

MTD Sales
2,650.26 L

Brand Share %
8.31 %

Information:

MTD : 01-04-2026 To 25-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **8.31 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	1,441.96	5.36 %
Fridge	785.63	30.42 %
Wash-Mac	420.66	18.11 %
Oven	2.01	4.23 %
Total	2,650.26	8.31 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	411.04	7.77 %
CHENNAI-01	378.59	9.42 %
SOUTH-03	374.70	8.59 %
TRICHY-01	346.58	8.07 %
WEST-01	303.75	10.75 %
CHENNAI-02	300.90	8.68 %
WEST-02	266.89	8.41 %
SOUTH ARCOT	164.02	7.38 %
NORTH ARCOT	103.79	4.66 %
Total	2,650.26	8.31 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	215.15	4.79 %
Fridge	125.56	30.57 %
Wash-Mac	70.08	18.75 %
Oven	0.24	2.56 %
Total	411.04	7.77 %

Branch *	MTD Sales L	Brand Share %
TVL1	44.88	7.28 %
TUT1	21.33	4.14 %
NGR1	19.64	4.97 %
KVT1	17.11	6.63 %
TUT2	9.29	3.81 %
TYI1	6.42	8.13 %
SVK1	6.41	3.97 %
STU2	5.35	8.08 %
APK2	3.05	4.58 %
APK1	3.00	3.69 %
SNL1	2.72	3.63 %
KGL1	2.43	2.42 %
COL1	2.00	4.00 %
KYR1	1.96	3.25 %
S2SD	1.92	2.31 %
SKD1	1.80	3.42 %
TKY1	1.71	2.67 %
ARM1	1.47	1.67 %
SGT1	0.51	2.03 %
WHTV	-1.65	6.49 %
Total	411.04	7.77 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	194.05	5.86 %
Fridge	123.65	32.96 %
Wash-Mac	60.43	18.72 %
Oven	0.46	4.71 %
Total	378.59	9.42 %

Branch *	MTD Sales L	Brand Share %
CH14	20.12	7.20 %
CH16	15.18	6.23 %
CH48	14.44	8.22 %
CH35	7.58	7.66 %
SKL1	3.83	4.76 %
CH30	3.70	2.09 %
GUD2	2.14	3.29 %
CH39	2.01	2.86 %
KNR1	1.12	1.58 %
CH28	1.03	0.62 %
CZWH	0.91	1.12 %
CH26	0.71	2.34 %
TKM1	0.68	1.37 %
CH29	0.49	5.11 %
CH37	0.39	0.56 %
MC09		0.00 %
MC10		0.00 %
WCHN	-7.04	6.02 %
Total	378.59	9.42 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	200.58	5.45 %
Fridge	108.25	29.72 %
Wash-Mac	65.51	21.13 %
Oven	0.36	7.71 %
Total	374.70	8.59 %

Branch *	MTD Sales L	Brand Share %
MDU1	38.71	7.14 %
MDU2	23.01	8.12 %
DGL1	16.05	7.82 %
MDU6	14.96	6.49 %
TMM1	11.68	8.20 %
ATG1	10.49	6.42 %
DGL2	7.38	7.28 %
TPT1	4.34	3.55 %
SVG1	4.32	4.41 %
MNM1	4.22	8.15 %
DKI1	3.90	3.64 %
PNV2	3.67	6.20 %
ODM1	2.28	4.49 %
TDI1	2.15	3.20 %
KYK1	2.11	4.14 %
KPT1	1.92	4.58 %
KRR1	1.50	0.66 %
SZSD	1.46	4.94 %
MLR1	0.99	1.27 %
SGP1	0.81	1.78 %
NTM1	0.61	1.56 %
Total	374.70	8.59 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	176.89	4.75 %
Fridge	104.75	35.63 %
Wash-Mac	64.69	23.54 %
Oven	0.25	5.26 %
Total	346.58	8.07 %

Branch *	MTD Sales L	Brand Share %
TRY1	55.21	5.96 %
PTK1	10.77	6.82 %
TRY3	9.55	5.52 %
TRY4	6.52	4.81 %
MSI1	6.17	6.75 %
KUM2	3.65	5.80 %
JKM1	3.29	3.54 %
NCK1	3.08	7.67 %
TVR1	2.86	3.54 %
KIK1	1.69	1.48 %
APM1	1.67	3.83 %
ORU1	1.12	2.57 %
TRY2	0.80	0.67 %
PDK1	0.53	0.45 %
NMM1	0.32	0.76 %
WTRZ	-2.45	7.56 %
Total	346.58	8.07 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	213.72	8.85 %
Fridge	56.99	27.14 %
Wash-Mac	32.89	16.74 %
Oven	0.16	2.87 %
Total	303.75	10.75 %

