

MTD Sales
866.45 L

Brand Share %
10.28 %

Information:

MTD : 01-09-2026 To 19-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.28 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	473.23	22.14 %
Wash-Mac	360.49	18.52 %
Air-Cond	32.33	0.76 %
Dishwash	0.40	0.42 %
Total	866.45	10.28 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	137.39	9.26 %
TRICHY-01	123.53	10.91 %
CHENNAI-01	116.87	8.52 %
SOUTH-03	111.61	11.39 %
CHENNAI-02	104.59	9.55 %
NORTH ARCOT	67.65	10.53 %
SOUTH ARCOT	60.99	10.01 %
WEST-02	59.36	13.06 %
WEST-01	48.63	14.71 %
WEST-03	35.83	10.96 %
Total	866.45	10.28 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	80.69	22.95 %
Wash-Mac	54.18	17.05 %
Air-Cond	2.94	0.37 %
Dishwash	-0.42	-2.48 %
Total	137.39	9.26 %

Branch *	MTD Sales L	Brand Share %
KVT1	7.14	7.03 %
TUT2	6.88	10.12 %
RPM1	6.27	8.68 %
RND2	4.34	9.40 %
ERL2	3.65	9.90 %
TKS2	3.24	5.57 %
TYI1	2.82	9.36 %
NGR1	2.32	3.10 %
TVL1	2.26	1.42 %
SDI1	2.23	6.62 %
MAR1	1.96	5.10 %
RND1	1.83	3.99 %
VLY1	1.74	3.62 %
ASM1	1.54	6.29 %
STU2	1.28	7.71 %
KGL1	0.65	4.24 %
TKY1	0.15	0.98 %
SGT1	0.09	1.36 %
S2SD	-0.31	-3.58 %
Total	137.39	9.26 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	75.59	27.10 %
Wash-Mac	42.68	21.38 %
Air-Cond	5.25	0.82 %
Total	123.53	10.91 %

Branch *	MTD Sales L	Brand Share %
TRY1	16.36	8.20 %
PBR2	4.89	8.08 %
TNJ2	4.31	8.90 %
NGT1	3.76	8.26 %
TRY3	3.61	10.27 %
KUM1	3.54	5.48 %
PTK1	3.54	7.22 %
TVR2	3.27	5.89 %
AYR1	2.30	9.88 %
PBR1	1.66	7.13 %
KUM2	1.02	3.65 %
WTRZ	-1.25	9.53 %
Total	123.53	10.91 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	62.14	19.48 %
Wash-Mac	50.44	17.65 %
Air-Cond	3.86	0.52 %
Dishwash	0.42	1.59 %
Total	116.87	8.52 %

Branch *	MTD Sales L	Brand Share %
CH05	9.10	9.68 %
CH47	9.07	9.68 %
CH49	6.66	9.38 %
CH14	6.49	8.38 %
CH28	5.43	8.44 %
AVD1	5.06	9.23 %
CH25	4.79	9.20 %
GUD1	4.48	8.48 %
CH48	4.01	6.71 %
CH19	3.54	4.58 %
CH30	3.02	5.38 %
CH08	2.99	8.32 %
KNR1	2.56	9.92 %
CH42	2.55	3.87 %
CH38	2.48	8.38 %
CGL1	2.09	7.30 %
CH07	1.36	2.30 %
MRM1	0.80	3.10 %
CH39	0.78	3.07 %
CZWH	0.74	1.86 %
MC09	0.26	3.06 %
CH29	0.15	3.84 %
Total	116.87	8.52 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	57.77	22.15 %
Wash-Mac	48.56	21.01 %
Air-Cond	4.89	1.01 %
Dishwash	0.40	6.90 %
Total	111.61	11.39 %

Branch *	MTD Sales L	Brand Share %
MDU2	6.08	9.55 %
KRR1	3.00	8.42 %
MPA1	2.90	9.79 %
ATG1	2.76	7.91 %
PVI1	2.58	5.50 %
MDU7	2.36	8.52 %
MDU4	2.29	8.80 %
TMM1	1.69	6.52 %
TEN2	1.48	9.74 %
DGL2	1.37	6.00 %
NKI1	1.21	7.19 %
BNR1	0.81	5.09 %
KYK1	0.67	7.86 %
MLR1	0.62	3.77 %
KPT1	0.54	7.15 %
PNV2	0.50	4.05 %
CMR1	0.46	8.04 %
BTU1	0.19	1.64 %
MNM1	0.15	1.47 %
ODM1		0.00 %
WHMD	-0.19	2.57 %
Total	111.61	11.39 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	53.18	21.31 %
Wash-Mac	45.86	19.44 %
Air-Cond	5.55	0.93 %
Total	104.59	9.55 %

