

MTD Sales
1,164.59 L

Brand Share %
12.00 %

Information:

MTD : 01-09-2026 To 24-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.00 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	526.57	20.85 %
Wash-Mac	366.72	15.72 %
Air-Cond	268.47	5.59 %
Oven	2.84	6.17 %
Total	1,164.59	12.00 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	221.42	13.77 %
SOUTH-01	168.98	9.99 %
CHENNAI-02	165.95	12.92 %
TRICHY-01	152.26	12.00 %
SOUTH-03	143.80	13.01 %
SOUTH ARCOT	72.73	10.70 %
NORTH ARCOT	64.94	8.92 %
WEST-02	63.15	12.27 %
WEST-03	60.68	14.85 %
WEST-01	50.68	12.22 %
Total	1,164.59	12.00 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	91.41	23.98 %
Air-Cond	67.26	7.69 %
Wash-Mac	62.27	18.03 %
Oven	0.48	6.94 %
Total	221.42	13.77 %

Branch *	MTD Sales L	Brand Share %
CH16	11.33	9.77 %
CH14	10.62	11.72 %
CH28	6.91	9.08 %
CH30	6.85	10.13 %
CH07	6.36	9.70 %
CH38	3.18	9.79 %
GUD2	1.93	5.99 %
KNR1	1.75	5.50 %
CH39	1.05	3.72 %
CZWH	0.91	1.87 %
TKM1	0.81	4.59 %
CH26	0.30	2.13 %
CH40		0.00 %
MC09		0.00 %
Total	221.42	13.77 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	75.75	18.41 %
Wash-Mac	54.84	14.52 %
Air-Cond	37.46	4.20 %
Oven	0.93	8.11 %
Total	168.98	9.99 %

Branch *	MTD Sales L	Brand Share %
TUT1	17.47	8.94 %
NGR1	7.10	8.28 %
TKS2	7.07	11.15 %
KVT1	6.50	5.65 %
TUT2	6.08	8.55 %
MAR1	4.98	11.72 %
PKD1	3.41	9.28 %
ASM1	3.27	11.79 %
UDN1	3.10	10.52 %
SVK1	2.66	5.45 %
VLY1	2.64	4.93 %
KSM1	2.50	9.30 %
ERL2	2.48	5.68 %
RND2	2.02	4.09 %
APK2	1.87	7.12 %
APK1	1.86	9.32 %
SNL1	1.64	5.75 %
VKM1	1.33	7.57 %
PDI1	0.99	3.87 %
COL1	0.90	6.79 %
S2SD	0.74	6.41 %
SKD1	0.73	3.90 %
KYR1	0.56	3.44 %
ARM1	0.45	3.51 %
SGT1	0.33	4.24 %
TKY1	0.32	1.73 %
KGL1	0.16	0.85 %
WHTV	-0.84	11.49 %
Total	168.98	9.99 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	72.18	24.47 %
Wash-Mac	48.83	17.15 %
Air-Cond	44.41	6.36 %
Oven	0.52	8.34 %
Total	165.95	12.92 %

Branch *	MTD Sales L	Brand Share %
CH21	8.40	10.28 %
CH24	7.00	10.22 %
CH34	4.70	10.33 %
GPD1	1.48	7.54 %
CH36	0.75	3.60 %
CH32	0.60	8.06 %
CH46	0.48	2.05 %
CH31	0.33	3.78 %
PON1	0.32	0.75 %
CH37	0.28	1.48 %
UKI1	0.26	1.03 %
MJR1	0.11	0.32 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	165.95	12.92 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	71.46	22.25 %
Wash-Mac	49.57	20.62 %
Air-Cond	31.11	4.42 %
Oven	0.12	3.28 %
Total	152.26	12.00 %

Branch *	MTD Sales L	Brand Share %
TRY1	16.06	7.35 %
KIK1	5.02	8.74 %
PTK1	4.57	7.91 %
TRY4	4.03	7.63 %
JKM1	1.99	6.81 %
ORU1	1.98	11.93 %
MSI1	1.58	7.63 %
KUM2	1.22	3.91 %
PDK1	1.00	4.44 %
APM1	0.73	6.91 %
TZSD	0.50	-6.08 %
TRY2	0.46	3.46 %
TVR1	0.35	1.06 %
NMM1		0.00 %
WTRZ	-0.71	4.56 %
Total	152.26	12.00 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	70.13	23.19 %
Wash-Mac	45.39	16.63 %
Air-Cond	28.18	5.36 %
Oven	0.10	2.42 %
Total	143.80	13.01 %

