

MTD Sales
1,015.62 L

Brand Share %
10.39 %

Information:

MTD : 01-09-2026 To 24-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.39 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	554.85	21.97 %
Wash-Mac	425.94	18.26 %
Air-Cond	34.43	0.72 %
Dishwash	0.40	0.36 %
Total	1,015.62	10.39 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	160.28	9.43 %
CHENNAI-01	141.41	8.65 %
TRICHY-01	139.02	10.90 %
SOUTH-03	127.12	11.47 %
CHENNAI-02	121.48	9.40 %
NORTH ARCOT	79.18	10.76 %
SOUTH ARCOT	69.15	10.10 %
WEST-02	68.81	13.37 %
WEST-01	62.25	14.98 %
WEST-03	46.93	11.42 %
Total	1,015.62	10.39 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	95.37	23.18 %
Wash-Mac	62.39	16.52 %
Air-Cond	2.94	0.33 %
Dishwash	-0.42	-2.16 %
Total	160.28	9.43 %

Branch *	MTD Sales L	Brand Share %
KVT1	8.35	7.20 %
TUT2	6.90	9.48 %
RPM1	6.85	8.21 %
RND2	4.73	9.51 %
ERL2	4.43	10.25 %
TKS2	3.79	5.97 %
VLY1	2.93	5.38 %
NGR1	2.88	3.32 %
TVL1	2.88	1.55 %
SDI1	2.43	6.34 %
MAR1	2.40	5.64 %
RND1	2.19	4.28 %
ASM1	1.84	6.65 %
KGL1	0.85	4.65 %
TKY1	0.15	0.83 %
SGT1	0.09	1.18 %
S2SD	-0.46	-3.75 %
Total	160.28	9.43 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	74.98	19.67 %
Wash-Mac	61.79	17.89 %
Air-Cond	4.22	0.48 %
Dishwash	0.42	1.31 %
Total	141.41	8.65 %

Branch *	MTD Sales L	Brand Share %
CH05	10.63	9.53 %
CH47	9.90	8.81 %
CH49	9.27	10.34 %
CH14	8.30	9.11 %
CH28	7.19	9.41 %
CH25	6.10	9.54 %
CH48	5.21	7.28 %
GUD1	4.88	7.27 %
CH19	4.45	4.98 %
CH30	3.49	5.15 %
CH42	3.38	4.27 %
CH38	3.25	9.96 %
CH08	2.99	8.32 %
CGL1	2.09	7.30 %
CH07	1.49	2.23 %
CZWH	1.33	2.73 %
MRM1	1.12	2.81 %
CH39	0.78	2.68 %
MC09	0.26	2.72 %
CH29	0.15	3.04 %
Total	141.41	8.65 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	84.81	26.40 %
Wash-Mac	48.96	20.36 %
Air-Cond	5.25	0.75 %
Total	139.02	10.90 %

Branch *	MTD Sales L	Brand Share %
TRY1	19.15	8.75 %
TNJ2	5.56	9.51 %
PBR2	5.12	7.17 %
PTK1	4.51	7.75 %
PDK2	4.37	10.27 %
NGT1	4.37	9.02 %
TRY3	4.04	9.86 %
TVR2	3.90	6.22 %
KUM1	3.80	5.27 %
AYR1	2.66	10.10 %
PBR1	2.21	8.62 %
KUM2	1.18	3.70 %
WTRZ	-1.44	9.26 %
Total	139.02	10.90 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	66.12	21.86 %
Wash-Mac	55.02	20.16 %
Air-Cond	5.59	1.06 %
Dishwash	0.40	6.10 %
Total	127.12	11.47 %

Branch *	MTD Sales L	Brand Share %
MDU2	6.65	9.33 %
MPA1	3.39	10.16 %
KRR1	3.37	8.76 %
ATG1	3.11	7.81 %
MDU4	2.87	10.02 %
PVI1	2.67	5.27 %
TMM1	1.83	5.68 %
DGL2	1.77	7.17 %
TEN2	1.74	10.24 %
NKI1	1.21	6.75 %
BNR1	0.98	5.25 %
KPT1	0.73	9.01 %
KYK1	0.67	6.36 %
MLR1	0.62	3.72 %
PNV2	0.50	3.25 %
CMR1	0.46	7.87 %
MNM1	0.30	2.49 %
BTU1	0.19	1.37 %
ODM1		0.00 %
WHMD	-0.19	2.57 %
Total	127.12	11.47 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	61.57	20.87 %
Wash-Mac	54.36	19.09 %
Air-Cond	5.55	0.80 %
Total	121.48	9.40 %

