

MTD Sales
1,036.53 L

Brand Share %
11.78 %

Information:

MTD : 01-09-2026 To 20-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.78 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	466.48	20.60 %
Wash-Mac	321.40	15.54 %
Air-Cond	245.90	5.56 %
Oven	2.75	6.63 %
Total	1,036.53	11.78 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	194.59	13.41 %
SOUTH-01	151.52	9.87 %
CHENNAI-02	144.27	12.45 %
TRICHY-01	134.73	11.56 %
SOUTH-03	128.89	12.76 %
SOUTH ARCOT	69.77	11.12 %
WEST-02	58.91	12.30 %
NORTH ARCOT	58.02	8.68 %
WEST-03	51.77	15.07 %
WEST-01	44.07	12.23 %
Total	1,036.53	11.78 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	79.86	23.20 %
Air-Cond	57.88	7.28 %
Wash-Mac	56.36	18.39 %
Oven	0.48	8.40 %
Total	194.59	13.41 %

Branch *	MTD Sales L	Brand Share %
CH16	11.08	10.16 %
CH28	6.43	9.29 %
CH07	5.94	9.61 %
CH30	5.76	9.56 %
CH22	3.96	11.51 %
CH38	2.89	9.35 %
GUD2	1.93	6.67 %
KNR1	1.31	4.66 %
CZWH	0.91	2.29 %
CH39	0.73	2.78 %
TKM1	0.66	4.16 %
CH26	0.30	2.47 %
CH40		0.00 %
MC09		0.00 %
Total	194.59	13.41 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	68.02	18.48 %
Wash-Mac	47.58	14.29 %
Air-Cond	35.08	4.26 %
Oven	0.84	8.07 %
Total	151.52	9.87 %

Branch *	MTD Sales L	Brand Share %
TUT1	15.62	8.67 %
TKS2	6.75	11.36 %
NGR1	6.31	8.18 %
TUT2	5.84	8.53 %
KVT1	5.79	5.55 %
MAR1	4.53	11.35 %
PKD1	3.26	9.86 %
VLY1	2.47	5.02 %
SVK1	2.38	5.48 %
ERL2	2.10	5.34 %
UDN1	1.97	7.35 %
RND2	1.88	4.04 %
APK2	1.68	8.32 %
SNL1	1.64	6.09 %
APK1	1.58	8.98 %
KSM1	1.48	8.86 %
VKM1	1.23	7.19 %
PDI1	0.99	4.77 %
SKD1	0.73	4.23 %
KYR1	0.56	3.72 %
COL1	0.55	5.09 %
ARM1	0.45	3.84 %
SGT1	0.19	2.72 %
KGL1	0.16	0.96 %
TKY1	0.15	0.92 %
S2SD	-1.19	-14.00 %
Total	151.52	9.87 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	60.68	22.86 %
Air-Cond	41.68	6.56 %
Wash-Mac	41.38	16.39 %
Oven	0.52	9.69 %
Total	144.27	12.45 %

Branch *	MTD Sales L	Brand Share %
CH21	8.26	11.78 %
CH24	6.32	10.36 %
CH34	4.18	10.06 %
GPD1	1.17	6.42 %
CH36	0.75	3.98 %
CH46	0.48	2.35 %
CH32	0.37	5.76 %
CH31	0.33	4.18 %
PON1	0.32	0.81 %
CH37	0.28	1.61 %
UKI1	0.26	1.14 %
MJR1	0.11	0.34 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
MC05		0.00 %
MC06		0.00 %
WHC3	-8.58	-488.09 %
Total	144.27	12.45 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	64.90	22.24 %
Wash-Mac	43.35	20.37 %
Air-Cond	26.36	4.00 %
Oven	0.12	3.97 %
Total	134.73	11.56 %

Branch *	MTD Sales L	Brand Share %
TRY1	14.21	6.89 %
PBR2	7.08	11.25 %
PTK1	4.21	8.58 %
KIK1	4.12	7.81 %
TRY4	3.13	6.51 %
JKM1	1.72	6.27 %
ORU1	1.45	10.17 %
MSI1	1.39	7.22 %
KUM2	1.22	4.38 %
APM1	0.73	7.40 %
PDK1	0.64	3.08 %
TRY2	0.46	3.73 %
TVR1	0.35	1.12 %
NMM1		0.00 %
WTRZ	-0.55	4.03 %
Total	134.73	11.56 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	61.74	22.77 %
Wash-Mac	39.90	16.52 %
Air-Cond	27.14	5.50 %
Oven	0.10	2.52 %
Total	128.89	12.76 %

