

MTD Sales
1,338.51 L

Brand Share %
11.82 %

Information:

MTD : 01-09-2026 To 26-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.82 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	608.05	20.55 %
Wash-Mac	429.54	15.67 %
Air-Cond	297.56	5.34 %
Oven	3.35	6.16 %
Total	1,338.51	11.82 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	245.54	13.43 %
SOUTH-01	200.74	10.11 %
CHENNAI-02	191.53	12.43 %
TRICHY-01	178.83	11.89 %
SOUTH-03	158.18	12.40 %
SOUTH ARCOT	83.88	10.78 %
NORTH ARCOT	81.01	9.53 %
WEST-02	73.21	12.00 %
WEST-03	68.55	14.58 %
WEST-01	57.03	11.81 %
Total	1,338.51	11.82 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	102.98	23.85 %
Air-Cond	72.81	7.29 %
Wash-Mac	69.16	17.76 %
Oven	0.59	6.92 %
Total	245.54	13.43 %

Branch *	MTD Sales L	Brand Share %
CH16	12.51	9.43 %
CH14	12.34	11.57 %
CH07	7.80	10.05 %
CH28	7.41	8.59 %
CH30	7.14	9.10 %
CH38	4.19	11.07 %
KNR1	3.04	7.83 %
GUD2	2.08	5.76 %
CH39	1.05	3.39 %
CZWH	0.91	1.71 %
TKM1	0.81	4.21 %
CH26	0.30	1.83 %
CH40		0.00 %
MC09		0.00 %
Total	245.54	13.43 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	88.83	18.40 %
Wash-Mac	68.09	15.27 %
Air-Cond	42.90	4.11 %
Oven	0.93	7.22 %
Total	200.74	10.11 %

Branch *	MTD Sales L	Brand Share %
TVL1	24.57	11.66 %
TUT1	19.39	8.65 %
KVT1	8.83	6.67 %
NGR1	8.31	8.25 %
TUT2	6.88	7.80 %
PKD1	3.73	7.99 %
APK2	3.53	9.90 %
ASM1	3.27	9.72 %
VL1	3.05	4.81 %
KSM1	3.03	10.26 %
SVK1	2.81	5.05 %
ERL2	2.65	5.31 %
APK1	2.53	10.58 %
RND2	2.51	3.93 %
VKM1	1.96	8.82 %
SNL1	1.79	4.87 %
PDI1	0.99	3.31 %
COL1	0.90	5.85 %
SKD1	0.90	3.98 %
TKY1	0.83	3.86 %
KYR1	0.79	3.94 %
ARM1	0.76	5.37 %
SGT1	0.33	3.53 %
KGL1	0.16	0.68 %
WHTV	-0.84	10.15 %
Total	200.74	10.11 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	84.37	22.85 %
Wash-Mac	56.96	17.02 %
Air-Cond	49.57	5.98 %
Oven	0.63	8.40 %
Total	191.53	12.43 %

Branch *	MTD Sales L	Brand Share %
CH21	9.79	10.47 %
CH24	8.06	10.16 %
CH33	5.85	11.19 %
CH34	5.34	10.71 %
GPD1	1.48	6.70 %
CH36	0.86	3.59 %
CH32	0.60	6.28 %
CH31	0.50	4.22 %
CH46	0.48	1.69 %
CH01	0.43	9.29 %
CH37	0.42	1.87 %
WHC3	0.37	1.13 %
PON1	0.32	0.70 %
UKI1	0.26	0.95 %
MJR1	0.11	0.27 %
CH23		0.00 %
CH27		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	191.53	12.43 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	86.11	22.24 %
Wash-Mac	58.03	19.46 %
Air-Cond	34.57	4.25 %
Oven	0.12	3.05 %
Total	178.83	11.89 %

Branch *	MTD Sales L	Brand Share %
TRY1	19.13	7.71 %
KIK1	6.20	9.68 %
PTK1	5.73	8.90 %
MDI1	5.25	10.78 %
TRY4	4.03	6.32 %
TZSD	3.44	-36.28 %
TTP1	3.04	11.78 %
JKM1	2.42	5.79 %
ORU1	2.13	10.35 %
MSI1	1.90	7.44 %
KUM2	1.22	3.50 %
PDK1	1.17	4.24 %
APM1	0.73	4.79 %
TVR1	0.60	1.42 %
TRY2	0.46	3.03 %
NMM1		0.00 %
WTRZ	-1.08	6.69 %
Total	178.83	11.89 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	76.21	22.39 %
Wash-Mac	50.71	16.16 %
Air-Cond	31.15	5.05 %
Oven	0.10	2.00 %
Total	158.18	12.40 %