Branch *	MTD Sales L	Brand Share %
CH15	13.63	9.54 %
CH18	6.68	8.40 %
CH06	4.61	8.76 %
CH21	4.17	5.09 %
CH51	4.11	5.69 %
CH12	3.90	6.14 %
CH44	3.86	9.75 %
CH33	3.68	8.47 %
CH20	3.49	6.72 %
CH34	3.48	7.73 %
CH43	2.59	7.16 %
UKI1	1.55	6.12 %
GPD1	1.44	7.34 %
CH24	1.01	1.46 %
CH01	0.35	7.37 %
CH36	0.19	0.95 %
CH23	0.15	0.88 %
CH32		0.00 %
MC05		0.00 %
MC06		0.00 %
WCHN	-3.33	5.75 %
Total	121.48	9.40 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	42.34	22.34 %
Wash-Mac	34.95	19.04 %
Air-Cond	1.89	0.54 %
Total	79.18	10.76 %

Branch *	MTD Sales L	Brand Share %
VEL2	4.33	8.65 %
TRR1	3.72	9.47 %
ABR1	3.68	10.29 %
VEL4	2.81	4.42 %
SBR1	2.32	3.97 %
TRT1	2.06	9.05 %
VSI1	1.75	7.67 %
CYR1	1.16	7.00 %
VEL3	0.95	1.85 %
ARC2	0.76	5.28 %
VNB1	0.42	2.19 %
BGR1	0.34	2.51 %
KPM1	0.17	0.79 %
PLR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
Total	79.18	10.76 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	38.41	20.68 %
Wash-Mac	30.09	17.87 %
Air-Cond	0.66	0.20 %
Total	69.15	10.10 %

Branch *	MTD Sales L	Brand Share %
POY1	6.18	8.29 %
VPM2	3.51	8.57 %
PRT1	3.02	9.13 %
SJI2	2.35	5.91 %
NVL2	2.10	5.96 %
POY2	2.08	4.75 %
KKI2	1.85	6.90 %
TVM1	1.02	6.69 %
VCM2	0.46	1.97 %
TVM2	0.22	1.08 %
VCM1		0.00 %
WHUT	-0.31	3.88 %
Total	69.15	10.10 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	34.78	19.04 %
Wash-Mac	32.72	18.68 %
Air-Cond	1.32	0.85 %
Total	68.81	13.37 %

Branch *	MTD Sales L	Brand Share %
SLM1	4.68	9.60 %
ATU1	2.81	8.77 %
SLM2	2.65	9.21 %
MCR1	1.95	7.40 %
DPR2	0.98	9.12 %
PNG1	0.92	8.35 %
HRR1	0.81	7.41 %
KAM1	0.52	3.85 %
SGI1		0.00 %
WZWH	-0.14	-2.33 %
WHKP	-0.37	10.01 %
Total	68.81	13.37 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	31.39	21.46 %
Wash-Mac	27.95	18.31 %
Air-Cond	2.91	2.61 %
Total	62.25	14.98 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.84	6.62 %
SNR1	1.40	5.61 %
SUL1	1.31	7.15 %
ANR1	0.41	9.44 %
PDM1	0.16	2.19 %
WHCB	-0.87	6.56 %
Total	62.25	14.98 %

WEST-03

Property	MTD Sales L	Brand Share %
Fridge	25.10	22.72 %
Wash-Mac	17.72	13.38 %
Air-Cond	4.10	2.50 %
Total	46.93	11.42 %

Branch *	MTD Sales L	Brand Share %
ERD2	4.76	6.98 %
NKL2	4.55	8.14 %
TPR1	2.14	7.40 %
AVI1	1.35	7.54 %
SYM2	0.53	3.91 %
TPR4	0.32	5.73 %
VKL1	0.17	2.88 %
W3SD	-0.73	-86.11 %
Total	46.93	11.42 %