

MTD Sales
1,451.75 L

Brand Share %
11.84 %

Information:

MTD : 01-09-2026 To 28-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.84 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	657.92	20.66 %
Wash-Mac	468.83	15.71 %
Air-Cond	321.39	5.33 %
Oven	3.60	6.12 %
Total	1,451.75	11.84 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	264.02	13.22 %
SOUTH-01	219.23	10.13 %
CHENNAI-02	210.60	12.66 %
TRICHY-01	192.27	11.88 %
SOUTH-03	169.41	12.55 %
SOUTH ARCOT	89.55	10.61 %
NORTH ARCOT	86.67	9.47 %
WEST-02	78.24	11.91 %
WEST-03	77.54	15.02 %
WEST-01	64.22	12.08 %
Total	1,451.75	11.84 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	109.84	23.66 %
Air-Cond	79.08	7.21 %
Wash-Mac	74.50	17.49 %
Oven	0.59	6.17 %
Total	264.02	13.22 %

Branch *	MTD Sales L	Brand Share %
CH14	13.71	11.52 %
CH16	13.14	8.99 %
CH49	12.70	11.68 %
CH07	8.97	10.60 %
CH28	7.94	8.48 %
CH30	7.48	8.92 %
SKL1	4.79	11.57 %
CH38	4.72	11.46 %
KNR1	3.04	7.19 %
GUD2	2.08	5.21 %
CH39	1.05	3.18 %
CZWH	0.91	1.57 %
TKM1	0.81	4.02 %
CH26	0.30	1.60 %
CH40		0.00 %
MC09		0.00 %
Total	264.02	13.22 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	96.49	18.54 %
Wash-Mac	74.85	15.24 %
Air-Cond	46.96	4.12 %
Oven	0.93	6.81 %
Total	219.23	10.13 %

Branch *	MTD Sales L	Brand Share %
TUT1	21.49	8.50 %
KVT1	9.68	6.86 %
NGR1	8.95	8.28 %
TUT2	8.05	8.08 %
APK2	4.49	10.67 %
UDN1	4.24	11.31 %
PKD1	4.12	8.27 %
ASM1	3.73	10.34 %
SVK1	3.11	5.05 %
VLV1	3.05	4.44 %
KSM1	3.03	9.47 %
RND2	2.90	4.19 %
ERL2	2.83	5.27 %
APK1	2.53	10.14 %
VKM1	2.30	9.73 %
SNL1	1.79	4.53 %
COL1	1.05	6.33 %
PDI1	0.99	3.20 %
SKD1	0.90	3.58 %
TKY1	0.83	3.70 %
KYR1	0.79	3.86 %
ARM1	0.76	4.92 %
SGT1	0.33	3.47 %
KGL1	0.16	0.66 %
WHTV	-0.84	8.70 %
Total	219.23	10.13 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	92.81	23.51 %
Wash-Mac	62.01	17.02 %
Air-Cond	55.14	6.15 %
Oven	0.63	7.68 %
Total	210.60	12.66 %

Branch *	MTD Sales L	Brand Share %
CH21	11.18	10.90 %
CH24	8.06	9.37 %
CH34	5.98	11.44 %
GPD1	1.65	6.97 %
CH36	0.86	3.44 %
CH37	0.71	2.90 %
CH46	0.71	2.21 %
CH32	0.60	5.74 %
CH31	0.50	3.60 %
PON1	0.47	0.97 %
CH01	0.43	8.75 %
UKI1	0.26	0.92 %
MJR1	0.11	0.25 %
CH23		0.00 %
CH27		0.00 %
MC05		0.00 %
MC06		0.00 %
WHC3	-1.06	-4.14 %
Total	210.60	12.66 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	92.28	22.21 %
Wash-Mac	63.14	19.65 %
Air-Cond	36.74	4.19 %
Oven	0.12	3.01 %
Total	192.27	11.88 %

Branch *	MTD Sales L	Brand Share %
TRY1	21.15	7.68 %
KIK1	7.14	10.25 %
PTK1	6.15	9.11 %
MDI1	5.25	10.22 %
TRY4	4.23	6.30 %
TZSD	3.44	-36.28 %
TTP1	3.04	11.24 %
JKM1	2.73	6.08 %
MSI1	2.11	7.65 %
KUM2	1.22	3.40 %
PDK1	1.17	3.84 %
TVR1	1.02	2.28 %
APM1	0.73	4.37 %
TRY2	0.46	2.74 %
NMM1		0.00 %
WTRZ	-1.08	6.42 %
Total	192.27	11.88 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	81.58	22.58 %
Wash-Mac	54.22	16.26 %
Air-Cond	33.52	5.16 %
Oven	0.10	1.89 %
Total	169.41	12.55 %

