

MTD Sales
1,320.34 L

Brand Share %
8.54 %

Information:

MTD : 01-05-2026 To 20-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **8.54 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	518.08	4.53 %
Fridge	486.98	22.57 %
Wash-Mac	312.92	16.92 %
Oven	2.37	7.20 %
Total	1,320.34	8.54 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	224.13	8.88 %
SOUTH-01	190.80	8.31 %
TRICHY-01	183.71	8.49 %
CHENNAI-02	182.41	8.35 %
SOUTH-03	179.93	9.40 %
WEST-02	114.36	9.19 %
WEST-01	103.82	11.93 %
SOUTH ARCOT	86.85	7.44 %
NORTH ARCOT	54.34	4.91 %
Total	1,320.34	8.54 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	105.61	5.37 %
Fridge	72.00	23.54 %
Wash-Mac	46.15	18.82 %
Oven	0.37	7.02 %
Total	224.13	8.88 %

Branch *	MTD Sales L	Brand Share %
CH14	10.86	6.28 %
CH07	7.02	6.32 %
GUD1	6.27	8.42 %
CH16	6.26	3.61 %
CH25	6.04	6.43 %
CH30	4.10	4.70 %
CH39	1.70	3.67 %
SKL1	1.19	2.74 %
KNR1	0.58	1.19 %
CH29	0.49	5.74 %
CH37	0.45	1.13 %
CZWH	0.45	0.38 %
CH28	0.40	0.35 %
GUD2	0.30	0.78 %
CH40	0.28	4.14 %
TKM1	0.20	0.89 %
CH26	0.16	0.97 %
MC09		0.00 %
MC10		0.00 %
Total	224.13	8.88 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	77.67	21.59 %
Air-Cond	56.39	3.52 %
Wash-Mac	56.28	17.07 %
Oven	0.45	6.59 %
Total	190.80	8.31 %

Branch *	MTD Sales L	Brand Share %
TUT1	15.77	6.21 %
NGR1	11.02	7.98 %
RND1	8.30	7.99 %
VL11	7.26	7.20 %
KVT1	7.24	5.15 %
TUT2	4.53	3.96 %
SVK1	3.95	5.43 %
SDI1	2.76	8.45 %
KYR1	2.17	8.05 %
ASM1	1.91	5.44 %
KGL1	1.86	6.79 %
VKM1	1.85	5.98 %
APK2	1.69	4.76 %
APK1	1.37	3.45 %
SKD1	1.30	3.79 %
SNL1	1.14	3.20 %
PDI1	1.08	3.55 %
COL1	0.87	6.55 %
TKY1	0.70	2.84 %
ARM1	0.46	1.50 %
SGT1	0.29	2.70 %
KSM1		0.00 %
S2SD		0.00 %
Total	190.80	8.31 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	75.72	4.47 %
Fridge	69.35	26.76 %
Wash-Mac	38.64	18.74 %
Total	183.71	8.49 %

Branch *	MTD Sales L	Brand Share %
TRY1	23.65	6.29 %
TNJ1	8.71	7.20 %
PTK1	7.76	7.73 %
MDI1	6.97	8.18 %
TRY4	4.45	6.95 %
JKM1	3.36	5.44 %
KUM2	1.85	3.93 %
TVR1	1.31	2.85 %
NCK1	1.17	3.70 %
APM1	0.92	2.33 %
KIK1	0.91	1.40 %
PDK1	0.79	1.43 %
NMM1	0.67	2.17 %
TRY2	0.32	0.81 %
TZSD		0.00 %
Total	183.71	8.49 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	86.09	4.97 %
Fridge	63.22	25.53 %
Wash-Mac	33.01	16.55 %
Oven	0.09	3.45 %
Total	182.41	8.35 %

Branch *	MTD Sales L	Brand Share %
CH12	10.91	6.22 %
CH20	6.81	8.46 %
CH41	6.37	8.01 %
MJR1	6.27	8.21 %
CH06	6.06	7.27 %
CH34	4.40	6.67 %
CH43	3.49	7.30 %
GPD1	2.86	7.54 %
CH23	2.18	4.13 %
CH31	1.02	2.44 %
UKI1	0.86	2.35 %
CH27	0.50	1.55 %
CH36	0.36	0.86 %
CH32	0.33	2.79 %
CH01		0.00 %
CH46		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	182.41	8.35 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	68.10	23.87 %
Air-Cond	61.29	4.41 %
Wash-Mac	50.33	21.45 %
Oven	0.21	5.72 %
Total	179.93	9.40 %