Branch *	MTD Sales L	Brand Share %
MDU1	14.52	10.79 %
PVI1	5.59	11.31 %
DKI1	4.45	9.21 %
MDU7	3.23	11.18 %
KKD3	3.17	7.66 %
DGL2	2.78	11.62 %
KRR1	1.43	3.90 %
TEN2	1.29	8.19 %
TMM1	1.08	4.00 %
MNM1	1.00	8.88 %
SGP1	0.91	8.26 %
ODM1	0.85	10.88 %
PNV2	0.79	5.98 %
KPT1	0.33	4.20 %
SVG1	0.30	1.35 %
TDI1	0.26	1.43 %
MLR1	0.16	1.00 %
ADP1	0.15	1.43 %
KYK1	0.15	1.57 %
SZSD	-0.16	10.61 %
WHMD	-0.68	9.13 %
Total	128.89	12.76 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	29.94	17.93 %
Wash-Mac	25.83	16.49 %
Air-Cond	13.80	4.58 %
Oven	0.19	6.90 %
Total	69.77	11.12 %

Branch *	MTD Sales L	Brand Share %
POY1	6.86	10.42 %
SJI2	4.23	11.01 %
CDM1	2.95	7.23 %
KKI2	2.28	10.03 %
TDM1	1.47	4.47 %
POY2	1.34	3.23 %
VCM2	1.31	6.26 %
VPM1	0.76	8.19 %
MKM1	0.49	3.36 %
TVM1	0.39	2.81 %
KML1	0.32	1.58 %
VCM1	0.32	3.94 %
WHNV		0.00 %
WHUT	-0.45	7.11 %
Total	69.77	11.12 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	29.13	17.31 %
Wash-Mac	16.87	10.61 %
Air-Cond	12.81	8.57 %
Oven	0.10	4.17 %
Total	58.91	12.30 %

Branch *	MTD Sales L	Brand Share %
SLM3	2.96	10.46 %
HSR1	2.80	10.79 %
DPR1	1.14	8.62 %
SLM2	1.04	3.78 %
BMD1	0.97	6.90 %
PNG1	0.88	8.57 %
KAM1	0.70	5.48 %
HRR1	0.63	6.54 %
APN1	0.50	3.91 %
EDP1	0.46	4.60 %
MTR1	0.44	2.35 %
PMP1	0.42	6.68 %
EPI1	0.31	2.14 %
DPR2		0.00 %
SGI1		0.00 %
WHKP	-0.20	7.82 %
WZWH	-0.39	-6.15 %
Total	58.91	12.30 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	28.31	16.20 %
Wash-Mac	19.79	12.03 %
Air-Cond	9.91	3.03 %
Total	58.02	8.68 %

Branch *	MTD Sales L	Brand Share %
VEL4	6.02	10.37 %
TRL1	5.12	10.95 %
VEL3	4.41	9.63 %
VEL2	3.20	6.95 %
KPM1	2.16	11.65 %
TRT1	2.04	9.76 %
AKM1	1.98	6.91 %
WJP1	1.52	7.50 %
VNB1	1.22	7.64 %
SBR1	0.96	1.96 %
ANI1	0.66	6.01 %
WJD1	0.46	2.50 %
PLR1	0.46	3.73 %
UGI1	0.42	7.13 %
GDM1	0.35	1.68 %
VEL1	0.31	1.73 %
PTU1	0.16	3.44 %
CPT1	0.15	1.28 %
ARC2		0.00 %
BGR1		0.00 %
SLG1		0.00 %
WHVL	-0.35	8.20 %
Total	58.02	8.68 %

WEST-03

Property	MTD Sales L	Brand Share %
Fridge	19.96	22.20 %
Wash-Mac	15.85	14.79 %
Air-Cond	15.81	10.89 %
Oven	0.15	12.39 %
Total	51.77	15.07 %

Branch *	MTD Sales L	Brand Share %
ERD2	6.89	11.46 %
RSP1	2.26	10.93 %
GBM1	1.24	9.29 %
PDR1	0.95	8.08 %
TCG1	0.58	3.18 %
KMM1	0.17	1.44 %
SGG1	0.05	0.54 %
KGM1		0.00 %
VKL1		0.00 %
Total	51.77	15.07 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	23.93	19.26 %
Wash-Mac	14.47	10.72 %
Air-Cond	5.43	5.60 %
Oven	0.24	5.68 %
Total	44.07	12.23 %

Branch *	MTD Sales L	Brand Share %
CBE2	8.26	10.72 %
KMR1	2.11	5.94 %
PLI1	2.07	8.62 %
CBE6	2.05	7.73 %
UAM1	0.91	11.26 %
PPI1	0.36	4.98 %
CBE3	0.30	4.86 %
CBE5	0.29	2.12 %
ANR1	0.16	5.20 %
GDR1		0.00 %
KMD1		0.00 %
WZSD		0.00 %
Total	44.07	12.23 %