

MTD Sales
794.79 L

Brand Share %
10.39 %

Information:

MTD : 01-09-2026 To 17-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.39 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	437.37	22.38 %
Wash-Mac	326.06	18.36 %
Air-Cond	30.96	0.81 %
Dishwash	0.40	0.46 %
Total	794.79	10.39 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	127.58	9.32 %
TRICHY-01	115.25	11.10 %
CHENNAI-01	105.91	8.74 %
SOUTH-03	100.08	11.27 %
CHENNAI-02	97.91	10.09 %
NORTH ARCOT	61.88	10.41 %
SOUTH ARCOT	55.46	10.11 %
WEST-02	55.22	13.04 %
WEST-01	43.10	14.37 %
WEST-03	32.40	10.69 %
Total	794.79	10.39 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	75.55	22.94 %
Wash-Mac	49.51	16.81 %
Air-Cond	2.94	0.40 %
Dishwash	-0.42	-2.81 %
Total	127.58	9.32 %

Branch *	MTD Sales L	Brand Share %
KVT1	6.18	6.58 %
TUT2	6.09	9.82 %
RPM1	5.85	8.37 %
RND2	3.86	9.18 %
ERL2	3.35	10.00 %
TKS2	3.24	6.01 %
TYI1	2.44	8.71 %
TVL1	2.26	1.54 %
SDI1	2.23	6.86 %
NGR1	2.12	3.14 %
RND1	1.83	4.35 %
MAR1	1.75	5.10 %
VLY1	1.74	3.79 %
ASM1	1.54	6.81 %
STU2	1.28	8.12 %
KGL1	0.65	4.51 %
TKY1	0.15	1.00 %
SGT1		0.00 %
S2SD	-0.58	-7.21 %
Total	127.58	9.32 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	71.02	27.89 %
Wash-Mac	39.33	21.62 %
Air-Cond	4.91	0.83 %
Total	115.25	11.10 %

Branch *	MTD Sales L	Brand Share %
TRY1	15.04	8.68 %
MVM1	7.11	10.16 %
PBR2	4.40	8.03 %
TNJ2	3.61	8.83 %
KUM1	3.54	5.92 %
PTK1	3.54	7.58 %
TRY3	3.26	9.60 %
TVR2	3.18	5.99 %
NGT1	3.16	7.66 %
AYR1	2.07	9.23 %
PBR1	1.51	6.64 %
KUM2	1.02	3.97 %
WTRZ	-1.25	10.07 %
Total	115.25	11.10 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	56.11	19.41 %
Wash-Mac	45.51	17.96 %
Air-Cond	3.86	0.60 %
Dishwash	0.42	1.75 %
Total	105.91	8.74 %

Branch *	MTD Sales L	Brand Share %
CH47	8.03	9.79 %
CH05	7.72	9.11 %
CH49	6.03	9.83 %
CH14	5.64	8.48 %
CH28	5.02	8.81 %
AVD1	4.66	9.40 %
GUD1	4.33	9.44 %
CH25	4.20	9.08 %
CH48	3.75	7.07 %
CH19	3.24	4.72 %
CH08	2.99	8.32 %
CH30	2.91	5.75 %
CH38	2.33	9.27 %
CGL1	2.09	7.50 %
KNR1	2.01	8.54 %
CH42	1.82	3.21 %
CH07	1.16	2.22 %
CH39	0.78	3.54 %
CZWH	0.74	2.17 %
MRM1	0.67	2.74 %
MC09	0.26	3.52 %
CH29	0.15	3.84 %
Total	105.91	8.74 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	52.61	22.34 %
Wash-Mac	42.19	20.02 %
Air-Cond	4.89	1.12 %
Dishwash	0.40	7.41 %
Total	100.08	11.27 %

Branch *	MTD Sales L	Brand Share %
MDU2	4.99	8.59 %
KRR1	3.00	9.00 %
ATG1	2.76	8.55 %
MPA1	2.39	9.00 %
PVI1	2.33	5.42 %
MDU7	2.27	8.66 %
MDU4	1.75	7.04 %
TMM1	1.51	6.65 %
DGL2	1.37	6.37 %
NKI1	1.21	7.45 %
TEN2	1.09	7.71 %
KYK1	0.67	8.19 %
MLR1	0.62	3.94 %
KPT1	0.54	7.63 %
PNV2	0.50	4.18 %
CMR1	0.46	8.25 %
BNR1	0.45	3.30 %
BTU1	0.19	1.82 %
MNM1	0.15	1.66 %
ODM1		0.00 %
WHMD	-0.19	3.38 %
Total	100.08	11.27 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	49.51	22.04 %
Wash-Mac	42.84	19.84 %
Air-Cond	5.55	1.07 %
Total	97.91	10.09 %

