2.37	7.66 %
CMI1	1.40	8.74 %
EPI1	1.34	5.21 %
PDR1	1.23	5.67 %
EDP1	1.21	6.31 %
DPR2	1.16	5.16 %
KVP1	1.13	5.68 %
TRM1	1.12	3.78 %
SLM2	1.02	2.69 %
BMD1	0.88	3.56 %
MTR1	0.81	2.33 %
HRR1	0.44	2.08 %
APN1	0.44	2.28 %
VKL1	0.42	2.96 %
SGI1	0.41	3.14 %
KAM1	0.23	1.54 %
KMM1	0.13	0.93 %
PMP1	0.13	0.71 %
TCG1		0.00 %
WZWH		0.00 %
Total	99.48	9.12 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	25.01	21.86 %
Air-Cond	21.43	4.49 %
Wash-Mac	17.79	17.59 %
Total	64.24	9.25 %

Branch *	MTD Sales L	Brand Share %
POY1	6.56	7.92 %
VPM2	3.99	8.90 %
NVL2	1.47	3.44 %
KML1	1.32	5.77 %
TDM1	1.30	4.15 %
POY2	1.00	1.66 %
MKM1	0.77	3.18 %
TVM1	0.42	1.89 %
STP1	0.25	2.39 %
VCM1	0.14	0.55 %
VPM1		0.00 %
Total	64.24	9.25 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	27.27	24.77 %
Air-Cond	14.09	2.75 %
Wash-Mac	12.86	11.07 %
Total	54.22	7.31 %

Branch *	MTD Sales L	Brand Share %
TRL1	4.87	6.21 %
VEL2	2.08	3.79 %
VSI1	1.32	4.60 %
VEL1	0.92	2.50 %
PTU1	0.52	5.73 %
ARC2	0.48	1.75 %
WJD1	0.27	1.04 %
SLG1	0.15	0.74 %
KPM1	0.14	0.47 %
WJP1	0.14	0.69 %
ANI1	0.13	0.78 %
UGI1	0.12	1.42 %
BGR1	0.12	1.13 %
GDM1		0.00 %
WHVL		0.00 %
Total	54.22	7.31 %