Branch *	MTD Sales L	Brand Share %
CH15	11.90	9.70 %
CH18	6.02	8.80 %
CH33	3.40	9.31 %
CH20	3.33	7.61 %
CH12	3.25	5.88 %
CH06	3.17	7.10 %
CH21	3.10	4.64 %
CH51	3.09	5.53 %
CH34	2.93	7.77 %
CH44	2.57	7.26 %
CH43	1.74	6.05 %
UKI1	1.43	6.95 %
GPD1	1.31	7.34 %
CH24	1.01	1.79 %
CH01	0.20	5.25 %
CH36	0.19	1.13 %
CH23		0.00 %
CH32		0.00 %
MC05		0.00 %
MC06		0.00 %
WCHN	-2.66	5.92 %
Total	104.59	9.55 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	37.83	22.93 %
Wash-Mac	27.93	18.04 %
Air-Cond	1.89	0.61 %
Total	67.65	10.53 %

Branch *	MTD Sales L	Brand Share %
VEL2	4.00	8.59 %
ABR1	2.94	8.97 %
TRR1	2.66	7.75 %
VEL4	1.94	3.42 %
SBR1	1.72	3.70 %
VSI1	1.62	8.19 %
CYR1	1.01	6.97 %
VEL3	0.95	2.13 %
ARC2	0.66	5.19 %
VNB1	0.42	2.77 %
BGR1	0.34	2.74 %
KPM1	0.17	0.96 %
PLR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
NASD	-0.26	8.46 %
Total	67.65	10.53 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	33.54	21.06 %
Wash-Mac	26.79	17.94 %
Air-Cond	0.66	0.22 %
Total	60.99	10.01 %

Branch *	MTD Sales L	Brand Share %
POY1	6.04	9.33 %
TRK1	4.43	10.16 %
VPM2	3.33	9.32 %
PRT1	2.81	9.18 %
POY2	2.08	5.20 %
SJI2	2.07	5.58 %
KKI2	1.69	7.24 %
NVL2	1.50	4.84 %
MKM1	1.11	8.24 %
TVM1	1.02	7.26 %
TVM2	0.22	1.15 %
VCM2	0.09	0.47 %
VCM1		0.00 %
WHUT	-0.31	4.94 %
Total	60.99	10.01 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	29.97	19.07 %
Wash-Mac	28.42	18.88 %
Air-Cond	0.97	0.67 %
Total	59.36	13.06 %

Branch *	MTD Sales L	Brand Share %
SLM1	4.12	9.54 %
ATU1	2.56	8.81 %
SLM2	2.36	8.82 %
DPR1	1.04	8.80 %
MCR1	0.98	4.38 %
HRR1	0.81	8.77 %
PNG1	0.43	4.27 %
WZWH	0.38	5.96 %
KAM1	0.17	1.52 %
SGI1		0.00 %
WHKP	-0.15	6.52 %
Total	59.36	13.06 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	23.68	21.30 %
Wash-Mac	22.38	18.45 %
Air-Cond	2.56	2.74 %
Total	48.63	14.71 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.51	6.99 %
SNR1	1.23	6.06 %
SUL1	1.09	8.16 %
KGI1	0.44	9.77 %
CNR1	0.21	4.27 %
PDM1	0.16	2.90 %
WHCB	-0.87	7.04 %
Total	48.63	14.71 %

WEST-03

Property	MTD Sales L	Brand Share %
Fridge	18.82	22.19 %
Wash-Mac	13.26	13.19 %
Air-Cond	3.75	2.70 %
Total	35.83	10.96 %

Branch *	MTD Sales L	Brand Share %
ERD2	3.39	5.99 %
TPR1	1.99	9.02 %
TPR2	1.85	8.18 %
NKL2	1.83	5.43 %
AVI1	1.35	8.40 %
SYM2	0.53	4.47 %
TPR4	0.32	6.54 %
VKL1	0.17	3.06 %
W3SD	-0.73	-86.11 %
Total	35.83	10.96 %