Branch *	MTD Sales L	Brand Share %
CBE2	42.11	7.04 %
TPR1	11.84	8.11 %
KMR1	10.07	6.89 %
PLI1	8.35	6.66 %
SUL1	3.34	4.65 %
TPR4	2.18	5.76 %
ANR1	2.03	7.71 %
KMD1	0.90	1.69 %
CBE5	0.63	1.24 %
CBE3	0.59	1.46 %
KGM1	0.37	0.55 %
KGI1	0.31	4.03 %
Total	303.75	10.75 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	151.66	5.22 %
Fridge	99.47	34.20 %
Wash-Mac	49.67	18.84 %
Oven	0.10	2.15 %
Total	300.90	8.68 %

Branch *	MTD Sales L	Brand Share %
CH17	11.86	7.57 %
CH20	10.78	6.05 %
CH41	9.97	7.73 %
CH50	8.58	5.98 %
CH34	6.79	6.02 %
MJR1	6.62	5.93 %
CH06	5.50	4.15 %
CH27	2.43	4.90 %
GPD1	2.18	3.10 %
CH23	1.73	2.06 %
UKI1	1.27	1.91 %
CH32	1.16	4.93 %
CH46	1.02	1.42 %
PON1	0.97	1.26 %
CH31	0.96	1.47 %
MC06	0.92	6.25 %
CH36	0.32	0.55 %
CH01		0.00 %
Total	300.90	8.68 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	153.48	5.87 %
Fridge	81.05	27.90 %
Wash-Mac	32.06	12.28 %
Oven	0.30	6.75 %
Total	266.89	8.41 %

Branch *	MTD Sales L	Brand Share %
ERD2	26.06	8.15 %
HSR1	8.54	8.29 %
RSP1	7.17	7.60 %
SLM2	4.03	3.18 %
KVP1	3.38	6.43 %
SLM3	3.09	1.99 %
DPR1	2.75	5.75 %
MTR1	2.61	2.73 %
TRM1	2.44	3.43 %
BMD1	1.75	4.27 %
EPI1	1.68	2.70 %
TCG1	1.50	1.87 %
KMM1	1.49	2.83 %
PMP1	1.40	3.05 %
HRR1	1.31	3.92 %
PDR1	1.25	2.47 %
SGG1	0.83	2.75 %
EDP1	0.83	2.15 %
APN1	0.82	1.87 %
KAM1	0.67	1.79 %
VKL1	0.67	1.96 %
SGI1	0.33	1.07 %
DPR2	0.16	0.31 %
WHPD	-1.15	6.08 %
Total	266.89	8.41 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	83.38	4.44 %
Fridge	52.86	28.58 %
Wash-Mac	27.78	17.71 %
Total	164.02	7.38 %

Branch *	MTD Sales L	Brand Share %
POY1	16.24	6.25 %
VPM2	9.45	6.85 %
NVL2	7.50	6.36 %
CDM1	4.78	3.67 %
VCM2	3.38	5.56 %
POY2	2.93	1.39 %
KML1	1.28	1.61 %
VCM1	0.78	1.85 %
VPM1	0.47	1.68 %
STP1	0.45	1.23 %
MKM1	0.31	0.60 %
TDM1		0.00 %
TVM1		0.00 %
Total	164.02	7.38 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	53.06	2.79 %
Fridge	33.05	20.39 %
Wash-Mac	17.54	10.75 %
Oven	0.14	5.27 %
Total	103.79	4.66 %

Branch *	MTD Sales L	Brand Share %
KPM2	12.80	5.67 %
TRR1	11.33	7.23 %
ABR1	10.01	7.89 %
AKM1	7.29	6.31 %
TRL1	6.40	3.99 %
VEL2	5.68	2.86 %
TRT1	4.65	5.26 %
VNB1	3.59	5.09 %
VEL1	2.85	2.31 %
PLR1	2.19	4.36 %
VSI1	1.52	1.62 %
ARC2	1.13	1.43 %
UGI1	0.79	3.22 %
CPT1	0.69	1.42 %
WJD1	0.60	1.04 %
SLG1	0.57	1.04 %
BGR1	0.55	1.40 %
KPM1	0.50	0.66 %
PTU1	0.31	1.93 %
WJP1	0.31	0.42 %
ANI1	0.16	0.29 %
GDM1	0.15	0.17 %
Total	103.79	4.66 %