

MTD Sales
1,066.31 L

Brand Share %
11.76 %

Information:

MTD : 01-09-2026 To 21-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.76 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	479.14	20.50 %
Wash-Mac	331.25	15.48 %
Air-Cond	253.17	5.57 %
Oven	2.75	6.43 %
Total	1,066.31	11.76 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	200.60	13.41 %
SOUTH-01	155.24	9.80 %
CHENNAI-02	146.65	12.25 %
TRICHY-01	140.92	11.75 %
SOUTH-03	133.73	12.85 %
SOUTH ARCOT	70.46	10.92 %
NORTH ARCOT	59.70	8.73 %
WEST-02	59.48	12.22 %
WEST-03	54.21	14.90 %
WEST-01	45.32	12.17 %
Total	1,066.31	11.76 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	82.06	23.18 %
Air-Cond	60.83	7.43 %
Wash-Mac	57.23	18.07 %
Oven	0.48	8.06 %
Total	200.60	13.41 %

Branch *	MTD Sales L	Brand Share %
CH16	11.08	9.93 %
CH14	9.87	11.58 %
CH19	9.43	11.42 %
CH28	6.91	9.59 %
CH07	6.19	9.84 %
CH30	6.18	9.58 %
CH22	3.96	10.60 %
CH38	3.18	10.18 %
GUD2	1.93	6.21 %
KNR1	1.31	4.50 %
CZWH	0.91	2.29 %
TKM1	0.81	4.90 %
CH39	0.73	2.75 %
CH26	0.30	2.43 %
CH40		0.00 %
MC09		0.00 %
Total	200.60	13.41 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	69.71	18.31 %
Wash-Mac	49.28	14.16 %
Air-Cond	35.41	4.19 %
Oven	0.84	7.66 %
Total	155.24	9.80 %

Branch *	MTD Sales L	Brand Share %
TUT1	15.77	8.55 %
TKS2	6.75	11.10 %
NGR1	6.46	7.98 %
TUT2	6.08	8.75 %
KVT1	5.94	5.47 %
MAR1	4.53	11.31 %
PKD1	3.26	9.51 %
SVK1	2.66	5.95 %
VL1	2.64	5.12 %
UDN1	2.48	8.89 %
ERL2	2.21	5.41 %
RND2	1.88	3.97 %
APK2	1.68	7.97 %
SNL1	1.64	5.91 %
APK1	1.58	8.92 %
KSM1	1.48	7.31 %
VKM1	1.33	7.77 %
PDI1	0.99	4.28 %
SKD1	0.73	4.04 %
KYR1	0.56	3.65 %
COL1	0.55	5.09 %
ARM1	0.45	3.76 %
TKY1	0.32	1.92 %
SGT1	0.19	2.62 %
KGL1	0.16	0.89 %
S2SD	-1.19	-11.55 %
Total	155.24	9.80 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	61.51	22.45 %
Air-Cond	42.86	6.51 %
Wash-Mac	41.76	16.10 %
Oven	0.52	9.46 %
Total	146.65	12.25 %

Branch *	MTD Sales L	Brand Share %
CH21	8.26	10.70 %
CH24	6.42	10.09 %
CH34	4.35	10.37 %
GPD1	1.17	6.24 %
CH36	0.75	3.79 %
CH46	0.48	2.24 %
CH32	0.37	5.76 %
CH31	0.33	3.96 %
PON1	0.32	0.79 %
CH37	0.28	1.51 %
UKI1	0.26	1.09 %
MJR1	0.11	0.33 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
MC05		0.00 %
MC06		0.00 %
WHC3	-8.58	-488.09 %
Total	146.65	12.25 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	67.10	22.24 %
Wash-Mac	45.09	20.46 %
Air-Cond	28.60	4.25 %
Oven	0.12	3.73 %
Total	140.92	11.75 %

Branch *	MTD Sales L	Brand Share %
TRY1	14.55	6.95 %
PTK1	4.21	8.19 %
KIK1	4.12	7.58 %
TRY4	3.55	7.13 %
ORU1	1.78	11.61 %
JKM1	1.72	6.14 %
MSI1	1.58	7.92 %
KUM2	1.22	4.32 %
APM1	0.73	7.29 %
PDK1	0.64	3.01 %
TRY2	0.46	3.62 %
TVR1	0.35	1.10 %
NMM1		0.00 %
WTRZ	-0.55	4.03 %
Total	140.92	11.75 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	64.61	23.00 %
Wash-Mac	41.88	16.54 %
Air-Cond	27.14	5.40 %
Oven	0.10	2.46 %
Total	133.73	12.85 %