Branch *	MTD Sales L	Brand Share %
MDU1	17.52	10.45 %
KKD3	8.21	8.18 %
PVI1	5.92	11.20 %
DKI1	5.25	9.03 %
MDU7	3.83	8.79 %
CBM1	3.22	11.82 %
KRR1	1.73	3.63 %
TDI1	1.54	5.97 %
TEN2	1.46	5.74 %
SZSD	1.36	-31.88 %
ODM1	1.30	11.34 %
PNV2	1.28	7.09 %
TMM1	1.24	3.34 %
MNM1	1.00	6.82 %
SGP1	0.91	5.85 %
KPT1	0.82	7.65 %
SVG1	0.69	2.65 %
MLR1	0.48	2.20 %
KYK1	0.34	2.50 %
ADP1	0.15	0.98 %
WHMD	-0.68	7.89 %
Total	169.41	12.55 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	40.46	17.59 %
Wash-Mac	33.21	15.92 %
Air-Cond	15.69	3.90 %
Oven	0.19	5.18 %
Total	89.55	10.61 %

Branch *	MTD Sales L	Brand Share %
TRK1	6.65	11.33 %
KLM1	6.44	11.75 %
CDM1	3.58	6.12 %
KKI2	3.18	9.10 %
VCM2	1.69	5.78 %
TDM1	1.47	3.69 %
POY2	1.34	2.35 %
MKM1	1.18	5.39 %
STP1	1.12	8.68 %
VPM1	0.76	5.75 %
KML1	0.52	1.77 %
TVM1	0.39	2.18 %
VCM1	0.32	3.30 %
WHUT	-0.45	4.38 %
Total	89.55	10.61 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	41.23	17.04 %
Wash-Mac	33.73	13.95 %
Air-Cond	11.71	2.73 %
Total	86.67	9.47 %

Branch *	MTD Sales L	Brand Share %
VEL4	7.73	10.84 %
VEL3	6.39	10.79 %
VEL2	4.08	6.73 %
AKM1	3.26	8.39 %
TRT1	3.03	9.30 %
KPM1	2.81	10.75 %
CYR1	2.43	10.83 %
VNB1	1.72	7.45 %
PLR1	1.55	6.10 %
WJP1	1.52	5.75 %
SBR1	1.27	1.93 %
GDM1	0.82	2.91 %
ANI1	0.81	4.71 %
VEL1	0.56	2.41 %
PTU1	0.47	8.05 %
WJD1	0.46	1.91 %
SLG1	0.36	3.19 %
CPT1	0.30	1.93 %
ARC2		0.00 %
BGR1		0.00 %
WHVL	-0.50	7.25 %
Total	86.67	9.47 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	40.55	17.43 %
Wash-Mac	24.38	10.54 %
Air-Cond	13.13	6.95 %
Oven	0.18	4.47 %
Total	78.24	11.91 %

Branch *	MTD Sales L	Brand Share %
HSR1	3.58	9.37 %
SLM3	3.53	8.92 %
DPR1	1.61	8.58 %
SLM2	1.21	3.05 %
BMD1	0.97	6.11 %
PNG1	0.88	6.95 %
KAM1	0.88	4.68 %
EPI1	0.87	4.12 %
PMP1	0.75	6.70 %
APN1	0.73	3.91 %
EDP1	0.69	4.64 %
HRR1	0.63	4.55 %
MTR1	0.44	1.78 %
DPR2		0.00 %
SGI1		0.00 %
WHKP	-0.50	11.59 %
Total	78.24	11.91 %

WEST-03

Property	MTD Sales L	Brand Share %
Fridge	29.88	21.14 %
Wash-Mac	25.94	15.75 %
Air-Cond	21.35	10.24 %
Oven	0.37	19.49 %
Total	77.54	15.02 %

Branch *	MTD Sales L	Brand Share %
ERD2	9.99	11.29 %
RSP1	2.87	11.49 %
GBM1	1.55	8.82 %
TCG1	0.98	3.92 %
KMM1	0.86	5.53 %
SGG1	0.43	3.60 %
KGM1	0.42	3.42 %
VKL1		0.00 %
WHPD	-0.58	6.18 %
Total	77.54	15.02 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	32.80	17.95 %
Wash-Mac	22.86	11.40 %
Air-Cond	8.07	5.63 %
Oven	0.49	9.44 %
Total	64.22	12.08 %

Branch *	MTD Sales L	Brand Share %
CBE2	11.75	10.28 %
KMR1	3.79	7.51 %
CBE6	3.04	7.25 %
PLI1	2.68	7.71 %
UAM1	1.07	7.91 %
KGI1	0.62	9.86 %
CBE3	0.62	6.27 %
PPI1	0.54	5.77 %
CBE5	0.29	1.60 %
ANR1	0.16	3.02 %
GDR1		0.00 %
KMD1		0.00 %
Total	64.22	12.08 %