

MTD Sales
914.88 L

Brand Share %
10.33 %

Information:

MTD : 01-09-2026 To 20-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.33 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	499.23	22.04 %
Wash-Mac	382.58	18.50 %
Air-Cond	32.68	0.74 %
Dishwash	0.40	0.40 %
Total	914.88	10.33 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	145.04	9.40 %
TRICHY-01	128.28	10.95 %
CHENNAI-01	126.43	8.57 %
SOUTH-03	114.36	11.30 %
CHENNAI-02	109.15	9.37 %
NORTH ARCOT	71.30	10.55 %
SOUTH ARCOT	64.24	10.17 %
WEST-02	61.91	12.94 %
WEST-01	55.78	15.46 %
WEST-03	38.40	11.11 %
Total	914.88	10.33 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	85.23	23.16 %
Wash-Mac	57.29	17.21 %
Air-Cond	2.94	0.36 %
Dishwash	-0.42	-2.35 %
Total	145.04	9.40 %

Branch *	MTD Sales L	Brand Share %
KVT1	7.62	7.24 %
TUT2	7.02	10.02 %
RPM1	6.70	8.46 %
RND2	4.53	9.68 %
PKD1	3.38	10.23 %
TKS2	3.24	5.43 %
TYI1	2.82	9.14 %
NGR1	2.67	3.42 %
SDI1	2.43	6.86 %
TVL1	2.41	1.45 %
VLY1	2.17	4.33 %
RND1	2.04	4.30 %
MAR1	1.96	4.93 %
ASM1	1.67	6.29 %
STU2	1.28	7.71 %
KGL1	0.65	4.06 %
TKY1	0.15	0.93 %
SGT1	0.09	1.31 %
S2SD	-0.31	-3.43 %
Total	145.04	9.40 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	78.72	26.98 %
Wash-Mac	44.30	20.82 %
Air-Cond	5.25	0.80 %
Total	128.28	10.95 %

Branch *	MTD Sales L	Brand Share %
TRY1	17.74	8.59 %
PBR2	5.12	8.12 %
TNJ2	4.75	9.16 %
NGT1	3.93	8.49 %
KUM1	3.54	5.18 %
PTK1	3.54	7.15 %
TVR2	3.47	6.11 %
AYR1	2.44	10.25 %
PBR1	1.88	7.82 %
KUM2	1.02	3.57 %
Total	128.28	10.95 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	68.30	19.84 %
Wash-Mac	53.84	17.57 %
Air-Cond	3.86	0.49 %
Dishwash	0.42	1.42 %
Total	126.43	8.57 %

Branch *	MTD Sales L	Brand Share %
CH05	9.41	9.26 %
CH47	9.30	9.20 %
CH49	7.56	9.68 %
CH14	7.54	9.02 %
CH28	5.91	8.46 %
CH25	5.21	9.28 %
CH48	4.81	7.28 %
GUD1	4.70	8.33 %
CH19	3.76	4.52 %
CH30	3.20	5.30 %
CH08	2.99	8.32 %
CH42	2.88	3.98 %
CH38	2.79	8.97 %
CGL1	2.09	7.30 %
CH07	1.49	2.36 %
MRM1	0.95	2.66 %
CH39	0.78	2.86 %
CZWH	0.74	1.86 %
MC09	0.26	2.93 %
CH29	0.15	3.57 %
Total	126.43	8.57 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	59.34	21.89 %
Wash-Mac	49.74	20.60 %
Air-Cond	4.89	0.99 %
Dishwash	0.40	6.70 %
Total	114.36	11.30 %

Branch *	MTD Sales L	Brand Share %
MDU2	6.29	9.47 %
KRR1	3.18	8.70 %
MPA1	3.04	10.02 %
ATG1	2.76	7.72 %
MDU7	2.69	9.36 %
PVI1	2.58	5.24 %
MDU4	2.29	8.75 %
DGL2	1.77	7.28 %
TMM1	1.69	6.28 %
TEN2	1.48	9.43 %
NKI1	1.21	7.13 %
BNR1	0.81	4.76 %
KPT1	0.73	9.37 %
KYK1	0.67	7.23 %
MLR1	0.62	3.77 %
PNV2	0.50	3.81 %
CMR1	0.46	8.04 %
BTU1	0.19	1.52 %
MNM1	0.15	1.35 %
ODM1		0.00 %
WHMD	-0.19	2.57 %
Total	114.36	11.30 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	55.30	20.83 %
Wash-Mac	48.30	19.13 %
Air-Cond	5.55	0.87 %
Total	109.15	9.37 %

