

MTD Sales
1,994.07 L

Brand Share %
8.56 %

Information:

MTD : 01-04-2026 To 18-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **8.56 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	1,100.55	5.64 %
Fridge	576.74	30.09 %
Wash-Mac	315.64	17.41 %
Oven	1.14	3.12 %
Total	1,994.07	8.56 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	305.52	9.63 %
SOUTH-01	298.97	7.97 %
SOUTH-03	267.81	8.78 %
TRICHY-01	253.43	8.10 %
CHENNAI-02	234.24	8.98 %
WEST-01	229.87	11.41 %
WEST-02	211.10	9.09 %
SOUTH ARCOT	119.58	7.53 %
NORTH ARCOT	73.55	4.44 %
Total	1,994.07	8.56 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	160.36	6.14 %
Fridge	97.35	33.61 %
Wash-Mac	47.50	18.06 %
Oven	0.30	3.76 %
Total	305.52	9.63 %

Branch *	MTD Sales L	Brand Share %
CH14	15.96	7.27 %
CH16	12.46	6.75 %
CH48	11.12	8.34 %
GUD1	11.06	8.39 %
CH35	5.65	7.12 %
SKL1	3.83	5.30 %
CH30	3.12	2.42 %
CH39	1.29	2.37 %
GUD2	1.07	2.02 %
CZWH	0.91	1.44 %
KNR1	0.89	1.71 %
CH28	0.80	0.61 %
CH37	0.39	0.67 %
CH26	0.32	1.40 %
TKM1	0.29	0.75 %
CH29	0.17	3.31 %
MC09		0.00 %
MC10		0.00 %
WCHN	-4.73	6.93 %
Total	305.52	9.63 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	154.37	4.91 %
Fridge	95.28	30.62 %
Wash-Mac	49.08	17.27 %
Oven	0.24	3.16 %
Total	298.97	7.97 %

Branch *	MTD Sales L	Brand Share %
TVL1	37.51	8.29 %
TUT1	15.52	3.97 %
NGR1	13.43	5.19 %
KVT1	11.14	6.51 %
TUT2	7.51	4.12 %
SVK1	5.92	5.00 %
TY11	4.26	7.18 %
UDN1	4.16	7.11 %
VKM1	2.48	6.74 %
KGL1	2.43	3.56 %
APK2	2.07	4.96 %
SNL1	1.80	3.87 %
COL1	1.13	2.96 %
ARM1	1.05	1.85 %
TKY1	0.94	2.17 %
APK1	0.89	1.54 %
KYR1	0.70	1.64 %
SGT1	0.51	2.88 %
SKD1	0.49	1.25 %
S2SD	0.29	0.45 %
WHTV	-0.89	5.07 %
Total	298.97	7.97 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	137.79	5.43 %
Fridge	78.16	28.97 %
Wash-Mac	51.75	21.28 %
Oven	0.10	3.37 %
Total	267.81	8.78 %

Branch *	MTD Sales L	Brand Share %
MDU1	28.69	7.53 %
MDU2	16.47	8.49 %
MDU6	10.37	6.47 %
ATG1	6.69	6.28 %
DGL2	5.55	7.78 %
TPT1	3.27	3.48 %
SVG1	3.14	4.57 %
DKI1	2.62	3.97 %
MNM1	2.54	7.24 %
PNV2	2.29	5.60 %
TDI1	1.73	3.94 %
KRR1	1.30	0.76 %
KYK1	1.22	3.31 %
ODM1	1.11	3.30 %
KPT1	1.08	3.48 %
SGP1	0.48	1.58 %
MLR1	0.44	0.80 %
NTM1		0.00 %
SZSD		0.00 %
Total	267.81	8.78 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	130.89	4.83 %
Fridge	76.76	36.81 %
Wash-Mac	45.64	22.15 %
Oven	0.15	4.99 %
Total	253.43	8.10 %

Branch *	MTD Sales L	Brand Share %
TRY1	43.00	6.06 %
PBR2	15.88	8.46 %
TNJ1	13.99	8.43 %
PTK1	9.11	7.71 %
MDI1	7.39	7.83 %
TRY3	5.84	4.12 %
MSI1	5.23	7.89 %
TRY4	5.04	5.35 %
NCK1	2.59	7.77 %
JKM1	2.03	3.05 %
TVR1	1.95	3.23 %
KIK1	1.69	1.99 %
ORU1	1.12	3.62 %
APM1	1.10	3.80 %
TRY2	0.80	0.83 %
PDK1	0.53	0.66 %
NMM1	0.32	0.90 %
TZSD		0.00 %
Total	253.43	8.10 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	125.96	5.78 %
Fridge	71.02	32.77 %
Wash-Mac	37.15	17.86 %
Oven	0.10	3.03 %
Total	234.24	8.98 %

