

MTD Sales
824.03 L

Brand Share %
10.32 %

Information:

MTD : 01-09-2026 To 18-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.32 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	452.23	22.22 %
Wash-Mac	339.07	18.35 %
Air-Cond	32.33	0.80 %
Dishwash	0.40	0.45 %
Total	824.03	10.32 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	131.85	9.26 %
TRICHY-01	119.20	10.93 %
CHENNAI-01	110.77	8.70 %
SOUTH-03	103.55	11.27 %
CHENNAI-02	100.84	9.87 %
NORTH ARCOT	64.82	10.49 %
SOUTH ARCOT	57.74	10.07 %
WEST-02	56.83	12.98 %
WEST-01	44.43	14.10 %
WEST-03	34.01	10.78 %
Total	824.03	10.32 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	77.43	22.95 %
Wash-Mac	51.90	16.94 %
Air-Cond	2.94	0.38 %
Dishwash	-0.42	-2.65 %
Total	131.85	9.26 %

Branch *	MTD Sales L	Brand Share %
KVT1	6.84	6.90 %
TUT2	6.43	9.90 %
RPM1	6.27	8.84 %
RND2	4.19	9.56 %
ERL2	3.48	10.07 %
TKS2	3.24	5.82 %
TYI1	2.60	8.80 %
NGR1	2.32	3.20 %
TVL1	2.26	1.49 %
SDI1	2.23	6.75 %
RND1	1.83	4.20 %
MAR1	1.75	4.80 %
VLY1	1.74	3.75 %
ASM1	1.54	6.45 %
STU2	1.28	7.71 %
KGL1	0.65	4.28 %
TKY1	0.15	0.98 %
SGT1		0.00 %
S2SD	-0.31	-3.83 %
Total	131.85	9.26 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	73.27	27.43 %
Wash-Mac	40.68	21.37 %
Air-Cond	5.25	0.84 %
Total	119.20	10.93 %

Branch *	MTD Sales L	Brand Share %
TRY1	15.35	8.06 %
PBR2	4.75	8.02 %
TNJ2	4.31	9.47 %
KUM1	3.54	5.73 %
PTK1	3.54	7.45 %
TRY3	3.42	10.00 %
NGT1	3.33	7.83 %
TVR2	3.27	6.02 %
AYR1	2.30	10.05 %
PBR1	1.66	7.13 %
KUM2	1.02	3.83 %
WTRZ	-1.25	9.53 %
Total	119.20	10.93 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	58.62	19.51 %
Wash-Mac	47.87	17.95 %
Air-Cond	3.86	0.57 %
Dishwash	0.42	1.68 %
Total	110.77	8.70 %

Branch *	MTD Sales L	Brand Share %
CH47	8.43	9.72 %
CH05	8.16	9.29 %
CH49	6.15	9.45 %
CH14	5.64	8.06 %
CH28	5.20	8.82 %
AVD1	4.91	9.47 %
CH25	4.79	9.80 %
GUD1	4.33	9.20 %
CH48	3.75	6.84 %
CH19	3.24	4.54 %
CH30	3.16	6.01 %
CH08	2.99	8.32 %
CH42	2.55	4.24 %
CH38	2.48	8.81 %
KNR1	2.18	8.91 %
CGL1	2.09	7.30 %
CH07	1.16	2.10 %
MRM1	0.80	3.16 %
CH39	0.78	3.23 %
CZWH	0.74	2.14 %
MC09	0.26	3.06 %
CH29	0.15	3.84 %
Total	110.77	8.70 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	53.81	22.05 %
Wash-Mac	44.45	20.50 %
Air-Cond	4.89	1.08 %
Dishwash	0.40	7.41 %
Total	103.55	11.27 %

Branch *	MTD Sales L	Brand Share %
MDU2	5.22	8.78 %
KRR1	3.00	8.47 %
ATG1	2.76	8.31 %
MPA1	2.73	9.82 %
PVI1	2.58	5.81 %
MDU7	2.36	8.87 %
MDU4	2.05	8.06 %
TMM1	1.51	6.05 %
DGL2	1.37	6.21 %
TEN2	1.26	8.65 %
NKI1	1.21	7.31 %
BNR1	0.71	4.92 %
KYK1	0.67	8.07 %
MLR1	0.62	3.94 %
KPT1	0.54	7.63 %
PNV2	0.50	4.18 %
CMR1	0.46	8.04 %
BTU1	0.19	1.77 %
MNM1	0.15	1.51 %
ODM1		0.00 %
WHMD	-0.19	3.02 %
Total	103.55	11.27 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	51.90	22.04 %
Wash-Mac	43.39	19.52 %
Air-Cond	5.55	1.00 %
Total	100.84	9.87 %

