

MTD Sales
967.78 L

Brand Share %
10.33 %

Information:

MTD : 01-09-2026 To 22-09-2026

* 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	528.48	21.94 %
Wash-Mac	404.82	18.31 %
Air-Cond	34.08	0.73 %
Dishwash	0.40	0.37 %
Total	967.78	10.33 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	153.82	9.47 %
CHENNAI-01	134.06	8.58 %
TRICHY-01	133.50	10.87 %
SOUTH-03	122.04	11.48 %
CHENNAI-02	115.83	9.27 %
NORTH ARCOT	74.56	10.52 %
SOUTH ARCOT	66.42	10.04 %
WEST-02	64.50	12.96 %
WEST-01	59.75	15.18 %
WEST-03	43.31	11.41 %
Total	967.78	10.33 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	90.47	23.29 %
Wash-Mac	60.83	17.03 %
Air-Cond	2.94	0.34 %
Dishwash	-0.42	-2.29 %
Total	153.82	9.47 %

Branch *	MTD Sales L	Brand Share %
KVT1	7.94	7.18 %
TUT2	6.77	9.46 %
RPM1	6.70	8.22 %
RND2	4.53	9.46 %
TKS2	3.64	5.88 %
TYI1	3.15	10.01 %
NGR1	2.67	3.23 %
TVL1	2.63	1.50 %
VLY1	2.57	4.86 %
SDI1	2.43	6.75 %
RND1	2.19	4.43 %
MAR1	2.17	5.36 %
ASM1	1.84	6.77 %
KGL1	0.65	3.68 %
TKY1	0.15	0.88 %
SGT1	0.09	1.27 %
S2SD	-0.46	-4.46 %
Total	153.82	9.47 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	71.65	19.74 %
Wash-Mac	57.76	17.75 %
Air-Cond	4.22	0.50 %
Dishwash	0.42	1.33 %
Total	134.06	8.58 %

Branch *	MTD Sales L	Brand Share %
CH05	10.16	9.46 %
CH47	9.62	8.97 %
CH14	8.30	9.36 %
CH49	8.09	9.60 %
CH28	6.49	8.85 %
CH25	5.68	9.67 %
GUD1	4.88	7.53 %
CH48	4.81	6.99 %
CH19	4.31	4.91 %
CH30	3.49	5.36 %
CH42	3.27	4.28 %
CH08	2.99	8.32 %
CH38	2.94	9.22 %
CGL1	2.09	7.30 %
CH07	1.49	2.30 %
MRM1	0.95	2.43 %
CH39	0.78	2.76 %
CZWH	0.74	1.77 %
MC09	0.26	2.83 %
CH29	0.15	3.15 %
Total	134.06	8.58 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	81.94	26.65 %
Wash-Mac	46.30	20.38 %
Air-Cond	5.25	0.77 %
Total	133.50	10.87 %

Branch *	MTD Sales L	Brand Share %
TRY1	18.32	8.57 %
TNJ2	5.15	9.15 %
PBR2	5.12	7.65 %
PTK1	4.37	8.07 %
NGT1	4.07	8.53 %
TVR2	3.90	6.39 %
KUM1	3.54	5.05 %
PBR1	2.21	8.81 %
KUM2	1.02	3.36 %
WTRZ	-1.44	9.78 %
Total	133.50	10.87 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	63.84	22.27 %
Wash-Mac	52.56	20.26 %
Air-Cond	5.24	1.03 %
Dishwash	0.40	6.70 %
Total	122.04	11.48 %

Branch *	MTD Sales L	Brand Share %
MDU2	6.65	9.64 %
MPA1	3.39	10.31 %
KRR1	3.18	8.43 %
ATG1	2.76	7.29 %
MDU4	2.73	10.05 %
PVI1	2.58	5.16 %
TMM1	1.83	5.94 %
DGL2	1.77	7.17 %
TEN2	1.74	10.24 %
NKI1	1.21	6.99 %
BNR1	0.81	4.63 %
KPT1	0.73	9.01 %
KYK1	0.67	6.56 %
MLR1	0.62	3.77 %
PNV2	0.50	3.46 %
CMR1	0.46	8.04 %
MNM1	0.30	2.49 %
BTU1	0.19	1.47 %
ODM1		0.00 %
WHMD	-0.19	2.57 %
Total	122.04	11.48 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	58.79	20.41 %
Wash-Mac	51.48	18.90 %
Air-Cond	5.55	0.82 %
Total	115.83	9.27 %

