

MTD Sales
982.52 L

Brand Share %
11.74 %

Information:

MTD : 01-09-2026 To 19-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.74 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	443.40	20.75 %
Wash-Mac	302.30	15.53 %
Air-Cond	234.07	5.51 %
Oven	2.75	7.02 %
Total	982.52	11.74 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	179.44	13.29 %
SOUTH-01	148.22	10.04 %
CHENNAI-02	133.96	12.28 %
TRICHY-01	128.84	11.44 %
SOUTH-03	124.06	12.69 %
SOUTH ARCOT	67.57	11.16 %
WEST-02	56.25	12.37 %
NORTH ARCOT	54.65	8.61 %
WEST-03	48.66	14.98 %
WEST-01	40.86	12.39 %
Total	982.52	11.74 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	76.17	23.88 %
Air-Cond	52.86	7.14 %
Wash-Mac	49.92	17.47 %
Oven	0.48	9.39 %
Total	179.44	13.29 %

Branch *	MTD Sales L	Brand Share %
CH16	10.30	9.98 %
CH28	6.03	9.47 %
CH30	5.50	9.83 %
CH07	5.28	9.10 %
CH22	3.65	10.84 %
CH38	2.54	8.62 %
GUD2	1.93	7.10 %
KNR1	1.06	4.16 %
CZWH	0.91	2.29 %
CH39	0.73	2.93 %
TKM1	0.38	2.61 %
CH26	0.30	2.53 %
CH40		0.00 %
MC09		0.00 %
Total	179.44	13.29 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	66.86	19.02 %
Wash-Mac	45.44	14.30 %
Air-Cond	35.08	4.40 %
Oven	0.84	8.54 %
Total	148.22	10.04 %

Branch *	MTD Sales L	Brand Share %
TUT1	15.29	8.77 %
TKS2	6.75	11.54 %
NGR1	6.31	8.52 %
TUT2	5.69	8.56 %
KVT1	5.64	5.60 %
PKD1	2.93	9.03 %
VLY1	2.15	4.57 %
ERL2	2.10	5.64 %
SVK1	2.09	5.06 %
UDN1	1.97	7.45 %
RND2	1.72	3.75 %
SNL1	1.64	6.22 %
APK2	1.51	7.86 %
KSM1	1.30	9.71 %
VKM1	1.23	8.10 %
APK1	1.09	6.54 %
PDI1	0.99	5.00 %
SKD1	0.73	4.26 %
COL1	0.55	5.23 %
ARM1	0.45	3.93 %
KYR1	0.45	2.98 %
SGT1	0.19	2.81 %
KGL1	0.16	1.01 %
TKY1	0.15	0.97 %
S2SD	-1.19	-14.67 %
Total	148.22	10.04 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	56.08	22.47 %
Wash-Mac	39.00	16.53 %
Air-Cond	38.36	6.39 %
Oven	0.52	9.79 %
Total	133.96	12.28 %

Branch *	MTD Sales L	Brand Share %
CH24	6.17	10.98 %
CH34	3.69	9.73 %
GPD1	1.17	6.56 %
CH36	0.75	4.28 %
CH46	0.48	2.60 %
CH32	0.37	6.04 %
CH31	0.33	4.76 %
PON1	0.32	0.86 %
CH37	0.28	1.80 %
UKI1	0.26	1.28 %
MJR1	0.11	0.37 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
MC05		0.00 %
MC06		0.00 %
WHC3	-8.58	-488.09 %
Total	133.96	12.28 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	61.83	22.17 %
Wash-Mac	41.18	20.63 %
Air-Cond	25.71	3.99 %
Oven	0.12	4.08 %
Total	128.84	11.44 %

Branch *	MTD Sales L	Brand Share %
TRY1	13.46	6.76 %
PBR2	6.18	10.23 %
PTK1	4.06	8.36 %
KIK1	3.77	7.26 %
TRY4	3.13	6.71 %
JKM1	1.72	6.54 %
ORU1	1.45	10.66 %
MSI1	1.39	7.57 %
KUM2	1.22	4.49 %
APM1	0.73	8.02 %
PDK1	0.64	3.13 %
TVR1	0.35	1.14 %
TRY2	0.15	1.27 %
NMM1		0.00 %
WTRZ	-0.55	4.19 %
Total	128.84	11.44 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	59.13	22.67 %
Wash-Mac	38.37	16.60 %
Air-Cond	26.46	5.49 %
Oven	0.10	2.61 %
Total	124.06	12.69 %

