

MTD Sales
1,276.50 L

Brand Share %
8.53 %

Information:

MTD : 01-05-2026 To 19-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **8.53 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	505.92	4.55 %
Fridge	464.79	22.63 %
Wash-Mac	303.56	17.11 %
Oven	2.22	7.13 %
Total	1,276.50	8.53 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	218.39	8.98 %
SOUTH-01	184.91	8.29 %
TRICHY-01	176.60	8.43 %
CHENNAI-02	175.42	8.36 %
SOUTH-03	173.90	9.36 %
WEST-02	111.32	9.18 %
WEST-01	101.21	11.98 %
SOUTH ARCOT	82.46	7.30 %
NORTH ARCOT	52.28	4.90 %
Total	1,276.50	8.53 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	103.01	5.43 %
Fridge	68.77	23.61 %
Wash-Mac	46.25	19.52 %
Oven	0.37	7.10 %
Total	218.39	8.98 %

Branch *	MTD Sales L	Brand Share %
CH14	10.27	6.18 %
CH07	7.02	6.65 %
CH25	6.04	6.57 %
CH16	5.58	3.28 %
CH30	3.70	4.37 %
CH39	1.70	3.75 %
SKL1	1.19	2.78 %
KNR1	0.58	1.24 %
CH29	0.49	6.02 %
CH37	0.45	1.17 %
CZWH	0.45	0.40 %
CH28	0.40	0.36 %
GUD2	0.30	0.82 %
CH40	0.28	4.14 %
TKM1	0.20	0.90 %
CH26	0.16	1.02 %
MC09		0.00 %
MC10		0.00 %
Total	218.39	8.98 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	74.65	21.59 %
Air-Cond	55.51	3.55 %
Wash-Mac	54.43	17.23 %
Oven	0.31	4.86 %
Total	184.91	8.29 %

Branch *	MTD Sales L	Brand Share %
TUT1	15.11	6.16 %
NGR1	10.86	8.06 %
RND1	8.09	8.05 %
VLV1	7.26	7.30 %
KVT1	6.96	5.18 %
TUT2	4.49	4.04 %
SVK1	3.77	5.37 %
KYR1	2.17	8.37 %
ASM1	1.91	5.58 %
KGL1	1.86	6.99 %
VKM1	1.85	6.06 %
APK2	1.69	5.06 %
SKD1	1.30	3.86 %
APK1	1.21	3.17 %
SNL1	1.14	3.29 %
PDI1	1.08	3.62 %
COL1	0.87	7.18 %
TKY1	0.70	2.86 %
ARM1	0.46	1.54 %
SGT1	0.29	2.73 %
KSM1		0.00 %
S2SD		0.00 %
Total	184.91	8.29 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	75.35	4.56 %
Fridge	64.48	26.29 %
Wash-Mac	36.78	18.74 %
Total	176.60	8.43 %

Branch *	MTD Sales L	Brand Share %
TRY1	22.93	6.22 %
TNJ1	8.71	7.39 %
PTK1	7.24	7.41 %
MDI1	6.31	7.64 %
TRY4	4.45	7.24 %
JKM1	3.36	5.53 %
KUM2	1.85	4.00 %
TVR1	1.31	3.00 %
KIK1	0.91	1.44 %
NCK1	0.84	2.78 %
NMM1	0.67	2.23 %
PDK1	0.58	1.10 %
TRY2	0.32	0.83 %
APM1	0.28	0.83 %
TZSD		0.00 %
Total	176.60	8.43 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	82.11	4.93 %
Fridge	61.29	25.70 %
Wash-Mac	31.94	16.55 %
Oven	0.09	4.07 %
Total	175.42	8.36 %

Branch *	MTD Sales L	Brand Share %
CH12	10.91	6.44 %
CH20	6.53	8.52 %
CH41	6.18	8.03 %
CH06	6.06	7.44 %
MJR1	5.55	7.76 %
CH34	4.20	6.55 %
CH43	3.19	6.82 %
GPD1	2.55	7.00 %
CH23	1.71	3.35 %
CH31	0.87	2.27 %
UKI1	0.86	2.38 %
CH27	0.50	1.69 %
CH36	0.36	0.92 %
CH32	0.33	3.03 %
CH01		0.00 %
CH46		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	175.42	8.36 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	64.13	23.71 %
Air-Cond	60.43	4.45 %
Wash-Mac	49.14	21.64 %
Oven	0.21	6.12 %
Total	173.90	9.36 %

