

MTD Sales
2,421.31 L

Brand Share %
8.37 %

Information:

MTD : 01-04-2026 To 23-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **8.37 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	1,314.66	5.39 %
Fridge	719.55	30.53 %
Wash-Mac	385.39	17.94 %
Oven	1.71	3.82 %
Total	2,421.31	8.37 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	370.64	7.81 %
CHENNAI-01	359.32	9.56 %
SOUTH-03	332.51	8.61 %
TRICHY-01	319.65	8.23 %
CHENNAI-02	275.15	8.63 %
WEST-01	272.28	10.63 %
WEST-02	251.20	8.71 %
SOUTH ARCOT	145.34	7.29 %
NORTH ARCOT	95.21	4.63 %
Total	2,421.31	8.37 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	193.06	4.80 %
Fridge	115.45	30.68 %
Wash-Mac	61.89	18.20 %
Oven	0.24	2.70 %
Total	370.64	7.81 %

Branch *	MTD Sales L	Brand Share %
TVL1	41.29	7.28 %
TUT1	19.09	4.10 %
NGR1	18.44	5.26 %
KVT1	14.97	6.59 %
PKD1	9.80	8.17 %
TUT2	8.47	3.85 %
SVK1	6.25	4.19 %
TYI1	5.73	7.75 %
STU2	5.01	8.30 %
VKM1	4.00	7.91 %
SNL1	2.72	4.32 %
APK2	2.57	4.50 %
KGL1	2.43	2.75 %
APK1	2.39	3.37 %
S2SD	1.92	2.33 %
KYR1	1.82	3.31 %
ARM1	1.47	1.96 %
COL1	1.39	3.15 %
SKD1	1.35	2.87 %
TKY1	1.10	1.88 %
SGT1	0.51	2.17 %
WHTV	-1.22	5.13 %
Total	370.64	7.81 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	184.60	5.96 %
Fridge	117.75	33.69 %
Wash-Mac	56.51	18.58 %
Oven	0.46	5.03 %
Total	359.32	9.56 %

Branch *	MTD Sales L	Brand Share %
CH14	19.61	7.50 %
CH16	13.80	6.08 %
CH48	13.21	8.12 %
CH35	7.23	7.71 %
SKL1	3.83	4.82 %
CH30	3.70	2.27 %
GUD2	1.74	2.84 %
CH39	1.29	2.00 %
KNR1	1.12	1.72 %
CZWH	0.91	1.26 %
CH28	0.80	0.52 %
CH26	0.71	2.47 %
TKM1	0.68	1.44 %
CH29	0.49	6.25 %
CH37	0.39	0.59 %
MC09		0.00 %
MC10		0.00 %
WCHN	-5.98	6.15 %
Total	359.32	9.56 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	173.55	5.35 %
Fridge	97.93	29.84 %
Wash-Mac	60.83	21.20 %
Oven	0.20	4.76 %
Total	332.51	8.61 %

Branch *	MTD Sales L	Brand Share %
MDU1	34.74	7.10 %
MDU2	19.12	7.77 %
DGL1	15.11	7.98 %
MDU6	12.82	6.07 %
ATG1	9.10	6.43 %
DGL2	6.23	7.24 %
TPT1	4.14	3.65 %
SVG1	3.83	4.51 %
DKI1	3.56	3.90 %
MNM1	3.53	7.78 %
PNV2	3.13	6.27 %
ODM1	2.28	5.13 %
TDI1	1.73	2.96 %
KYK1	1.69	3.81 %
KRR1	1.50	0.74 %
SZSD	1.46	5.83 %
KPT1	1.23	3.29 %
SGP1	0.64	1.61 %
MLR1	0.60	0.88 %
NTM1	0.43	1.32 %
Total	332.51	8.61 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	160.54	4.78 %
Fridge	98.39	37.06 %
Wash-Mac	60.47	23.69 %
Oven	0.25	5.66 %
Total	319.65	8.23 %

Branch *	MTD Sales L	Brand Share %
TRY1	53.42	6.28 %
PTK1	10.25	7.23 %
MDI1	9.55	8.07 %
TRY3	8.06	4.95 %
TRY4	5.97	5.00 %
MSI1	5.39	6.58 %
KUM2	3.39	6.62 %
JKM1	3.13	3.74 %
NCK1	2.79	7.36 %
TVR1	2.71	3.70 %
KIK1	1.69	1.58 %
APM1	1.67	4.57 %
ORU1	1.12	2.94 %
TRY2	0.80	0.71 %
PDK1	0.53	0.52 %
NMM1	0.32	0.78 %
Total	319.65	8.23 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	140.87	5.28 %
Fridge	88.24	32.94 %
Wash-Mac	45.94	18.70 %
Oven	0.10	2.33 %
Total	275.15	8.63 %