Branch *	MTD Sales L	Brand Share %
MDU1	16.88	10.50 %
KKD3	6.30	6.99 %
PVI1	5.92	11.44 %
DKI1	5.25	9.37 %
MDU7	3.67	9.03 %
CBM1	2.95	11.29 %
KRR1	1.73	3.80 %
TEN2	1.46	6.25 %
SZSD	1.36	-31.88 %
ODM1	1.30	11.51 %
TMM1	1.24	3.54 %
PNV2	1.13	6.88 %
MNM1	1.00	7.43 %
SGP1	0.91	6.33 %
TDI1	0.84	3.66 %
KPT1	0.51	5.18 %
MLR1	0.48	2.35 %
KYK1	0.34	2.85 %
SVG1	0.30	1.23 %
ADP1	0.15	1.04 %
WHMD	-0.68	8.10 %
Total	158.18	12.40 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	37.01	17.49 %
Wash-Mac	31.30	16.16 %
Air-Cond	15.37	4.17 %
Oven	0.19	5.74 %
Total	83.88	10.78 %

Branch *	MTD Sales L	Brand Share %
POY1	9.36	11.58 %
TRK1	6.49	11.54 %
CDM1	3.30	6.06 %
KKI2	2.98	9.23 %
POY2	1.53	3.14 %
VCM2	1.51	5.74 %
TDM1	1.47	3.85 %
MKM1	1.18	5.97 %
STP1	1.12	9.83 %
VPM1	0.76	5.87 %
KML1	0.52	1.88 %
TVM1	0.39	2.27 %
VCM1	0.32	3.41 %
WHUT	-0.45	4.74 %
Total	83.88	10.78 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	39.60	17.69 %
Wash-Mac	30.00	13.61 %
Air-Cond	11.41	2.84 %
Total	81.01	9.53 %

Branch *	MTD Sales L	Brand Share %
VEL4	7.36	10.70 %
VEL3	6.39	11.16 %
VEL2	3.40	6.21 %
AKM1	3.09	8.36 %
TRT1	2.86	9.59 %
KPM1	2.81	11.67 %
VNB1	1.72	7.87 %
PLR1	1.55	6.40 %
WJP1	1.52	6.06 %
SBR1	1.11	1.81 %
UGI1	0.92	11.47 %
ANI1	0.81	5.07 %
GDM1	0.67	2.47 %
VEL1	0.56	2.61 %
PTU1	0.47	8.61 %
WJD1	0.46	2.10 %
SLG1	0.36	3.32 %
CPT1	0.30	2.07 %
ARC2		0.00 %
BGR1		0.00 %
WHVL	-0.50	7.39 %
Total	81.01	9.53 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	36.95	17.12 %
Wash-Mac	22.65	10.67 %
Air-Cond	13.44	7.54 %
Oven	0.18	4.84 %
Total	73.21	12.00 %

Branch *	MTD Sales L	Brand Share %
SLM3	3.53	9.43 %
HSR1	3.06	8.75 %
DPR1	1.61	9.09 %
SLM2	1.21	3.37 %
BMD1	0.97	6.26 %
PNG1	0.88	7.12 %
APN1	0.73	4.35 %
KAM1	0.70	4.12 %
EPI1	0.70	3.64 %
EDP1	0.69	5.29 %
HRR1	0.63	5.33 %
PMP1	0.59	5.98 %
MTR1	0.44	1.94 %
DPR2		0.00 %
SGI1		0.00 %
Total	73.21	12.00 %

WEST-03

Property	MTD Sales L	Brand Share %
Fridge	26.52	20.61 %
Wash-Mac	22.68	14.87 %
Air-Cond	18.99	10.15 %
Oven	0.37	20.50 %
Total	68.55	14.58 %

Branch *	MTD Sales L	Brand Share %
RSP1	2.72	11.59 %
PDR1	1.69	11.07 %
GBM1	1.55	10.05 %
TCG1	0.58	2.67 %
KMM1	0.50	3.41 %
SGG1	0.32	2.99 %
KGM1	0.31	2.97 %
VKL1		0.00 %
WHPD	-0.58	7.29 %
Total	68.55	14.58 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	29.46	17.52 %
Wash-Mac	19.98	11.08 %
Air-Cond	7.35	5.66 %
Oven	0.24	5.12 %
Total	57.03	11.81 %

Branch *	MTD Sales L	Brand Share %
CBE2	9.62	9.78 %
CBE6	2.89	7.60 %
PLI1	2.68	8.24 %
KMR1	2.65	5.76 %
UAM1	0.91	7.43 %
KGI1	0.62	9.86 %
CBE3	0.47	5.15 %
PPI1	0.36	4.11 %
CBE5	0.29	1.71 %
ANR1	0.16	3.42 %
GDR1		0.00 %
KMD1		0.00 %
Total	57.03	11.81 %