Branch *	MTD Sales L	Brand Share %
MDU1	14.02	10.75 %
PVI1	5.11	10.85 %
DKI1	4.15	8.95 %
MDU7	3.23	11.60 %
KKD3	3.17	7.87 %
KRR1	1.43	4.00 %
TEN2	1.29	8.46 %
TMM1	1.08	4.15 %
MNM1	1.00	9.70 %
ODM1	0.85	10.88 %
SGP1	0.81	7.97 %
PNV2	0.79	6.35 %
KPT1	0.33	4.30 %
SVG1	0.30	1.38 %
TDI1	0.26	1.49 %
MLR1	0.16	1.00 %
ADP1	0.15	1.51 %
KYK1	0.15	1.70 %
SZSD	-0.16	10.61 %
WHMD	-0.68	9.13 %
Total	124.06	12.69 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	28.26	17.74 %
Wash-Mac	25.61	17.14 %
Air-Cond	13.50	4.59 %
Oven	0.19	6.90 %
Total	67.57	11.16 %

Branch *	MTD Sales L	Brand Share %
POY1	6.12	9.86 %
SJI2	4.23	11.35 %
CDM1	2.95	7.27 %
KKI2	2.28	10.16 %
TDM1	1.47	4.68 %
POY2	1.34	3.34 %
VCM2	1.01	5.03 %
VPM1	0.76	8.37 %
TVM1	0.39	2.81 %
KML1	0.32	1.72 %
MKM1	0.32	2.40 %
VCM1	0.32	4.08 %
WHNV		0.00 %
WHUT	-0.45	7.11 %
Total	67.57	11.16 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	27.72	17.64 %
Wash-Mac	15.62	10.38 %
Air-Cond	12.81	8.84 %
Oven	0.10	4.56 %
Total	56.25	12.37 %

Branch *	MTD Sales L	Brand Share %
SLM3	2.96	10.87 %
HSR1	2.60	10.34 %
DPR1	0.88	7.49 %
PNG1	0.88	8.73 %
SLM2	0.87	3.26 %
BMD1	0.82	6.16 %
KAM1	0.70	6.10 %
APN1	0.50	4.07 %
HRR1	0.47	5.12 %
EDP1	0.46	4.74 %
PMP1	0.42	7.24 %
EPI1	0.31	2.23 %
MTR1	0.29	1.56 %
DPR2		0.00 %
SGI1		0.00 %
WHKP		0.00 %
WZWH	-0.39	-6.15 %
Total	56.25	12.37 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	26.94	16.33 %
Wash-Mac	17.80	11.50 %
Air-Cond	9.91	3.17 %
Total	54.65	8.61 %

Branch *	MTD Sales L	Brand Share %
VEL4	5.66	10.07 %
TRL1	4.75	10.69 %
VEL3	3.69	8.40 %
VEL2	2.97	6.63 %
AKM1	1.98	7.20 %
TRT1	1.86	9.90 %
WJP1	1.52	8.05 %
VNB1	1.03	6.88 %
SBR1	0.96	2.05 %
ANI1	0.66	6.19 %
WJD1	0.46	2.72 %
PLR1	0.46	3.73 %
UGI1	0.42	7.82 %
GDM1	0.35	1.71 %
VEL1	0.31	1.91 %
PTU1	0.16	3.44 %
CPT1	0.15	1.34 %
ARC2		0.00 %
BGR1		0.00 %
SLG1		0.00 %
WHVL	-0.35	8.20 %
Total	54.65	8.61 %

WEST-03

Property	MTD Sales L	Brand Share %
Fridge	19.03	22.43 %
Wash-Mac	15.22	15.14 %
Air-Cond	14.27	10.28 %
Oven	0.15	18.50 %
Total	48.66	14.98 %

Branch *	MTD Sales L	Brand Share %
ERD2	6.55	11.63 %
RSP1	2.26	11.49 %
PDR1	0.95	8.32 %
GBM1	0.64	5.02 %
TCG1	0.58	3.40 %
KMM1	0.17	1.55 %
SGG1	0.05	0.54 %
KGM1		0.00 %
VKL1		0.00 %
Total	48.66	14.98 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	21.38	19.23 %
Wash-Mac	14.14	11.66 %
Air-Cond	5.11	5.47 %
Oven	0.24	6.09 %
Total	40.86	12.39 %

Branch *	MTD Sales L	Brand Share %
CBE2	8.09	11.41 %
KMR1	2.11	6.42 %
CBE6	2.05	8.28 %
PLI1	1.70	7.78 %
PPI1	0.36	5.50 %
CBE3	0.30	5.34 %
CBE5	0.29	2.28 %
ANR1	0.16	6.33 %
GDR1		0.00 %
KMD1		0.00 %
WZSD		0.00 %
Total	40.86	12.39 %