Branch *	MTD Sales L	Brand Share %
DGL1	16.55	7.20 %
ATG1	5.09	6.25 %
DGL2	3.76	8.15 %
DKI1	3.63	8.09 %
TDI1	2.95	7.28 %
PVI1	2.88	7.34 %
PNV2	2.58	8.32 %
SVG1	1.31	2.82 %
KPT1	0.81	5.81 %
ODM1	0.74	1.66 %
KYK1	0.42	1.61 %
MLR1	0.26	0.76 %
KRR1	0.24	0.32 %
SGP1	0.17	0.89 %
NTM1	0.11	0.72 %
SZSD		0.00 %
Total	179.93	9.40 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	44.12	5.40 %
Fridge	41.47	18.78 %
Wash-Mac	28.40	13.94 %
Oven	0.36	12.68 %
Total	114.36	9.19 %

Branch *	MTD Sales L	Brand Share %
ATU1	4.25	8.32 %
SLM2	3.38	4.83 %
KMM1	1.52	7.22 %
TRM1	1.42	5.47 %
APN1	1.31	5.64 %
SLM3	1.22	1.79 %
EPI1	1.09	4.94 %
MTR1	0.80	1.89 %
TCG1	0.66	1.95 %
PMP1	0.66	4.63 %
PDR1	0.66	3.34 %
EDP1	0.56	2.87 %
DPR2	0.41	2.03 %
BMD1	0.35	1.60 %
HRR1	0.35	1.65 %
SGG1	0.18	1.64 %
KAM1	0.16	0.90 %
SGI1	0.16	1.24 %
VKL1		0.00 %
WZWH		0.00 %
WHKP	-0.48	4.07 %
Total	114.36	9.19 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	40.73	23.67 %
Air-Cond	37.72	7.20 %
Wash-Mac	24.47	14.44 %
Oven	0.89	19.65 %
Total	103.82	11.93 %

Branch *	MTD Sales L	Brand Share %
CBE2	14.05	8.38 %
GBM1	1.32	5.05 %
KGM1	0.91	4.78 %
CBE3	0.84	4.60 %
ANR1	0.78	7.06 %
PPI1	0.68	5.79 %
KMD1	0.37	2.11 %
CBE5	0.16	1.29 %
WZSD		0.00 %
Total	103.82	11.93 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	32.57	3.71 %
Fridge	29.95	19.88 %
Wash-Mac	24.33	17.61 %
Total	86.85	7.44 %

Branch *	MTD Sales L	Brand Share %
POY1	9.45	5.86 %
NVL2	4.27	6.99 %
KKI2	4.10	5.67 %
CDM1	4.09	4.21 %
VPM2	3.38	5.81 %
VCM2	3.19	8.12 %
POY2	1.95	2.13 %
KML1	1.58	2.99 %
VPM1	1.04	6.10 %
MKM1	0.96	3.28 %
STP1	0.56	3.06 %
VCM1	0.40	2.46 %
TDM1		0.00 %
TVM1		0.00 %
Total	86.85	7.44 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	24.48	15.70 %
Air-Cond	18.57	2.25 %
Wash-Mac	11.29	9.20 %
Total	54.34	4.91 %

Branch *	MTD Sales L	Brand Share %
KPM2	6.75	5.63 %
TRL1	6.62	7.14 %
VEL2	5.90	5.54 %
SBR1	4.56	5.48 %
TRT1	3.82	7.96 %
VEL1	3.16	4.07 %
TRR1	3.12	4.79 %
AKM1	2.12	3.55 %
VNB1	2.09	6.92 %
VSI1	1.00	2.39 %
ANI1	0.96	3.33 %
PLR1	0.66	3.02 %
CYR1	0.60	2.18 %
WJD1	0.52	1.45 %
KPM1	0.50	1.12 %
GDM1	0.35	1.17 %
BGR1	0.34	2.39 %
UGI1	0.18	1.40 %
CPT1	0.16	0.66 %
WJP1		0.00 %
ARC2		0.00 %
SLG1		0.00 %
WHVL	-1.24	3.92 %
Total	54.34	4.91 %