Branch *	MTD Sales L	Brand Share %
CH15	10.85	9.96 %
CH18	5.90	9.46 %
CH20	3.18	7.73 %
CH21	3.10	5.01 %
CH33	3.03	9.26 %
CH06	2.98	7.39 %
CH12	2.86	5.48 %
CH34	2.48	7.50 %
CH51	2.47	5.08 %
CH44	2.14	6.59 %
CH43	1.74	7.11 %
UKI1	1.43	8.00 %
GPD1	1.31	7.72 %
CH24	1.01	2.01 %
CH01	0.20	5.70 %
CH23		0.00 %
CH32		0.00 %
CH36		0.00 %
MC05		0.00 %
MC06		0.00 %
WCHN	-2.49	7.22 %
Total	97.91	10.09 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	35.29	23.13 %
Wash-Mac	25.03	17.56 %
Air-Cond	1.56	0.54 %
Total	61.88	10.41 %

Branch *	MTD Sales L	Brand Share %
VEL2	3.90	9.06 %
ABR1	2.52	8.64 %
TRR1	2.51	7.93 %
SBR1	1.72	4.00 %
VEL4	1.45	2.73 %
VSI1	1.10	6.12 %
VEL3	0.95	2.26 %
CYR1	0.78	6.02 %
VNB1	0.42	3.01 %
ARC2	0.35	2.96 %
BGR1	0.34	2.87 %
KPM1	0.17	1.01 %
PLR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
NASD	-0.26	8.46 %
Total	61.88	10.41 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	31.04	21.26 %
Wash-Mac	24.11	17.97 %
Air-Cond	0.32	0.12 %
Total	55.46	10.11 %

Branch *	MTD Sales L	Brand Share %
POY1	5.57	9.61 %
TRK1	3.68	9.73 %
VPM2	3.33	9.85 %
PRT1	2.51	9.05 %
SJI2	1.95	5.40 %
POY2	1.74	5.19 %
KKI2	1.39	6.57 %
NVL2	1.32	4.76 %
MKM1	1.11	8.53 %
TVM1	1.02	7.85 %
TVM2	0.22	1.30 %
VCM1		0.00 %
VCM2		0.00 %
WHUT	-0.31	5.11 %
Total	55.46	10.11 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	28.19	19.61 %
Wash-Mac	26.07	18.62 %
Air-Cond	0.97	0.70 %
Total	55.22	13.04 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.59	8.93 %
ATU1	2.56	9.47 %
SLM2	2.36	9.07 %
DPR1	1.04	9.04 %
MCR1	0.98	4.61 %
HRR1	0.62	7.40 %
WZWH	0.38	6.66 %
PNG1	0.24	2.65 %
KAM1	0.17	1.71 %
SGI1		0.00 %
WHKP	-0.15	7.38 %
Total	55.22	13.04 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	21.62	21.27 %
Wash-Mac	19.26	17.38 %
Air-Cond	2.21	2.68 %
Total	43.10	14.37 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.51	7.93 %
SNR1	1.03	5.47 %
SUL1	0.78	6.37 %
CNR1	0.21	4.27 %
PDM1	0.16	3.17 %
WHCB	-0.87	7.68 %
Total	43.10	14.37 %

WEST-03

Property	MTD Sales L	Brand Share %
Fridge	16.43	21.35 %
Wash-Mac	12.22	13.34 %
Air-Cond	3.75	2.84 %
Total	32.40	10.69 %

Branch *	MTD Sales L	Brand Share %
ERD1	5.07	9.76 %
ERD2	2.65	5.27 %
TPR1	1.99	9.58 %
TPR2	1.85	8.85 %
NKL2	1.47	4.77 %
AVI1	1.21	8.25 %
SYM2	0.53	4.73 %
TPR4	0.32	7.78 %
VKL1	0.17	3.41 %
W3SD	-0.73	-86.11 %
Total	32.40	10.69 %