

MTD Sales
943.38 L

Brand Share %
10.33 %

Information:

MTD : 01-09-2026 To 21-09-2026

* 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	514.20	22.00 %
Wash-Mac	395.41	18.47 %
Air-Cond	33.38	0.73 %
Dishwash	0.40	0.38 %
Total	943.38	10.33 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	150.06	9.43 %
TRICHY-01	130.77	10.85 %
CHENNAI-01	130.71	8.59 %
SOUTH-03	118.68	11.38 %
CHENNAI-02	112.34	9.32 %
NORTH ARCOT	72.54	10.48 %
SOUTH ARCOT	65.53	10.09 %
WEST-02	63.54	13.06 %
WEST-01	58.45	15.68 %
WEST-03	40.77	11.13 %
Total	943.38	10.33 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	87.84	23.08 %
Wash-Mac	59.70	17.15 %
Air-Cond	2.94	0.35 %
Dishwash	-0.42	-2.35 %
Total	150.06	9.43 %

Branch *	MTD Sales L	Brand Share %
KVT1	7.76	7.09 %
TUT2	6.77	9.51 %
RPM1	6.70	8.38 %
RND2	4.53	9.51 %
TKS2	3.38	5.54 %
TYI1	2.82	9.14 %
NGR1	2.67	3.26 %
VLY1	2.57	4.89 %
SDI1	2.43	6.84 %
TVL1	2.41	1.41 %
RND1	2.04	4.22 %
MAR1	1.96	4.93 %
STU2	1.73	10.13 %
ASM1	1.67	6.22 %
KGL1	0.65	3.75 %
TKY1	0.15	0.92 %
SGT1	0.09	1.27 %
S2SD	-0.31	-2.86 %
Total	150.06	9.43 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	80.33	26.63 %
Wash-Mac	45.18	20.50 %
Air-Cond	5.25	0.78 %
Total	130.77	10.85 %

Branch *	MTD Sales L	Brand Share %
TRY1	17.74	8.45 %
PBR2	5.12	7.76 %
TNJ2	4.93	8.90 %
NGT1	4.07	8.65 %
PTK1	4.06	7.83 %
TRY3	3.77	10.21 %
KUM1	3.54	5.14 %
TVR2	3.47	5.91 %
PBR1	2.21	9.02 %
KUM2	1.02	3.52 %
Total	130.77	10.85 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	70.31	19.86 %
Wash-Mac	56.11	17.71 %
Air-Cond	3.86	0.47 %
Dishwash	0.42	1.37 %
Total	130.71	8.59 %

Branch *	MTD Sales L	Brand Share %
CH05	9.62	9.24 %
CH47	9.48	9.19 %
CH14	8.07	9.42 %
CH49	7.95	9.75 %
CH28	6.14	8.46 %
AVD1	6.06	10.22 %
CH25	5.46	9.53 %
GUD1	4.88	8.05 %
CH48	4.81	7.19 %
CH19	3.88	4.53 %
CH30	3.20	4.95 %
CH42	3.08	4.09 %
CH08	2.99	8.32 %
CH38	2.79	8.89 %
CGL1	2.09	7.30 %
CH07	1.49	2.32 %
MRM1	0.95	2.59 %
CH39	0.78	2.82 %
CZWH	0.74	1.86 %
MC09	0.26	2.93 %
CH29	0.15	3.43 %
Total	130.71	8.59 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	61.83	22.01 %
Wash-Mac	51.56	20.36 %
Air-Cond	4.89	0.97 %
Dishwash	0.40	6.70 %
Total	118.68	11.38 %

Branch *	MTD Sales L	Brand Share %
MDU2	6.50	9.51 %
KRR1	3.18	8.56 %
MPA1	3.04	9.58 %
MDU7	3.00	10.00 %
ATG1	2.76	7.41 %
MDU4	2.73	10.08 %
PVI1	2.58	5.22 %
TMM1	1.83	6.16 %
DGL2	1.77	7.17 %
TEN2	1.58	9.69 %
NKI1	1.21	7.07 %
BNR1	0.81	4.72 %
KPT1	0.73	9.20 %
KYK1	0.67	6.71 %
MLR1	0.62	3.77 %
PNV2	0.50	3.56 %
CMR1	0.46	8.04 %
MNM1	0.30	2.53 %
BTU1	0.19	1.49 %
ODM1		0.00 %
WHMD	-0.19	2.57 %
Total	118.68	11.38 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	57.09	20.84 %
Wash-Mac	49.69	19.16 %
Air-Cond	5.55	0.84 %
Total	112.34	9.32 %