Branch *	MTD Sales L	Brand Share %
MDU1	14.95	10.75 %
PVI1	5.59	11.27 %
DKI1	4.62	9.20 %
KKD3	3.94	9.21 %
MDU7	3.23	10.71 %
KRR1	1.43	3.84 %
TEN2	1.29	7.90 %
TMM1	1.24	4.16 %
MNM1	1.00	8.34 %
SGP1	0.91	7.87 %
ODM1	0.85	10.27 %
PNV2	0.79	5.58 %
KPT1	0.33	4.12 %
SVG1	0.30	1.34 %
TDI1	0.26	1.40 %
MLR1	0.16	1.00 %
ADP1	0.15	1.33 %
KYK1	0.15	1.45 %
WHMD	-0.68	9.13 %
Total	133.73	12.85 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	29.94	17.46 %
Wash-Mac	26.52	16.71 %
Air-Cond	13.80	4.42 %
Oven	0.19	6.90 %
Total	70.46	10.92 %

Branch *	MTD Sales L	Brand Share %
POY1	6.86	10.14 %
SJI2	4.41	11.36 %
CDM1	2.95	6.68 %
KKI2	2.28	9.44 %
TDM1	1.47	4.35 %
POY2	1.34	3.21 %
VCM2	1.31	6.26 %
STP1	1.12	11.66 %
VPM1	0.76	8.19 %
MKM1	0.49	3.18 %
TVM1	0.39	2.81 %
KML1	0.32	1.55 %
VCM1	0.32	3.94 %
WHNV		0.00 %
WHUT	-0.45	5.79 %
Total	70.46	10.92 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	29.36	16.33 %
Wash-Mac	20.43	12.13 %
Air-Cond	9.91	2.97 %
Total	59.70	8.73 %

Branch *	MTD Sales L	Brand Share %
VEL4	6.24	10.50 %
TRL1	5.12	10.83 %
VEL3	4.56	9.49 %
VEL2	3.20	6.87 %
TRT1	2.39	11.12 %
KPM1	2.16	11.43 %
AKM1	1.98	6.84 %
WJP1	1.52	7.20 %
VNB1	1.22	7.45 %
SBR1	0.96	1.89 %
ANI1	0.81	7.29 %
GDM1	0.67	3.05 %
WJD1	0.46	2.42 %
PLR1	0.46	3.52 %
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	59.70	8.73 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	29.50	17.32 %
Wash-Mac	17.07	10.53 %
Air-Cond	12.81	8.43 %
Oven	0.10	4.17 %
Total	59.48	12.22 %

Branch *	MTD Sales L	Brand Share %
SLM3	2.96	10.38 %
HSR1	2.80	10.53 %
DPR1	1.14	8.50 %
SLM2	1.04	3.75 %
BMD1	0.97	6.90 %
PNG1	0.88	8.44 %
KAM1	0.70	5.48 %
HRR1	0.63	6.54 %
APN1	0.50	3.81 %
EDP1	0.46	4.48 %
MTR1	0.44	2.28 %
PMP1	0.42	6.36 %
EPI1	0.31	2.14 %
DPR2		0.00 %
SGI1		0.00 %
WHKP	-0.20	6.92 %
WZWH	-0.39	-8.05 %
Total	59.48	12.22 %

WEST-03

Property	MTD Sales L	Brand Share %
Fridge	20.66	21.38 %
Wash-Mac	17.01	14.93 %
Air-Cond	16.39	10.79 %
Oven	0.15	11.87 %
Total	54.21	14.90 %

Branch *	MTD Sales L	Brand Share %
ERD2	7.20	11.43 %
RSP1	2.26	10.71 %
GBM1	1.24	9.02 %
PDR1	1.12	9.17 %
TCG1	0.58	3.13 %
KMM1	0.34	2.72 %
SGG1	0.05	0.54 %
KGM1		0.00 %
VKL1		0.00 %
Total	54.21	14.90 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	24.69	19.26 %
Wash-Mac	14.96	10.72 %
Air-Cond	5.43	5.42 %
Oven	0.24	5.68 %
Total	45.32	12.17 %

Branch *	MTD Sales L	Brand Share %
CBE2	8.78	11.00 %
KMR1	2.11	5.77 %
PLI1	2.07	8.57 %
CBE6	2.05	7.45 %
UAM1	0.91	10.66 %
CBE3	0.47	6.93 %
PPI1	0.36	4.98 %
CBE5	0.29	2.12 %
ANR1	0.16	4.79 %
GDR1		0.00 %
KMD1		0.00 %
WZSD		0.00 %
Total	45.32	12.17 %