Branch *	MTD Sales L	Brand Share %
CH15	12.18	9.62 %
CH18	6.02	8.42 %
CH41	3.87	10.18 %
CH06	3.70	7.60 %
CH21	3.57	5.09 %
CH33	3.40	9.17 %
CH12	3.35	5.75 %
CH20	3.33	7.15 %
CH51	3.09	4.98 %
CH34	3.07	7.42 %
CH44	2.57	7.19 %
CH43	1.89	5.85 %
UKI1	1.43	6.20 %
GPD1	1.31	7.19 %
CH24	1.01	1.64 %
CH01	0.20	5.25 %
CH36	0.19	1.05 %
CH23		0.00 %
CH32		0.00 %
MC05		0.00 %
MC06		0.00 %
WCHN	-2.66	5.67 %
Total	109.15	9.37 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	39.21	22.43 %
Wash-Mac	30.20	18.36 %
Air-Cond	1.89	0.58 %
Total	71.30	10.55 %

Branch *	MTD Sales L	Brand Share %
VEL2	4.00	8.37 %
ABR1	3.13	9.26 %
TRR1	2.82	7.68 %
VEL4	2.32	3.97 %
TRT1	2.06	9.90 %
SBR1	1.72	3.55 %
VSI1	1.62	7.88 %
CYR1	1.01	6.62 %
VEL3	0.95	2.04 %
ARC2	0.66	4.89 %
VNB1	0.42	2.60 %
BGR1	0.34	2.69 %
KPM1	0.17	0.91 %
PLR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
NASD	-0.26	8.46 %
Total	71.30	10.55 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	34.63	20.74 %
Wash-Mac	28.95	18.49 %
Air-Cond	0.66	0.22 %
Total	64.24	10.17 %

Branch *	MTD Sales L	Brand Share %
POY1	6.18	9.01 %
VPM2	3.33	9.02 %
PRT1	3.02	9.69 %
SJI2	2.18	5.68 %
POY2	2.08	5.03 %
KKI2	1.69	7.16 %
NVL2	1.64	5.15 %
TVM1	1.02	7.26 %
VCM2	0.29	1.41 %
TVM2	0.22	1.12 %
VCM1		0.00 %
WHUT	-0.31	4.94 %
Total	64.24	10.17 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	31.56	18.76 %
Wash-Mac	29.38	18.47 %
Air-Cond	0.97	0.65 %
Total	61.91	12.94 %

Branch *	MTD Sales L	Brand Share %
SLM1	4.12	8.86 %
ATU1	2.56	8.39 %
SLM2	2.49	9.05 %
MCR1	1.32	5.53 %
DPR2	0.98	10.09 %
HRR1	0.81	8.35 %
PNG1	0.62	6.08 %
WZWH	0.38	5.96 %
KAM1	0.35	2.74 %
SGI1		0.00 %
WHKP	-0.15	6.01 %
Total	61.91	12.94 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	27.22	21.91 %
Wash-Mac	25.65	19.01 %
Air-Cond	2.91	3.00 %
Total	55.78	15.46 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.69	7.07 %
SNR1	1.40	6.40 %
SUL1	1.09	7.12 %
ANR1	0.27	8.47 %
CNR1	0.21	4.04 %
PDM1	0.16	2.43 %
WHCB	-0.87	6.88 %
Total	55.78	15.46 %

WEST-03

Property	MTD Sales L	Brand Share %
Fridge	19.73	21.95 %
Wash-Mac	14.92	13.92 %
Air-Cond	3.75	2.59 %
Total	38.40	11.11 %

Branch *	MTD Sales L	Brand Share %
ERD2	3.57	5.93 %
TPR1	2.14	8.84 %
TPR2	2.09	8.34 %
NKL2	2.05	6.07 %
AVI1	1.35	7.84 %
SYM2	0.53	4.42 %
TPR4	0.32	6.09 %
VKL1	0.17	3.06 %
W3SD	-0.73	-86.11 %
Total	38.40	11.11 %