

MTD Sales
1,020.14 L

Brand Share %
5.19 %

Information:

MTD : 01-04-2026 To 15-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **5.19 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	374.65	22.40 %
Air-Cond	334.17	2.04 %
Wash-Mac	311.31	19.37 %
Total	1,020.14	5.19 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	147.59	5.83 %
SOUTH-01	145.89	4.79 %
CHENNAI-01	136.14	4.91 %
TRICHY-01	117.65	4.44 %
WEST-01	115.27	7.06 %
CHENNAI-02	112.02	5.01 %
WEST-02	108.47	5.48 %
NORTH ARCOT	74.41	5.23 %
SOUTH ARCOT	62.69	4.51 %
Total	1,020.14	5.19 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	58.85	25.50 %
Air-Cond	46.67	2.24 %
Wash-Mac	42.07	19.48 %
Total	147.59	5.83 %

Branch *	MTD Sales L	Brand Share %
MDU1	16.93	5.05 %
MPA1	4.60	3.78 %
MDU6	3.97	2.90 %
KKD3	2.38	2.26 %
KRR1	2.31	1.55 %
TEN1	1.87	4.77 %
PNV2	1.33	3.90 %
MNM1	1.29	4.61 %
NKI1	0.86	3.16 %
KYK1	0.74	2.31 %
PVI1	0.65	1.51 %
ODM1	0.56	2.04 %
KPT1	0.29	1.05 %
BTU1	0.13	0.49 %
CMR1	0.09	0.26 %
Total	147.59	5.83 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	56.22	20.66 %
Air-Cond	46.14	1.83 %
Wash-Mac	43.54	17.40 %
Total	145.89	4.79 %

Branch *	MTD Sales L	Brand Share %
TUT1	16.86	5.15 %
TVL1	8.13	2.13 %
TUT2	5.64	3.67 %
RND1	5.57	4.91 %
MAR1	4.77	4.77 %
TKS2	4.69	3.71 %
KVT1	4.62	3.44 %
TCN1	4.22	5.11 %
NGR1	3.17	1.61 %
VLY1	2.00	2.01 %
SNL1	1.40	3.51 %
COL1	1.11	3.67 %
TKY1	1.03	2.99 %
KGL1	0.91	1.66 %
S2SD	0.78	1.63 %
PKD1	0.76	1.01 %
SGT1	0.14	0.99 %
Total	145.89	4.79 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	64.56	24.87 %
Wash-Mac	41.65	18.22 %
Air-Cond	29.92	1.31 %
Total	136.14	4.91 %

Branch *	MTD Sales L	Brand Share %
CH47	10.92	5.17 %
CH14	9.54	5.00 %
CH16	6.20	3.93 %
CH19	5.35	4.31 %
CH48	5.29	4.83 %
CH07	4.43	3.53 %
CH30	3.98	3.48 %
CH38	3.54	4.84 %
CH35	3.07	4.40 %
GUD1	3.03	2.57 %
CH25	3.00	2.82 %
CZWH	1.75	4.11 %
CH39	1.36	2.79 %
AVD1	1.08	1.44 %
CGL1	1.06	1.96 %
TKM1	0.95	2.66 %
KNR1	0.84	1.85 %
CH26	0.77	3.73 %
CH42	0.52	0.44 %
CH29		0.00 %
MC09		0.00 %
MC10		0.00 %
Total	136.14	4.91 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	53.97	2.37 %
Wash-Mac	33.71	18.14 %
Fridge	29.97	16.28 %
Total	117.65	4.44 %

Branch *	MTD Sales L	Brand Share %
TRY1	20.23	3.31 %
TNJ1	6.17	4.70 %
TRY3	5.96	5.07 %
TVR2	5.11	3.94 %
MVM1	4.55	3.04 %
MDI1	3.97	4.92 %
KIK1	3.69	4.98 %
TNJ2	3.22	2.83 %
TRY2	3.14	4.22 %
KUM1	2.88	2.00 %
PTK1	2.53	2.61 %
TTP1	2.00	4.27 %
TVR1	1.70	3.27 %
KRN1	1.57	3.78 %
PBR1	1.41	2.27 %
NCK1	0.76	2.57 %
NGT1	0.44	0.68 %
Total	117.65	4.44 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	45.06	3.33 %
Fridge	35.34	25.48 %
Wash-Mac	34.87	25.15 %
Total	115.27	7.06 %