Branch *	MTD Sales L	Brand Share %
CH15	12.18	9.32 %
CH18	6.16	8.36 %
CH41	3.87	10.08 %
CH06	3.70	7.48 %
CH12	3.66	6.07 %
CH21	3.57	4.63 %
CH33	3.56	9.16 %
CH51	3.34	4.93 %
CH20	3.33	7.07 %
CH34	3.07	7.33 %
CH44	2.83	7.88 %
CH43	1.89	5.72 %
UKI1	1.55	6.46 %
GPD1	1.44	7.66 %
CH24	1.01	1.57 %
CH01	0.35	8.64 %
CH36	0.19	1.00 %
CH23	0.15	0.94 %
CH32		0.00 %
MC05		0.00 %
MC06		0.00 %
WCHN	-2.83	5.85 %
Total	112.34	9.32 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	40.15	22.33 %
Wash-Mac	30.50	18.11 %
Air-Cond	1.89	0.57 %
Total	72.54	10.48 %

Branch *	MTD Sales L	Brand Share %
VEL2	4.22	8.74 %
ABR1	3.13	9.11 %
TRR1	2.82	7.62 %
VEL4	2.54	4.23 %
TRT1	2.06	9.61 %
SBR1	1.72	3.43 %
VSI1	1.62	7.66 %
CYR1	1.01	6.43 %
VEL3	0.95	1.94 %
ARC2	0.66	4.72 %
VNB1	0.42	2.53 %
BGR1	0.34	2.69 %
KPM1	0.17	0.89 %
PLR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
NASD	-0.26	8.46 %
Total	72.54	10.48 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	35.51	20.71 %
Wash-Mac	29.36	18.50 %
Air-Cond	0.66	0.21 %
Total	65.53	10.09 %

Branch *	MTD Sales L	Brand Share %
POY1	6.18	8.78 %
TRK1	4.66	10.03 %
VPM2	3.51	8.91 %
PRT1	3.02	9.58 %
SJI2	2.35	6.07 %
POY2	2.08	5.00 %
KKI2	1.69	6.75 %
NVL2	1.64	4.84 %
TVM1	1.02	7.26 %
VCM2	0.29	1.41 %
TVM2	0.22	1.08 %
VCM1		0.00 %
WHUT	-0.31	4.03 %
Total	65.53	10.09 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	31.70	18.61 %
Wash-Mac	30.53	18.83 %
Air-Cond	1.32	0.87 %
Total	63.54	13.06 %

Branch *	MTD Sales L	Brand Share %
SLM1	4.29	9.17 %
ATU1	2.56	8.19 %
SLM2	2.49	9.00 %
MCR1	1.80	7.26 %
DPR1	1.38	10.31 %
DPR2	0.98	9.12 %
HRR1	0.81	8.35 %
PNG1	0.77	7.43 %
KAM1	0.35	2.74 %
SGI1		0.00 %
WZWH	-0.14	-2.93 %
WHKP	-0.15	5.32 %
Total	63.54	13.06 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	28.62	22.32 %
Wash-Mac	26.93	19.29 %
Air-Cond	2.91	2.90 %
Total	58.45	15.68 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.84	7.66 %
SNR1	1.40	6.18 %
SUL1	1.09	6.23 %
CNR1	0.21	4.04 %
PDM1	0.16	2.43 %
WHCB	-0.87	6.71 %
Total	58.45	15.68 %

WEST-03

Property	MTD Sales L	Brand Share %
Fridge	20.81	21.54 %
Wash-Mac	15.86	13.92 %
Air-Cond	4.10	2.70 %
Total	40.77	11.13 %

Branch *	MTD Sales L	Brand Share %
ERD2	4.15	6.59 %
TPR2	3.00	9.22 %
NKL2	2.36	6.79 %
TPR1	2.14	8.33 %
AVI1	1.35	7.75 %
SYM2	0.53	4.01 %
TPR4	0.32	6.09 %
VKL1	0.17	2.88 %
W3SD	-0.73	-86.11 %
Total	40.77	11.13 %