Branch *	MTD Sales L	Brand Share %
CH15	12.46	9.32 %
CH18	6.33	8.26 %
CH06	4.43	8.69 %
CH21	3.69	4.69 %
CH33	3.68	8.83 %
CH12	3.66	5.98 %
CH51	3.49	5.01 %
CH20	3.33	6.94 %
CH34	3.28	7.54 %
CH44	3.25	8.63 %
CH43	2.11	6.05 %
UKI1	1.55	6.46 %
GPD1	1.44	7.66 %
CH24	1.01	1.53 %
CH01	0.35	8.64 %
CH36	0.19	0.97 %
CH23	0.15	0.91 %
CH32		0.00 %
MC05		0.00 %
MC06		0.00 %
WCHN	-3.02	5.89 %
Total	115.83	9.27 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	40.81	22.09 %
Wash-Mac	31.86	18.32 %
Air-Cond	1.89	0.56 %
Total	74.56	10.52 %

Branch *	MTD Sales L	Brand Share %
VEL2	4.22	8.63 %
ABR1	3.38	9.62 %
TRR1	3.18	8.35 %
VEL4	2.54	4.17 %
TRT1	2.06	9.37 %
SBR1	1.89	3.56 %
VSI1	1.62	7.30 %
CYR1	1.01	6.19 %
VEL3	0.95	1.87 %
ARC2	0.66	4.65 %
VNB1	0.42	2.32 %
BGR1	0.34	2.57 %
KPM1	0.17	0.88 %
PLR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
NASD	-0.26	8.46 %
Total	74.56	10.52 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	36.40	20.62 %
Wash-Mac	29.36	18.13 %
Air-Cond	0.66	0.21 %
Total	66.42	10.04 %

Branch *	MTD Sales L	Brand Share %
POY1	6.18	8.51 %
TRK1	4.66	9.99 %
VPM2	3.51	8.85 %
PRT1	3.02	9.50 %
SJI2	2.35	6.05 %
POY2	2.08	5.00 %
NVL2	1.78	5.20 %
KKI2	1.69	6.54 %
TVM1	1.02	7.18 %
VCM2	0.29	1.37 %
TVM2	0.22	1.08 %
VCM1		0.00 %
WHUT	-0.31	4.03 %
Total	66.42	10.04 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	32.16	18.35 %
Wash-Mac	31.03	18.53 %
Air-Cond	1.32	0.86 %
Total	64.50	12.96 %

Branch *	MTD Sales L	Brand Share %
SLM1	4.52	9.48 %
ATU1	2.56	8.15 %
SLM2	2.49	8.75 %
MCR1	1.80	7.01 %
DPR2	0.98	9.12 %
HRR1	0.81	8.24 %
PNG1	0.77	7.33 %
KAM1	0.35	2.64 %
SGI1		0.00 %
WZWH	-0.14	-2.53 %
Total	64.50	12.96 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	29.71	21.66 %
Wash-Mac	27.12	18.54 %
Air-Cond	2.91	2.76 %
Total	59.75	15.18 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.84	7.17 %
SNR1	1.40	6.06 %
SUL1	1.31	7.27 %
ANR1	0.41	10.04 %
CNR1	0.21	3.81 %
PDM1	0.16	2.38 %
WHCB	-0.87	6.71 %
Total	59.75	15.18 %

WEST-03

Property	MTD Sales L	Brand Share %
Fridge	22.69	22.39 %
Wash-Mac	16.52	13.84 %
Air-Cond	4.10	2.65 %
Total	43.31	11.41 %

Branch *	MTD Sales L	Brand Share %
ERD2	4.76	7.32 %
NKL2	2.36	6.74 %
TPR1	2.14	7.70 %
AVI1	1.35	7.75 %
SYM2	0.53	3.96 %
TPR4	0.32	5.73 %
VKL1	0.17	2.88 %
W3SD	-0.73	-86.11 %
Total	43.31	11.41 %