Branch *	MTD Sales L	Brand Share %
CBE1	3.66	5.16 %
CBE4	3.53	3.46 %
PLI1	2.79	3.87 %
AVI1	2.46	4.23 %
UMP1	2.08	4.53 %
TPR3	1.56	4.52 %
PDM1	1.18	3.26 %
CBE6	0.87	1.27 %
TPR4	0.65	2.71 %
ANR1	0.61	3.36 %
WHCB	-1.10	4.73 %
Total	115.27	7.06 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	43.72	24.00 %
Fridge	41.65	23.03 %
Air-Cond	26.64	1.42 %
Total	112.02	5.01 %

Branch *	MTD Sales L	Brand Share %
CH15	8.96	4.21 %
CH50	4.95	5.15 %
CH41	4.65	4.92 %
CH21	4.59	3.54 %
CH12	3.37	2.60 %
CH20	2.97	2.72 %
CH23	1.25	2.36 %
CH24	1.18	1.06 %
GPD1	1.11	2.41 %
UKI1	1.07	2.65 %
CH36	0.73	1.98 %
CH34	0.67	0.84 %
MC06	0.20	1.82 %
CH01		0.00 %
CH32		0.00 %
Total	112.02	5.01 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	44.37	2.77 %
Fridge	33.52	17.97 %
Wash-Mac	30.58	16.13 %
Total	108.47	5.48 %

Branch *	MTD Sales L	Brand Share %
ERD1	9.20	4.28 %
SLM1	6.16	3.26 %
SLM3	3.97	4.62 %
ATU1	2.96	3.87 %
SLM2	2.92	3.59 %
KRI1	2.35	3.08 %
ERD2	2.30	1.16 %
TCG1	2.25	4.49 %
EPI1	1.84	4.93 %
MCR1	1.64	4.09 %
OML1	1.62	3.61 %
NKL2	1.60	1.60 %
PMP1	1.27	3.77 %
WHKP	0.72	2.78 %
DPR1	0.43	1.30 %
SGI1	0.23	1.14 %
SGG1	0.20	1.04 %
VKL1	0.17	0.79 %
DPR2	-0.07	-0.21 %
Total	108.47	5.48 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	26.81	26.77 %
Air-Cond	24.56	2.03 %
Wash-Mac	23.04	20.37 %
Total	74.41	5.23 %

Branch *	MTD Sales L	Brand Share %
KPM2	5.10	3.81 %
TRR1	4.01	3.91 %
SBR1	3.46	3.92 %
VEL1	3.32	4.04 %
AKM1	3.14	4.23 %
VSI1	2.30	4.13 %
ABR1	1.50	1.91 %
TRT1	1.07	2.00 %
SLG1	0.98	2.99 %
VNB1	0.94	1.62 %
KPM1	0.79	1.62 %
PLR1	0.41	1.42 %
UGI1	0.33	2.32 %
CGM1	0.19	0.71 %
BGR1	0.11	0.42 %
PTU1	0.09	1.04 %
Total	74.41	5.23 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	27.74	23.22 %
Wash-Mac	18.12	17.63 %
Air-Cond	16.84	1.44 %
Total	62.69	4.51 %

Branch *	MTD Sales L	Brand Share %
POY2	6.70	4.62 %
CUD1	5.00	3.60 %
NVL2	2.82	3.45 %
SJI2	2.26	2.97 %
PRT1	2.00	2.98 %
MKM1	1.51	4.14 %
TRK1	1.33	2.00 %
KKI2	0.84	1.03 %
VCM1	0.84	2.69 %
VPM2	0.70	0.78 %
VPM1	0.13	0.73 %
TVM2		0.00 %
Total	62.69	4.51 %