

MTD Sales
394.28 L

Brand Share %
10.08 %

Information:

MTD : 01-09-2026 To 10-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.08 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	210.73	21.74 %
Wash-Mac	165.00	18.67 %
Air-Cond	18.55	0.90 %
Total	394.28	10.08 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	59.82	8.78 %
CHENNAI-01	55.44	8.66 %
TRICHY-01	54.55	9.90 %
CHENNAI-02	51.01	10.95 %
SOUTH-03	50.88	10.88 %
NORTH ARCOT	30.81	9.96 %
SOUTH ARCOT	30.33	10.40 %
WEST-02	24.52	12.71 %
WEST-01	20.98	13.35 %
WEST-03	15.94	10.31 %
Total	394.28	10.08 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	35.16	22.53 %
Wash-Mac	21.39	15.52 %
Air-Cond	3.28	0.85 %
Total	59.82	8.78 %

Branch *	MTD Sales L	Brand Share %
TUT2	3.25	10.01 %
KVT1	2.39	7.66 %
RPM1	2.18	7.86 %
RND2	1.88	9.31 %
TKS2	1.59	5.57 %
TVL1	1.44	1.94 %
TYI1	1.33	9.37 %
MAR1	1.05	5.31 %
NGR1	0.96	2.51 %
RND1	0.93	4.07 %
STU2	0.83	8.81 %
MMT1	0.81	7.50 %
VLY1	0.61	2.71 %
VNR1	0.43	7.36 %
ASM1	0.35	2.97 %
SDI1	0.31	2.51 %
S2SD	0.29	4.84 %
KGL1		0.00 %
SGT1		0.00 %
TKY1		0.00 %
Total	59.82	8.78 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	27.48	18.22 %
Wash-Mac	25.49	18.80 %
Air-Cond	2.47	0.70 %
Total	55.44	8.66 %

Branch *	MTD Sales L	Brand Share %
CH47	3.91	8.69 %
CH14	3.00	8.96 %
CH08	2.41	8.44 %
CH25	2.19	8.32 %
CH28	2.16	8.30 %
CH22	1.52	9.29 %
AVD1	1.51	6.01 %
CH30	1.34	5.24 %
CH38	1.24	8.15 %
CH48	1.24	4.63 %
CH19	0.99	2.87 %
CGL1	0.95	6.38 %
CH42	0.68	2.17 %
CH39	0.49	3.85 %
CH07	0.38	1.46 %
MRM1	0.33	2.52 %
CZWH	0.29	1.16 %
CH40		0.00 %
MC09		0.00 %
Total	55.44	8.66 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	32.01	25.72 %
Wash-Mac	20.56	21.35 %
Air-Cond	1.98	0.60 %
Total	54.55	9.90 %

Branch *	MTD Sales L	Brand Share %
TRY1	6.60	7.19 %
MVM1	2.70	7.32 %
PBR2	2.56	8.73 %
KUM1	2.26	6.69 %
TVR2	1.67	5.78 %
PTK1	1.60	6.59 %
TRY3	1.58	7.92 %
TNJ2	1.39	6.76 %
TVR1	1.27	7.53 %
NGT1	1.00	5.12 %
PBR1	0.72	6.87 %
KRN1	0.20	3.94 %
KUM2	0.20	1.39 %
Total	54.55	9.90 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	24.57	22.44 %
Wash-Mac	22.50	20.99 %
Air-Cond	3.94	1.58 %
Total	51.01	10.95 %

Branch *	MTD Sales L	Brand Share %
WHC3	4.15	-66.71 %
CH18	2.70	9.48 %
CH21	1.92	5.43 %
CH12	1.85	6.74 %
CH20	1.68	8.39 %
CH34	1.27	7.05 %
CH06	1.19	6.99 %
CH44	1.09	6.39 %
CH51	0.77	3.33 %
CH43	0.63	4.22 %
UKI1	0.51	8.67 %
CH31	0.30	6.08 %
CH01	0.20	9.92 %
CH24	0.11	0.43 %
CH23		0.00 %
CH32		0.00 %
CH36		0.00 %
MC06		0.00 %
Total	51.01	10.95 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	27.27	23.19 %
Wash-Mac	21.64	20.72 %
Air-Cond	1.96	0.80 %
Total	50.88	10.88 %