Branch *	MTD Sales L	Brand Share %
MDU1	15.85	10.92 %
PVI1	5.75	11.29 %
DKI1	5.25	10.09 %
KKD3	4.77	10.39 %
MDU7	3.67	10.72 %
CBM1	2.55	10.94 %
KRR1	1.57	4.08 %
TEN2	1.29	7.56 %
TMM1	1.24	3.83 %
PNV2	1.02	6.55 %
MNM1	1.00	8.20 %
SGP1	0.91	7.45 %
TDI1	0.66	3.40 %
SZSD	0.42	-16.18 %
KPT1	0.33	4.03 %
SVG1	0.30	1.26 %
MLR1	0.16	0.99 %
ADP1	0.15	1.24 %
KYK1	0.15	1.38 %
WHMD	-0.68	9.13 %
Total	143.80	13.01 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	30.71	16.54 %
Wash-Mac	28.03	16.65 %
Air-Cond	13.80	4.27 %
Oven	0.19	6.77 %
Total	72.73	10.70 %

Branch *	MTD Sales L	Brand Share %
POY1	7.32	10.19 %
TRK1	5.68	11.63 %
SJI2	4.60	11.53 %
CDM1	3.12	6.54 %
KKI2	2.47	9.51 %
POY2	1.53	3.48 %
TDM1	1.47	4.25 %
VCM2	1.31	5.57 %
STP1	1.12	11.12 %
MKM1	1.01	5.83 %
VPM1	0.76	7.41 %
TVM1	0.39	2.58 %
KML1	0.32	1.46 %
VCM1	0.32	3.64 %
WHUT	-0.45	5.59 %
Total	72.73	10.70 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	32.14	16.96 %
Wash-Mac	23.22	12.65 %
Air-Cond	9.58	2.72 %
Total	64.94	8.92 %

Branch *	MTD Sales L	Brand Share %
VEL4	6.24	9.90 %
VEL3	5.01	9.91 %
VEL2	3.40	7.03 %
KPM1	2.50	11.74 %
TRT1	2.39	10.47 %
AKM1	2.26	7.08 %
VNB1	1.55	8.15 %
WJP1	1.52	6.81 %
SBR1	0.96	1.63 %
ANI1	0.81	6.16 %
GDM1	0.67	2.77 %
PLR1	0.61	4.51 %
WJD1	0.46	2.35 %
SLG1	0.36	4.04 %
VEL1	0.31	1.58 %
CPT1	0.30	2.51 %
PTU1	0.16	3.44 %
ARC2		0.00 %
BGR1		0.00 %
WHVL	-0.35	6.13 %
Total	64.94	8.92 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	32.39	17.73 %
Wash-Mac	17.85	10.19 %
Air-Cond	12.81	8.29 %
Oven	0.10	4.08 %
Total	63.15	12.27 %

Branch *	MTD Sales L	Brand Share %
SLM3	3.16	10.14 %
HSR1	3.06	10.47 %
DPR1	1.31	9.25 %
SLM2	1.21	4.19 %
BMD1	0.97	6.60 %
PNG1	0.88	7.95 %
KAM1	0.70	5.13 %
HRR1	0.63	5.80 %
PMP1	0.59	7.51 %
APN1	0.50	3.49 %
EDP1	0.46	4.35 %
MTR1	0.44	2.23 %
WZWH	0.38	6.09 %
EPI1	0.31	2.03 %
DPR2		0.00 %
SGI1		0.00 %
Total	63.15	12.27 %

WEST-03

Property	MTD Sales L	Brand Share %
Fridge	22.81	20.65 %
Wash-Mac	19.62	14.82 %
Air-Cond	18.09	11.01 %
Oven	0.15	10.50 %
Total	60.68	14.85 %

Branch *	MTD Sales L	Brand Share %
ERD2	7.89	11.58 %
RSP1	2.26	10.71 %
GBM1	1.24	8.79 %
PDR1	1.12	8.24 %
TCG1	0.58	2.97 %
KMM1	0.34	2.72 %
KGM1	0.31	3.22 %
SGG1	0.05	0.51 %
VKL1		0.00 %
WHPD	-0.58	9.48 %
Total	60.68	14.85 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	27.58	18.86 %
Wash-Mac	17.11	11.20 %
Air-Cond	5.76	5.16 %
Oven	0.24	5.54 %
Total	50.68	12.22 %

Branch *	MTD Sales L	Brand Share %
CBE2	9.28	10.31 %
CBE6	2.59	8.48 %
KMR1	2.39	5.99 %
PLI1	2.28	8.14 %
UAM1	0.91	9.76 %
KGI1	0.62	11.51 %
CBE3	0.47	6.21 %
PPI1	0.36	4.69 %
CBE5	0.29	2.03 %
ANR1	0.16	3.80 %
GDR1		0.00 %
KMD1		0.00 %
Total	50.68	12.22 %