

MTD Sales
931.10 L

Brand Share %
11.73 %

Information:

MTD : 01-09-2026 To 18-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.73 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	421.11	20.69 %
Wash-Mac	286.75	15.52 %
Air-Cond	220.88	5.50 %
Oven	2.35	6.34 %
Total	931.10	11.73 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	165.44	13.20 %
SOUTH-01	141.55	9.98 %
CHENNAI-02	128.67	12.65 %
TRICHY-01	122.98	11.33 %
SOUTH-03	114.69	12.51 %
SOUTH ARCOT	65.74	11.54 %
WEST-02	53.87	12.29 %
NORTH ARCOT	53.25	8.72 %
WEST-03	45.72	14.60 %
WEST-01	39.19	12.48 %
Total	931.10	11.73 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	71.71	23.87 %
Air-Cond	47.95	7.04 %
Wash-Mac	45.39	17.02 %
Oven	0.39	7.68 %
Total	165.44	13.20 %

Branch *	MTD Sales L	Brand Share %
CH16	9.14	10.18 %
CH19	7.97	11.53 %
CH30	5.50	10.49 %
CH28	5.27	9.05 %
CH07	4.81	8.91 %
CH22	3.65	11.31 %
SKL1	3.16	11.53 %
CH38	2.54	8.92 %
GUD2	1.61	6.49 %
KNR1	1.06	4.39 %
CH39	0.73	3.09 %
CZWH	0.44	1.26 %
TKM1	0.38	2.86 %
CH26	0.30	2.56 %
CH40		0.00 %
MC09		0.00 %
Total	165.44	13.20 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	64.41	19.09 %
Wash-Mac	43.99	14.36 %
Air-Cond	32.44	4.24 %
Oven	0.70	7.68 %
Total	141.55	9.98 %

Branch *	MTD Sales L	Brand Share %
TUT1	14.82	8.80 %
NGR1	6.31	8.78 %
KVT1	5.50	5.62 %
TUT2	5.03	7.95 %
PKD1	2.83	9.13 %
ERL2	2.10	6.01 %
SVK1	2.09	5.18 %
UDN1	1.82	7.30 %
SNL1	1.64	6.32 %
RND2	1.62	3.75 %
VLY1	1.61	3.50 %
APK2	1.29	6.82 %
VKM1	1.23	8.22 %
APK1	1.09	6.68 %
KSM1	1.01	10.55 %
PDI1	0.82	4.31 %
SKD1	0.73	4.49 %
COL1	0.55	5.95 %
KYR1	0.45	2.98 %
ARM1	0.30	2.68 %
SGT1	0.19	3.04 %
KGL1	0.16	1.01 %
TKY1	0.15	0.97 %
S2SD	-1.19	-15.76 %
Total	141.55	9.98 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	52.79	22.41 %
Wash-Mac	38.05	17.11 %
Air-Cond	37.48	6.76 %
Oven	0.36	6.95 %
Total	128.67	12.65 %

Branch *	MTD Sales L	Brand Share %
CH21	7.37	11.57 %
CH24	6.17	11.45 %
CH34	3.69	10.05 %
GPD1	1.17	6.75 %
CH36	0.75	4.64 %
CH46	0.48	2.78 %
CH32	0.37	6.04 %
CH31	0.33	5.17 %
CH37	0.28	1.84 %
UKI1	0.26	1.38 %
PON1	0.17	1.03 %
MJR1	0.11	0.41 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
MC05		0.00 %
MC06		0.00 %
WCHN	-4.19	11.35 %
WHC3	-8.58	-488.09 %
Total	128.67	12.65 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	58.30	21.83 %
Wash-Mac	38.85	20.41 %
Air-Cond	25.71	4.11 %
Oven	0.12	4.25 %
Total	122.98	11.33 %

Branch *	MTD Sales L	Brand Share %
TRY1	12.98	6.81 %
PBR2	5.76	9.75 %
PTK1	3.87	8.21 %
KIK1	3.58	7.20 %
TRY4	3.13	6.82 %
JKM1	1.72	6.86 %
ORU1	1.45	10.77 %
MSI1	1.28	7.21 %
KUM2	1.22	4.72 %
APM1	0.73	8.47 %
PDK1	0.64	3.22 %
TVR1	0.35	1.20 %
TRY2	0.15	1.28 %
NMM1		0.00 %
WTRZ	-0.55	4.19 %
Total	122.98	11.33 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	55.38	22.69 %
Wash-Mac	35.48	16.37 %
Air-Cond	23.72	5.24 %
Oven	0.10	2.84 %
Total	114.69	12.51 %