Branch *	MTD Sales L	Brand Share %
CH20	8.82	7.07 %
CH17	8.57	7.03 %
CH41	8.40	7.95 %
CH50	6.71	5.95 %
CH34	5.44	5.72 %
CH06	3.88	4.18 %
MJR1	3.68	4.19 %
CH27	1.52	3.88 %
GPD1	1.21	2.32 %
UKI1	1.07	2.28 %
CH46	1.02	1.81 %
CH23	1.02	1.71 %
CH31	0.96	1.98 %
MC06	0.92	7.82 %
CH32	0.78	4.64 %
PON1	0.42	0.72 %
CH36	0.15	0.34 %
CH01		0.00 %
Total	234.24	8.98 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	165.75	9.78 %
Fridge	39.93	25.06 %
Wash-Mac	24.09	15.56 %
Oven	0.10	2.07 %
Total	229.87	11.41 %

Branch *	MTD Sales L	Brand Share %
CBE2	31.55	7.31 %
KMR1	6.92	6.47 %
PLI1	6.10	6.83 %
SUL1	2.42	4.60 %
TPR4	1.50	5.57 %
GDR1	0.70	8.14 %
ANR1	0.64	3.23 %
CBE5	0.63	1.65 %
CBE3	0.59	2.36 %
KMD1	0.40	1.17 %
CNR1	0.25	6.68 %
KGI1	0.14	2.37 %
KGM1		0.00 %
WZSD		0.00 %
Total	229.87	11.41 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	121.53	6.42 %
Fridge	62.45	29.09 %
Wash-Mac	27.12	12.92 %
Total	211.10	9.09 %

Branch *	MTD Sales L	Brand Share %
HSR1	7.01	8.52 %
RSP1	5.64	8.19 %
SLM2	3.23	3.53 %
KVP1	2.68	6.50 %
SLM3	2.48	2.39 %
MTR1	2.30	4.35 %
DPR1	1.78	4.73 %
EPI1	1.53	3.29 %
PMP1	1.24	3.25 %
TCG1	1.18	2.00 %
BMD1	1.12	3.73 %
PDR1	1.10	2.64 %
TRM1	0.82	1.74 %
APN1	0.82	2.52 %
KAM1	0.67	2.40 %
EDP1	0.63	2.17 %
HRR1	0.58	2.73 %
VKL1	0.50	1.98 %
SGG1	0.50	2.17 %
SGI1	0.33	1.29 %
KMM1	0.32	0.84 %
DPR2	0.16	0.40 %
WZWH		0.00 %
WHPD	-1.15	8.18 %
Total	211.10	9.09 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	63.88	4.78 %
Fridge	35.70	26.54 %
Wash-Mac	20.00	17.22 %
Total	119.58	7.53 %

Branch *	MTD Sales L	Brand Share %
POY1	11.00	5.79 %
VPM2	7.40	7.06 %
NVL2	6.30	6.92 %
CDM1	4.48	5.09 %
POY2	1.87	1.16 %
VCM1	0.59	1.75 %
KML1	0.53	0.96 %
VPM1	0.47	2.16 %
MKM1	0.16	0.38 %
STP1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
Total	119.58	7.53 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	40.01	2.83 %
Fridge	20.07	17.87 %
Wash-Mac	13.33	10.44 %
Oven	0.14	7.69 %
Total	73.55	4.44 %

Branch *	MTD Sales L	Brand Share %
KPM2	10.14	6.33 %
TRR1	9.61	8.34 %
ABR1	5.94	6.24 %
AKM1	5.86	6.67 %
TRL1	4.42	3.74 %
TRT1	3.41	5.43 %
VEL2	2.70	1.74 %
VNB1	2.51	4.07 %
PLR1	2.19	6.56 %
VEL1	1.90	1.98 %
ARC2	0.61	1.07 %
WJD1	0.60	1.23 %
VSI1	0.60	0.92 %
WJP1	0.31	0.54 %
UGI1	0.29	1.55 %
PTU1	0.16	1.81 %
ANI1	0.16	0.40 %
GDM1	0.15	0.21 %
CPT1	0.13	0.39 %
BGR1		0.00 %
KPM1		0.00 %
SLG1		0.00 %
Total	73.55	4.44 %