

MTD Sales
510.75 L

Brand Share %
10.31 %

Information:

MTD : 01-09-2026 To 12-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.31 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	279.73	22.27 %
Wash-Mac	207.17	18.55 %
Air-Cond	23.86	0.92 %
Total	510.75	10.31 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	79.65	9.12 %
TRICHY-01	73.64	10.34 %
CHENNAI-01	67.47	8.71 %
SOUTH-03	66.51	10.95 %
CHENNAI-02	61.56	10.76 %
SOUTH ARCOT	38.64	10.81 %
NORTH ARCOT	38.53	9.75 %
WEST-02	36.06	13.25 %
WEST-01	27.61	14.48 %
WEST-03	21.08	10.48 %
Total	510.75	10.31 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	47.25	22.31 %
Wash-Mac	28.79	16.11 %
Air-Cond	3.60	0.75 %
Total	79.65	9.12 %

Branch *	MTD Sales L	Brand Share %
RPM1	4.03	9.91 %
TUT2	3.92	10.03 %
KVT1	3.07	6.89 %
RND2	2.72	10.22 %
TKS2	2.23	6.32 %
SDI1	1.49	6.62 %
TVL1	1.35	1.41 %
MAR1	1.23	5.45 %
STU2	1.13	9.53 %
VLY1	1.12	3.43 %
MMT1	1.10	9.54 %
RND1	1.05	3.72 %
NGR1	0.96	2.01 %
ASM1	0.80	5.25 %
S2SD	0.29	4.95 %
KGL1		0.00 %
SGT1		0.00 %
TKY1		0.00 %
Total	79.65	9.12 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	45.21	26.56 %
Wash-Mac	25.81	21.78 %
Air-Cond	2.63	0.62 %
Total	73.64	10.34 %

Branch *	MTD Sales L	Brand Share %
TRY1	8.29	6.73 %
MVM1	3.83	8.07 %
KUM1	2.83	6.59 %
PBR2	2.80	8.21 %
TVR2	2.39	6.80 %
TRY3	2.13	8.21 %
PTK1	1.89	6.35 %
TVR1	1.88	8.87 %
NGT1	1.87	7.21 %
AYR1	1.67	10.15 %
TNJ2	1.52	5.85 %
TRY2	0.89	9.03 %
PBR1	0.72	5.46 %
TZSD	0.71	-87.69 %
KUM2	0.35	1.94 %
Total	73.64	10.34 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	35.17	19.02 %
Wash-Mac	29.25	17.81 %
Air-Cond	3.05	0.72 %
Total	67.47	8.71 %

Branch *	MTD Sales L	Brand Share %
CH47	4.34	8.09 %
CH25	2.83	9.46 %
CH28	2.61	7.87 %
CH08	2.60	8.42 %
CH30	2.53	7.83 %
AVD1	2.28	7.68 %
CH48	1.82	5.53 %
CH38	1.61	9.44 %
CGL1	1.16	6.85 %
CH19	0.99	2.51 %
CH42	0.81	2.20 %
CH07	0.55	1.63 %
CH39	0.49	2.97 %
MRM1	0.44	2.66 %
CZWH	0.29	1.10 %
MC09	0.26	4.66 %
CH29	0.15	9.71 %
CH40		0.00 %
Total	67.47	8.71 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	35.18	21.97 %
Wash-Mac	28.72	20.95 %
Air-Cond	2.61	0.84 %
Total	66.51	10.95 %

Branch *	MTD Sales L	Brand Share %
MDU2	3.56	10.06 %
KKD3	2.59	9.94 %
KRR1	2.33	9.63 %
ATG1	2.09	9.51 %
MDU7	1.83	10.31 %
MPA1	1.73	9.96 %
PVI1	1.44	4.54 %
DGL2	1.25	7.89 %
NKI1	1.21	9.59 %
TMM1	1.13	6.46 %
MDU4	1.05	6.74 %
TEN2	0.66	7.60 %
BNR1	0.45	4.55 %
PNV2	0.37	4.15 %
CMR1	0.32	7.00 %
KYK1	0.30	4.95 %
MLR1	0.20	1.70 %
BTU1	0.19	2.42 %
MNM1	0.15	2.12 %
KPT1	0.13	3.01 %
ODM1		0.00 %
WHMD		0.00 %
Total	66.51	10.95 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	29.17	22.62 %
Wash-Mac	27.88	21.49 %
Air-Cond	4.51	1.44 %
Total	61.56	10.76 %

