

MTD Sales
725.39 L

Brand Share %
10.35 %

Information:

MTD : 01-09-2026 To 15-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.35 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	399.08	22.34 %
Wash-Mac	295.68	18.31 %
Air-Cond	29.81	0.84 %
Dishwash	0.82	1.03 %
Total	725.39	10.35 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	113.44	9.12 %
TRICHY-01	103.92	10.82 %
CHENNAI-01	97.11	8.70 %
SOUTH-03	92.22	11.26 %
CHENNAI-02	88.58	10.09 %
NORTH ARCOT	56.55	10.23 %
WEST-02	51.51	13.12 %
SOUTH ARCOT	50.25	10.17 %
WEST-01	40.66	14.66 %
WEST-03	31.14	11.28 %
Total	725.39	10.35 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	66.01	22.34 %
Wash-Mac	44.49	16.90 %
Air-Cond	2.94	0.44 %
Total	113.44	9.12 %

Branch *	MTD Sales L	Brand Share %
RPM1	5.71	8.64 %
TUT2	5.55	9.52 %
KVT1	4.61	6.44 %
RND2	3.67	9.35 %
TKS2	3.12	6.37 %
TYI1	2.44	9.26 %
TVL1	2.15	1.59 %
NGR1	2.12	3.35 %
SDI1	1.72	6.12 %
VLY1	1.59	3.78 %
RND1	1.50	3.80 %
MAR1	1.46	4.86 %
STU2	1.28	8.29 %
ASM1	1.25	5.84 %
KGL1	0.65	4.90 %
TKY1	0.15	1.14 %
SGT1		0.00 %
S2SD	-0.58	-7.24 %
Total	113.44	9.12 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	64.37	27.40 %
Wash-Mac	35.00	21.29 %
Air-Cond	4.56	0.82 %
Total	103.92	10.82 %

Branch *	MTD Sales L	Brand Share %
TRY1	13.04	8.18 %
MVM1	5.88	9.21 %
PBR2	4.01	8.51 %
KUM1	3.37	6.02 %
TVR2	3.18	6.43 %
TNJ2	3.14	8.56 %
PTK1	3.06	7.26 %
TRY3	2.78	8.50 %
NGT1	2.65	6.99 %
AYR1	2.07	9.48 %
PBR1	1.51	6.80 %
KUM2	1.02	4.31 %
KRN1	0.82	8.40 %
Total	103.92	10.82 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	52.33	19.64 %
Wash-Mac	40.50	17.39 %
Air-Cond	3.86	0.65 %
Dishwash	0.42	1.79 %
Total	97.11	8.70 %

Branch *	MTD Sales L	Brand Share %
CH47	7.35	9.67 %
CH05	6.84	8.86 %
CH14	5.40	8.85 %
CH28	4.72	8.99 %
AVD1	4.12	8.92 %
GUD1	4.11	10.01 %
CH25	4.06	9.96 %
CH48	3.43	6.97 %
CH08	2.99	8.32 %
CH30	2.91	6.19 %
CH19	2.51	3.88 %
CH38	2.33	9.95 %
KNR1	2.01	9.19 %
CGL1	1.79	6.89 %
CH42	1.19	2.29 %
CH07	0.94	1.99 %
MRM1	0.67	2.86 %
CH39	0.61	3.04 %
CZWH	0.29	0.94 %
MC09	0.26	3.66 %
CH29	0.15	4.14 %
Total	97.11	8.70 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	49.17	22.76 %
Wash-Mac	38.11	19.93 %
Air-Cond	4.54	1.12 %
Dishwash	0.40	7.41 %
Total	92.22	11.26 %

Branch *	MTD Sales L	Brand Share %
MDU2	4.56	8.10 %
KRR1	2.82	9.25 %
ATG1	2.61	8.53 %
MPA1	2.39	9.28 %
MDU7	2.27	9.52 %
PVI1	2.19	5.51 %
MDU4	1.46	6.42 %
DGL2	1.37	6.63 %
TMM1	1.28	6.17 %
NKI1	1.21	7.98 %
TEN2	0.79	6.42 %
KYK1	0.67	8.65 %
MLR1	0.52	3.50 %
PNV2	0.50	4.77 %
KPT1	0.46	6.97 %
BNR1	0.45	3.53 %
CMR1	0.32	5.88 %
BTU1	0.19	1.91 %
MNM1	0.15	1.76 %
ODM1		0.00 %
WHMD		0.00 %
Total	92.22	11.26 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	44.12	21.33 %
Wash-Mac	39.62	20.10 %
Air-Cond	4.83	1.04 %
Total	88.58	10.09 %

