

MTD Sales
1,031.74 L

Brand Share %
10.37 %

Information:

MTD : 01-09-2026 To 25-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.37 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	563.13	21.78 %
Wash-Mac	433.78	18.20 %
Air-Cond	34.43	0.71 %
Dishwash	0.40	0.36 %
Total	1,031.74	10.37 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	161.90	9.41 %
CHENNAI-01	143.72	8.66 %
TRICHY-01	140.99	10.90 %
SOUTH-03	130.27	11.54 %
CHENNAI-02	123.22	9.29 %
NORTH ARCOT	80.72	10.54 %
WEST-02	69.62	13.37 %
SOUTH ARCOT	69.45	10.06 %
WEST-01	64.12	15.16 %
WEST-03	47.72	11.45 %
Total	1,031.74	10.37 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	96.69	23.17 %
Wash-Mac	62.69	16.38 %
Air-Cond	2.94	0.33 %
Dishwash	-0.42	-2.16 %
Total	161.90	9.41 %

Branch *	MTD Sales L	Brand Share %
KVT1	8.59	7.26 %
TUT2	6.90	9.40 %
RPM1	6.85	8.15 %
RND2	4.73	9.43 %
TKS2	3.79	5.93 %
VLY1	3.03	5.48 %
NGR1	2.88	3.27 %
TVL1	2.88	1.53 %
MAR1	2.61	6.02 %
SDI1	2.43	6.28 %
RND1	2.19	4.20 %
ASM1	1.84	6.61 %
VNR1	1.75	10.29 %
KGL1	0.85	4.54 %
TKY1	0.15	0.82 %
SGT1	0.09	1.18 %
S2SD	-1.59	-17.04 %
Total	161.90	9.41 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	76.22	19.62 %
Wash-Mac	62.85	17.95 %
Air-Cond	4.22	0.48 %
Dishwash	0.42	1.31 %
Total	143.72	8.66 %

Branch *	MTD Sales L	Brand Share %
CH05	10.63	9.38 %
CH47	9.90	8.69 %
CH49	9.27	10.11 %
CH14	8.43	9.14 %
CH28	7.19	9.36 %
CH25	6.80	10.33 %
CH48	5.21	7.10 %
GUD1	4.88	7.19 %
CH19	4.69	5.03 %
CH30	3.67	5.32 %
CH42	3.38	4.19 %
CH38	3.35	9.99 %
CH08	2.99	8.32 %
CGL1	2.09	7.30 %
CH07	1.49	2.21 %
CZWH	1.33	2.73 %
MRM1	1.12	2.79 %
CH39	0.78	2.67 %
MC09	0.26	2.72 %
CH29	0.15	3.04 %
Total	143.72	8.66 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	86.28	26.17 %
Wash-Mac	49.46	20.26 %
Air-Cond	5.25	0.74 %
Total	140.99	10.90 %

Branch *	MTD Sales L	Brand Share %
TRY1	19.50	8.73 %
TNJ2	5.56	9.31 %
PBR2	5.12	7.11 %
PTK1	4.51	7.70 %
NGT1	4.37	9.00 %
TRY3	4.21	10.09 %
TVR2	4.08	6.46 %
KUM1	3.80	5.18 %
AYR1	2.66	10.01 %
PBR1	2.21	8.62 %
KRN1	1.32	10.20 %
KUM2	1.18	3.70 %
WTRZ	-1.44	9.15 %
Total	140.99	10.90 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	67.33	21.91 %
Wash-Mac	56.96	20.29 %
Air-Cond	5.59	1.04 %
Dishwash	0.40	6.10 %
Total	130.27	11.54 %