Branch *	MTD Sales L	Brand Share %
MDU1	13.67	10.69 %
PVI1	4.82	10.81 %
MDU7	2.97	11.12 %
KKD3	2.86	7.33 %
DKI1	2.75	11.68 %
CBM1	2.04	11.43 %
KRR1	1.43	4.02 %
TEN2	1.29	8.86 %
MNM1	1.00	9.94 %
ODM1	0.85	11.42 %
SGP1	0.81	8.62 %
TMM1	0.71	2.83 %
PNV2	0.62	5.15 %
KPT1	0.33	4.59 %
SVG1	0.30	1.39 %
TDI1	0.26	1.51 %
MLR1	0.16	1.05 %
ADP1	0.15	1.66 %
KYK1	0.15	1.75 %
SZSD	-0.16	10.61 %
WHMD	-0.68	10.72 %
Total	114.69	12.51 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	27.07	17.77 %
Wash-Mac	25.36	17.92 %
Air-Cond	13.11	4.80 %
Oven	0.19	7.51 %
Total	65.74	11.54 %

Branch *	MTD Sales L	Brand Share %
POY1	6.12	10.67 %
SJI2	4.23	11.50 %
CDM1	2.95	7.58 %
KKI2	2.28	10.97 %
TDM1	1.47	5.36 %
POY2	1.10	3.12 %
VCM2	1.01	5.29 %
VPM1	0.76	9.68 %
KML1	0.32	1.76 %
MKM1	0.32	2.42 %
VCM1	0.32	4.65 %
TVM1		0.00 %
WHNV		0.00 %
WHUT	-0.45	7.35 %
Total	65.74	11.54 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	26.74	17.64 %
Wash-Mac	14.23	9.86 %
Air-Cond	12.81	9.13 %
Oven	0.10	4.56 %
Total	53.87	12.29 %

Branch *	MTD Sales L	Brand Share %
SLM3	2.96	11.32 %
HSR1	2.60	10.41 %
DPR1	0.88	7.58 %
PNG1	0.88	9.42 %
SLM2	0.87	3.30 %
BMD1	0.82	6.39 %
KAM1	0.50	4.52 %
HRR1	0.47	5.34 %
EDP1	0.46	4.80 %
PMP1	0.42	7.99 %
APN1	0.33	2.83 %
MTR1	0.29	1.68 %
EPI1	0.16	1.21 %
DPR2		0.00 %
SGI1		0.00 %
WHKP		0.00 %
WZWH	-0.62	-10.75 %
Total	53.87	12.29 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	26.16	16.36 %
Wash-Mac	17.80	12.11 %
Air-Cond	9.29	3.08 %
Total	53.25	8.72 %

Branch *	MTD Sales L	Brand Share %
VEL4	5.50	10.22 %
TRL1	4.52	10.47 %
VEL3	3.69	8.75 %
VEL2	2.97	6.98 %
AKM1	1.98	7.56 %
TRT1	1.46	8.17 %
WJP1	1.20	6.63 %
VNB1	1.03	7.09 %
SBR1	0.96	2.16 %
ANI1	0.66	6.50 %
WJD1	0.46	2.85 %
PLR1	0.46	4.10 %
UGI1	0.42	8.86 %
GDM1	0.35	1.74 %
VEL1	0.31	2.03 %
PTU1	0.16	4.04 %
CPT1	0.15	1.37 %
ARC2		0.00 %
BGR1		0.00 %
SLG1		0.00 %
WHVL	-0.35	10.69 %
Total	53.25	8.72 %

WEST-03

Property	MTD Sales L	Brand Share %
Fridge	17.60	21.80 %
Wash-Mac	14.69	15.16 %
Air-Cond	13.28	9.85 %
Oven	0.15	18.50 %
Total	45.72	14.60 %

Branch *	MTD Sales L	Brand Share %
ERD2	6.17	11.69 %
RSP1	2.06	10.82 %
PDR1	0.95	8.53 %
GBM1	0.64	5.13 %
TCG1	0.58	3.43 %
KMM1	0.17	1.58 %
SGG1	0.05	0.57 %
KGM1		0.00 %
VKL1		0.00 %
Total	45.72	14.60 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	20.95	19.67 %
Wash-Mac	12.90	11.21 %
Air-Cond	5.11	5.74 %
Oven	0.24	6.82 %
Total	39.19	12.48 %

Branch *	MTD Sales L	Brand Share %
CBE2	7.64	11.32 %
CBE6	2.05	8.57 %
KMR1	1.92	6.34 %
PLI1	1.31	6.46 %
PPI1	0.36	5.61 %
CBE3	0.30	5.51 %
CBE5	0.29	2.48 %
ANR1	0.16	6.79 %
GDR1		0.00 %
KMD1		0.00 %
WZSD		0.00 %
Total	39.19	12.48 %