Branch *	MTD Sales L	Brand Share %
CH15	11.26	9.76 %
CH18	5.90	9.06 %
CH33	3.40	9.81 %
CH20	3.18	7.60 %
CH21	3.10	4.88 %
CH12	3.00	5.65 %
CH06	2.98	7.12 %
CH34	2.80	7.68 %
CH44	2.57	7.70 %
CH51	2.47	4.80 %
CH43	1.74	6.68 %
UKI1	1.43	7.49 %
GPD1	1.31	7.56 %
CH24	1.01	1.87 %
CH01	0.20	5.70 %
CH36	0.19	1.23 %
CH23		0.00 %
CH32		0.00 %
MC05		0.00 %
MC06		0.00 %
WCHN	-2.66	6.96 %
Total	100.84	9.87 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	36.74	22.98 %
Wash-Mac	26.18	17.82 %
Air-Cond	1.89	0.63 %
Total	64.82	10.49 %

Branch *	MTD Sales L	Brand Share %
VEL2	3.90	8.91 %
ABR1	2.94	9.20 %
TRR1	2.51	7.52 %
SBR1	1.72	3.91 %
VEL4	1.45	2.68 %
VSI1	1.44	7.65 %
CYR1	1.01	7.50 %
VEL3	0.95	2.21 %
VNB1	0.42	2.85 %
ARC2	0.35	2.81 %
BGR1	0.34	2.74 %
KPM1	0.17	0.98 %
PLR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
NASD	-0.26	8.46 %
Total	64.82	10.49 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	31.80	20.88 %
Wash-Mac	25.28	17.86 %
Air-Cond	0.66	0.24 %
Total	57.74	10.07 %

Branch *	MTD Sales L	Brand Share %
POY1	5.57	9.34 %
VPM2	3.33	9.44 %
PRT1	2.51	8.65 %
POY2	2.08	5.91 %
SJI2	2.07	5.65 %
KKI2	1.54	7.11 %
NVL2	1.32	4.61 %
MKM1	1.11	8.31 %
TVM1	1.02	7.63 %
TVM2	0.22	1.16 %
VCM1		0.00 %
VCM2		0.00 %
WHUT	-0.31	5.11 %
Total	57.74	10.07 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	29.05	19.16 %
Wash-Mac	26.81	18.58 %
Air-Cond	0.97	0.69 %
Total	56.83	12.98 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.73	9.03 %
ATU1	2.56	9.37 %
SLM2	2.36	8.95 %
DPR1	1.04	8.90 %
MCR1	0.98	4.45 %
HRR1	0.81	9.13 %
PNG1	0.43	4.61 %
WZWH	0.38	6.66 %
KAM1	0.17	1.57 %
SGI1		0.00 %
WHKP	-0.15	7.38 %
Total	56.83	12.98 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	22.07	20.73 %
Wash-Mac	19.80	17.20 %
Air-Cond	2.56	2.88 %
Total	44.43	14.10 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.51	7.48 %
SNR1	1.03	5.26 %
SUL1	0.98	7.69 %
KGI1	0.44	9.77 %
CNR1	0.21	4.27 %
PDM1	0.16	3.00 %
WHCB	-0.87	7.39 %
Total	44.43	14.10 %

WEST-03

Property	MTD Sales L	Brand Share %
Fridge	17.54	21.72 %
Wash-Mac	12.72	13.12 %
Air-Cond	3.75	2.79 %
Total	34.01	10.78 %

Branch *	MTD Sales L	Brand Share %
ERD1	5.07	9.75 %
ERD2	2.85	5.38 %
TPR1	1.99	9.14 %
TPR2	1.85	8.58 %
NKL2	1.65	5.05 %
AVI1	1.21	8.00 %
SYM2	0.53	4.56 %
TPR4	0.32	6.74 %
VKL1	0.17	3.30 %
W3SD	-0.73	-86.11 %
Total	34.01	10.78 %