Branch *	MTD Sales L	Brand Share %
DGL1	16.37	7.21 %
ATG1	5.09	6.53 %
DGL2	3.76	8.37 %
DKI1	3.63	8.17 %
TDI1	2.95	7.55 %
PVI1	2.72	7.28 %
PNV2	2.58	8.32 %
SVG1	1.03	2.35 %
KPT1	0.81	5.90 %
KYK1	0.42	1.64 %
ODM1	0.38	0.87 %
MLR1	0.26	0.79 %
KRR1	0.24	0.33 %
SGP1	0.17	0.90 %
NTM1	0.11	0.74 %
SZSD		0.00 %
Total	173.90	9.36 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	43.44	5.40 %
Fridge	40.59	19.35 %
Wash-Mac	26.94	13.80 %
Oven	0.36	12.68 %
Total	111.32	9.18 %

Branch *	MTD Sales L	Brand Share %
ATU1	4.25	8.39 %
SLM2	3.22	4.88 %
RSP1	3.12	8.30 %
KMM1	1.52	7.39 %
TRM1	1.42	5.47 %
APN1	1.31	5.64 %
EPI1	1.09	5.26 %
SLM3	1.03	1.56 %
MTR1	0.80	1.97 %
TCG1	0.66	1.98 %
PMP1	0.66	4.73 %
PDR1	0.66	3.46 %
EDP1	0.56	2.93 %
DPR2	0.41	2.06 %
BMD1	0.35	1.66 %
HRR1	0.35	1.72 %
SGG1	0.18	1.64 %
KAM1	0.16	0.93 %
SGI1	0.16	1.31 %
VKL1		0.00 %
WZWH		0.00 %
WHKP	-0.48	4.17 %
Total	111.32	9.18 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	38.94	23.65 %
Air-Cond	37.41	7.28 %
Wash-Mac	23.97	14.85 %
Oven	0.89	20.35 %
Total	101.21	11.98 %

Branch *	MTD Sales L	Brand Share %
CBE2	13.03	8.03 %
GBM1	1.32	5.28 %
CBE3	0.84	4.60 %
KGM1	0.74	4.03 %
PPI1	0.68	5.87 %
ANR1	0.62	5.72 %
KMD1	0.37	2.18 %
CBE5	0.16	1.48 %
WZSD		0.00 %
Total	101.21	11.98 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	30.74	3.60 %
Fridge	28.70	20.21 %
Wash-Mac	23.03	17.44 %
Total	82.46	7.30 %

Branch *	MTD Sales L	Brand Share %
POY1	8.83	5.66 %
NVL2	4.27	7.19 %
KKI2	4.10	5.79 %
CDM1	3.88	4.08 %
VCM2	3.19	8.26 %
VPM2	3.04	5.44 %
POY2	1.95	2.22 %
KML1	1.58	3.03 %
VPM1	1.04	6.43 %
MKM1	0.96	3.28 %
STP1	0.56	3.09 %
VCM1	0.40	2.54 %
TDM1		0.00 %
TVM1		0.00 %
Total	82.46	7.30 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	23.25	15.93 %
Air-Cond	17.94	2.23 %
Wash-Mac	11.09	9.53 %
Total	52.28	4.90 %

Branch *	MTD Sales L	Brand Share %
TRL1	6.62	7.30 %
KPM2	6.48	5.65 %
VEL2	5.90	5.68 %
SBR1	4.56	5.81 %
TRT1	3.52	7.52 %
TRR1	2.93	4.74 %
VEL1	2.84	3.77 %
AKM1	2.12	3.63 %
VNB1	1.85	6.39 %
ANI1	0.96	3.43 %
VSI1	0.73	1.85 %
CYR1	0.60	2.22 %
WJD1	0.52	1.47 %
KPM1	0.50	1.17 %
PLR1	0.49	2.24 %
GDM1	0.35	1.22 %
BGR1	0.34	2.63 %
UGI1	0.18	1.40 %
WJP1	0.16	0.49 %
CPT1	0.16	0.67 %
ARC2		0.00 %
SLG1		0.00 %
WHVL	-1.24	4.04 %
Total	52.28	4.90 %