Branch *	MTD Sales L	Brand Share %
MDU7	1.37	9.38 %
KRR1	1.21	6.59 %
DGL2	1.06	7.32 %
NKI1	0.90	9.40 %
TMM1	0.84	6.31 %
PVI1	0.66	7.69 %
MDU4	0.64	4.67 %
TEN2	0.56	8.63 %
PKM1	0.50	9.63 %
BNR1	0.45	5.52 %
KYK1	0.30	6.95 %
PNV2	0.21	2.80 %
CMR1	0.17	5.05 %
MNM1	0.15	2.22 %
KPT1	0.13	3.19 %
BTU1		0.00 %
MLR1		0.00 %
ODM1		0.00 %
WHMD		0.00 %
Total	50.88	10.88 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	17.60	22.02 %
Wash-Mac	11.91	16.35 %
Air-Cond	1.30	0.83 %
Total	30.81	9.96 %

Branch *	MTD Sales L	Brand Share %
VEL2	2.03	9.81 %
TRR1	1.30	6.98 %
ABR1	1.02	6.51 %
SBR1	0.84	3.73 %
VEL4	0.68	2.51 %
VEL3	0.42	1.88 %
ARC2	0.35	5.42 %
CYR1	0.33	5.11 %
VNB1	0.30	3.96 %
VSI1	0.27	2.81 %
BGR1	0.14	2.08 %
KPM1		0.00 %
NASD		0.00 %
PLR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
Total	30.81	9.96 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	18.41	23.44 %
Wash-Mac	11.60	17.44 %
Air-Cond	0.32	0.22 %
Total	30.33	10.40 %

Branch *	MTD Sales L	Brand Share %
TRK1	1.50	8.58 %
POY2	1.35	6.58 %
VPM2	1.32	7.62 %
PRT1	1.09	8.23 %
NVL2	0.99	5.66 %
SJI2	0.90	5.11 %
KKI2	0.68	5.47 %
STP1	0.28	5.92 %
TVM2	0.22	2.51 %
VCM1		0.00 %
VCM2		0.00 %
WHNV		0.00 %
WHUT	-0.31	6.63 %
Total	30.33	10.40 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	12.96	20.77 %
Fridge	11.28	17.28 %
Air-Cond	0.28	0.43 %
Total	24.52	12.71 %

Branch *	MTD Sales L	Brand Share %
ATU1	1.31	9.37 %
KRI1	1.15	9.22 %
SLM2	0.92	6.27 %
MCR1	0.18	2.09 %
KAM1	0.17	3.01 %
PNG1	0.12	2.83 %
HRR1		0.00 %
SGI1		0.00 %
WZWH		0.00 %
Total	24.52	12.71 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	11.58	20.36 %
Fridge	8.47	16.75 %
Air-Cond	0.93	1.86 %
Total	20.98	13.35 %

Branch *	MTD Sales L	Brand Share %
CBE1	1.07	9.65 %
PLI1	0.77	7.44 %
MPM1	0.60	9.08 %
SNR1	0.56	6.68 %
PDM1	0.16	6.99 %
SUL1	0.14	2.11 %
CNR1		0.00 %
Total	20.98	13.35 %

WEST-03

Property	MTD Sales L	Brand Share %
Fridge	8.48	23.21 %
Wash-Mac	5.37	12.25 %
Air-Cond	2.08	2.81 %
Total	15.94	10.31 %

Branch *	MTD Sales L	Brand Share %
ERD1	2.15	9.84 %
ERD2	1.13	4.10 %
NKL2	0.81	4.94 %
RSP1	0.64	8.77 %
AVI1	0.54	7.29 %
SYM2	0.19	3.21 %
KMM1	0.17	3.00 %
VKL1	0.17	5.46 %
TPR4	0.17	6.33 %
W3SD		0.00 %
Total	15.94	10.31 %