Branch *	MTD Sales L	Brand Share %
CH17	11.23	7.74 %
CH20	10.17	6.30 %
CH41	8.60	7.06 %
CH50	8.00	6.08 %
CH34	6.43	5.95 %
MJR1	5.39	5.19 %
CH06	4.93	4.07 %
GPD1	2.18	3.27 %
CH27	1.99	4.19 %
CH23	1.49	1.94 %
UKI1	1.27	2.08 %
CH46	1.02	1.53 %
CH31	0.96	1.55 %
MC06	0.92	6.79 %
CH32	0.78	3.73 %
PON1	0.42	0.60 %
CH36	0.15	0.27 %
CH01		0.00 %
Total	275.15	8.63 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	191.93	8.79 %
Fridge	51.34	26.76 %
Wash-Mac	28.85	15.99 %
Oven	0.16	2.87 %
Total	272.28	10.63 %

Branch *	MTD Sales L	Brand Share %
CBE2	37.05	6.79 %
KMR1	8.85	6.68 %
PLI1	7.29	6.44 %
SUL1	2.85	4.45 %
TPR4	2.02	6.13 %
ANR1	1.26	5.36 %
CBE5	0.63	1.38 %
CBE3	0.59	1.67 %
KMD1	0.40	0.86 %
KGM1	0.37	0.64 %
KGI1	0.14	1.99 %
Total	272.28	10.63 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	144.93	6.12 %
Fridge	75.37	28.26 %
Wash-Mac	30.74	12.63 %
Oven	0.15	3.98 %
Total	251.20	8.71 %

Branch *	MTD Sales L	Brand Share %
HSR1	7.89	8.08 %
RSP1	6.99	8.27 %
SLM2	3.67	3.24 %
SLM3	3.09	2.16 %
KVP1	2.97	5.99 %
MTR1	2.45	3.38 %
DPR1	2.32	5.22 %
TRM1	1.81	2.93 %
BMD1	1.75	4.77 %
EPI1	1.53	2.65 %
TCG1	1.33	1.85 %
KMM1	1.25	2.67 %
PDR1	1.25	2.68 %
PMP1	1.24	2.91 %
HRR1	0.91	3.17 %
EDP1	0.83	2.31 %
APN1	0.82	1.98 %
KAM1	0.67	1.92 %
SGG1	0.66	2.36 %
VKL1	0.50	1.62 %
SGI1	0.33	1.15 %
DPR2	0.16	0.35 %
WHPD	-1.15	6.88 %
Total	251.20	8.71 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	76.71	4.55 %
Fridge	45.42	27.35 %
Wash-Mac	23.21	16.44 %
Total	145.34	7.29 %

Branch *	MTD Sales L	Brand Share %
POY1	14.07	5.90 %
VPM2	8.76	6.82 %
NVL2	7.50	7.01 %
CDM1	4.48	3.98 %
POY2	2.69	1.36 %
VCM2	2.19	4.18 %
KML1	1.28	1.86 %
VCM1	0.59	1.61 %
VPM1	0.47	1.86 %
MKM1	0.31	0.65 %
STP1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
Total	145.34	7.29 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	48.47	2.76 %
Fridge	29.66	20.44 %
Wash-Mac	16.93	11.23 %
Oven	0.14	5.44 %
Total	95.21	4.63 %

Branch *	MTD Sales L	Brand Share %
KPM2	11.33	5.46 %
TRR1	9.85	6.91 %
ABR1	9.16	7.76 %
AKM1	7.10	6.76 %
TRL1	6.04	4.07 %
VEL2	4.63	2.50 %
TRT1	3.80	4.74 %
VNB1	2.98	4.44 %
VEL1	2.85	2.51 %
PLR1	2.19	4.99 %
VSI1	1.52	1.80 %
ARC2	1.13	1.52 %
UGI1	0.79	3.39 %
WJD1	0.60	1.08 %
KPM1	0.50	0.72 %
BGR1	0.39	1.04 %
PTU1	0.31	2.29 %
WJP1	0.31	0.46 %
CPT1	0.28	0.66 %
ANI1	0.16	0.31 %
GDM1	0.15	0.18 %
SLG1		0.00 %
WHVL	-1.89	7.80 %
Total	95.21	4.63 %