Branch *	MTD Sales L	Brand Share %
CH15	10.03	9.88 %
CH18	5.38	9.40 %
WHC3	3.86	-44.37 %
CH20	2.91	7.91 %
CH33	2.88	9.27 %
CH12	2.86	6.07 %
CH21	2.85	4.97 %
CH34	2.48	7.73 %
CH06	2.47	6.96 %
CH44	2.14	7.22 %
CH51	1.85	4.43 %
CH43	1.36	6.05 %
UKI1	1.33	8.00 %
GPD1	1.06	6.58 %
CH24	1.01	2.27 %
CH01	0.20	7.75 %
CH23		0.00 %
CH32		0.00 %
CH36		0.00 %
MC05		0.00 %
MC06		0.00 %
WCHN	-2.17	7.49 %
Total	88.58	10.09 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	32.06	22.60 %
Wash-Mac	22.93	17.50 %
Air-Cond	1.56	0.57 %
Total	56.55	10.23 %

Branch *	MTD Sales L	Brand Share %
VEL2	3.90	9.60 %
TRR1	2.37	7.82 %
ABR1	2.25	8.81 %
SBR1	1.72	4.28 %
TRT1	1.45	9.16 %
VEL4	1.11	2.30 %
VSI1	1.00	5.95 %
VEL3	0.95	2.48 %
CYR1	0.78	6.66 %
VNB1	0.42	3.04 %
ARC2	0.35	2.96 %
BGR1	0.34	3.11 %
KPM1	0.17	1.07 %
PLR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
NASD	-0.26	8.46 %
Total	56.55	10.23 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	26.79	20.49 %
Wash-Mac	23.75	18.22 %
Air-Cond	0.97	0.74 %
Total	51.51	13.12 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.32	9.11 %
ATU1	2.56	10.03 %
SLM2	1.96	7.84 %
DPR1	1.04	9.77 %
MCR1	0.81	4.22 %
HRR1	0.49	6.14 %
PNG1	0.24	2.98 %
WZWH	0.19	3.78 %
KAM1	0.17	1.81 %
SGI1		0.00 %
WHKP	-0.15	7.38 %
Total	51.51	13.12 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	28.34	21.84 %
Wash-Mac	21.59	17.71 %
Air-Cond	0.32	0.14 %
Total	50.25	10.17 %

Branch *	MTD Sales L	Brand Share %
POY1	5.37	10.15 %
VPM2	2.80	9.22 %
TRK1	2.51	9.29 %
PRT1	2.35	9.42 %
SJI2	1.83	5.38 %
POY2	1.35	4.37 %
NVL2	1.32	5.05 %
KKI2	1.18	5.78 %
MKM1	1.11	8.98 %
TVM1	1.02	8.05 %
TVM2	0.22	1.38 %
VCM1		0.00 %
VCM2		0.00 %
WHUT	-0.31	5.37 %
Total	50.25	10.17 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	20.10	21.65 %
Wash-Mac	18.34	18.16 %
Air-Cond	2.21	2.85 %
Total	40.66	14.66 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.24	7.29 %
SNR1	1.03	5.77 %
SUL1	0.60	5.49 %
CNR1	0.21	4.76 %
PDM1	0.16	3.74 %
WHCB	-0.87	9.30 %
Total	40.66	14.66 %

WEST-03

Property	MTD Sales L	Brand Share %
Fridge	15.78	22.17 %
Wash-Mac	11.34	13.84 %
Air-Cond	4.02	3.32 %
Total	31.14	11.28 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.45	5.42 %
TPR2	1.54	8.37 %
NKL2	1.47	5.09 %
AVI1	1.21	8.65 %
SYM2	0.53	5.32 %
VKL1	0.17	3.41 %
TPR4	0.17	4.61 %
WHPD	-0.21	8.98 %
W3SD	-0.22	-12.79 %
Total	31.14	11.28 %