Branch *	MTD Sales L	Brand Share %
MDU2	6.80	9.42 %
MPA1	3.39	10.12 %
KRR1	3.37	8.43 %
ATG1	3.11	7.72 %
MDU4	2.87	9.82 %
PVI1	2.67	5.23 %
TMM1	1.97	6.08 %
DGL2	1.77	7.10 %
NKI1	1.50	7.93 %
BNR1	0.98	5.12 %
KYK1	0.77	6.89 %
KPT1	0.73	8.43 %
MLR1	0.62	3.55 %
PNV2	0.50	3.22 %
CMR1	0.46	7.39 %
MNM1	0.30	2.45 %
BTU1	0.19	1.37 %
ODM1		0.00 %
WHMD	-0.33	4.32 %
Total	130.27	11.54 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	62.05	19.95 %
Wash-Mac	55.62	19.20 %
Air-Cond	5.55	0.78 %
Total	123.22	9.29 %

Branch *	MTD Sales L	Brand Share %
CH15	13.76	9.43 %
CH18	6.86	8.48 %
CH06	4.61	8.67 %
CH51	4.26	5.83 %
CH21	4.17	4.90 %
CH12	3.90	6.11 %
CH20	3.88	7.33 %
CH44	3.86	9.61 %
CH33	3.68	8.32 %
CH34	3.48	7.58 %
CH43	2.72	7.34 %
GPD1	1.60	8.09 %
UKI1	1.55	6.06 %
CH24	1.01	1.44 %
CH31	0.92	10.16 %
CH01	0.35	6.75 %
CH36	0.19	0.95 %
CH23	0.15	0.86 %
CH32		0.00 %
MC05		0.00 %
MC06		0.00 %
WCHN	-3.33	5.69 %
Total	123.22	9.29 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	42.92	21.69 %
Wash-Mac	35.91	18.28 %
Air-Cond	1.89	0.52 %
Total	80.72	10.54 %

Branch *	MTD Sales L	Brand Share %
VEL2	4.33	8.62 %
TRR1	3.88	9.54 %
ABR1	3.68	10.24 %
VEL4	2.81	4.30 %
SBR1	2.32	3.89 %
TRT1	2.23	9.59 %
VSI1	1.75	7.67 %
CYR1	1.16	7.00 %
VEL3	1.06	1.98 %
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 %
WHVL	-0.63	10.37 %
Total	80.72	10.54 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	35.29	19.03 %
Wash-Mac	33.02	18.57 %
Air-Cond	1.32	0.85 %
Total	69.62	13.37 %

Branch *	MTD Sales L	Brand Share %
SLM1	4.68	9.60 %
SLM2	2.82	9.63 %
ATU1	2.81	8.77 %
MCR1	1.95	7.26 %
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	-1.91 %
WHKP	-0.37	10.01 %
Total	69.62	13.37 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	38.58	20.65 %
Wash-Mac	30.21	17.72 %
Air-Cond	0.66	0.20 %
Total	69.45	10.06 %

Branch *	MTD Sales L	Brand Share %
POY1	6.18	8.27 %
VPM2	3.51	8.54 %
PRT1	3.02	9.13 %
SJI2	2.35	5.91 %
NVL2	2.10	5.90 %
POY2	2.08	4.75 %
KKI2	1.85	6.66 %
TVM1	1.02	6.69 %
VCM2	0.46	1.97 %
TVM2	0.22	1.08 %
VCM1		0.00 %
WHUT	-0.31	3.88 %
Total	69.45	10.06 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	32.14	21.63 %
Wash-Mac	29.06	18.58 %
Air-Cond	2.91	2.58 %
Total	64.12	15.16 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.84	6.49 %
SNR1	1.50	5.80 %
SUL1	1.41	7.56 %
ANR1	0.41	9.44 %
PDM1	0.16	2.19 %
WHCB	-0.87	6.56 %
Total	64.12	15.16 %

WEST-03

Property	MTD Sales L	Brand Share %
Fridge	25.62	22.84 %
Wash-Mac	17.99	13.39 %
Air-Cond	4.10	2.46 %
Total	47.72	11.45 %

Branch *	MTD Sales L	Brand Share %
ERD2	4.98	7.13 %
NKL2	4.55	7.97 %
TPR1	2.14	7.35 %
AVI1	1.35	7.54 %
SYM2	0.53	3.91 %
TPR4	0.32	5.73 %
VKL1	0.17	2.88 %
WHPD	-0.65	9.27 %
W3SD	-0.73	-86.11 %
Total	47.72	11.45 %