Branch *	MTD Sales L	Brand Share %
WHC3	3.86	-44.37 %
CH18	3.35	9.36 %
CH20	2.10	7.52 %
CH21	2.04	4.75 %
CH12	1.97	6.24 %
CH34	1.72	8.34 %
CH06	1.53	6.87 %
CH44	1.41	7.12 %
CH51	1.22	4.77 %
GPD1	1.06	7.70 %
CH43	1.00	6.17 %
UKI1	0.86	9.01 %
CH46	0.83	9.05 %
CH31	0.50	9.33 %
CH24	0.31	0.97 %
CH01	0.20	7.75 %
CH23		0.00 %
CH32		0.00 %
CH36		0.00 %
MC05		0.00 %
MC06		0.00 %
WCHN	-1.93	8.33 %
Total	61.56	10.76 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	23.18	23.68 %
Wash-Mac	15.14	18.14 %
Air-Cond	0.32	0.18 %
Total	38.64	10.81 %

Branch *	MTD Sales L	Brand Share %
PRT1	1.63	9.21 %
VPM2	1.45	6.92 %
SJI2	1.37	6.64 %
POY2	1.35	5.31 %
KKI2	1.18	7.33 %
NVL2	1.16	5.50 %
STP1	0.51	8.61 %
TVM2	0.22	2.02 %
VCM1		0.00 %
VCM2		0.00 %
WHUT	-0.31	6.14 %
Total	38.64	10.81 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	23.21	23.13 %
Wash-Mac	13.77	15.53 %
Air-Cond	1.56	0.75 %
Total	38.53	9.75 %

Branch *	MTD Sales L	Brand Share %
ABR1	1.45	7.40 %
TRR1	1.30	5.95 %
SBR1	1.07	3.24 %
TRT1	0.99	10.26 %
VEL3	0.78	3.06 %
VEL4	0.68	1.81 %
VSI1	0.57	4.87 %
CYR1	0.45	5.75 %
ARC2	0.35	4.01 %
VNB1	0.30	3.11 %
BGR1	0.14	1.78 %
KPM1		0.00 %
NASD		0.00 %
PLR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
WHVL		0.00 %
Total	38.53	9.75 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	17.61	19.54 %
Wash-Mac	17.48	19.63 %
Air-Cond	0.97	1.04 %
Total	36.06	13.25 %

Branch *	MTD Sales L	Brand Share %
HSR2	1.58	10.29 %
SLM3	1.40	7.99 %
SLM2	1.24	6.71 %
MCR1	0.53	3.78 %
WZWH	0.50	9.10 %
PNG1	0.24	4.17 %
KAM1	0.17	2.43 %
HRR1		0.00 %
SGI1		0.00 %
Total	36.06	13.25 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	13.08	20.60 %
Wash-Mac	12.96	18.69 %
Air-Cond	1.57	2.72 %
Total	27.61	14.48 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.24	10.24 %
SNR1	0.56	4.51 %
PDM1	0.16	4.64 %
SUL1	0.14	1.84 %
CNR1		0.00 %
WHCB	-0.76	9.64 %
Total	27.61	14.48 %

WEST-03

Property	MTD Sales L	Brand Share %
Fridge	10.66	22.02 %
Wash-Mac	7.36	12.69 %
Air-Cond	3.05	3.22 %
Total	21.08	10.48 %

Branch *	MTD Sales L	Brand Share %
ERD1	2.51	8.12 %
ERD2	1.56	4.65 %
NKL2	1.17	5.53 %
KMM1	0.34	5.46 %
TPR3	0.22	9.91 %
SYM2	0.19	2.70 %
VKL1	0.17	4.44 %
TPR4	0.17	6.33 %
W3SD		0.00 %
Total	21.08	10.48 %