

MTD Sales
726.66 L

Brand Share %
12.81 %

Information:

MTD : 01-08-2026 To 09-08-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.81 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	268.39	18.70 %
Air-Cond	185.10	10.96 %
Fridge	161.35	13.71 %
Wash-Mac	78.99	7.19 %
D-Freez	13.45	60.27 %
W.Heater	7.21	13.58 %
Vac-Clea	3.15	28.76 %
Oven	2.12	12.32 %
Chimney	2.10	7.56 %
Gas-Stov	1.71	1.48 %
W-Disp	1.69	16.68 %
Small-Ap	1.40	8.32 %
Total	726.66	12.81 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	117.57	12.81 %
SOUTH-03	103.70	12.31 %
TRICHY-01	93.46	12.01 %
CHENNAI-01	87.62	10.32 %
CHENNAI-02	64.87	10.88 %
SOUTH ARCOT	64.71	16.93 %
WEST-02	57.40	16.63 %
WEST-01	49.24	14.12 %
NORTH ARCOT	48.78	13.64 %
WEST-03	39.31	15.34 %
Total	726.66	12.81 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	42.96	19.31 %
Air-Cond	34.63	12.02 %
Fridge	20.37	11.09 %
Wash-Mac	12.98	7.42 %
D-Freez	2.97	56.51 %
W.Heater	1.39	23.52 %
Chimney	0.78	26.03 %
Oven	0.51	14.56 %
Small-Ap	0.30	12.98 %
W-Disp	0.27	6.14 %
Gas-Stov	0.23	1.07 %
Vac-Clea	0.18	7.31 %
Total	117.57	12.81 %

Branch *	MTD Sales L	Brand Share %
TVL1	10.61	10.57 %
TUT1	8.43	8.58 %
KVT1	6.67	11.69 %
TKS1	2.72	12.05 %
APK1	2.65	12.75 %
RPM1	2.59	7.02 %
TKS2	2.10	7.09 %
VNR2	1.90	4.61 %
TCN1	1.70	7.98 %
UDN1	1.68	11.62 %
VKM1	1.28	9.71 %
TUT2	1.12	3.39 %
ASM1	1.06	6.04 %
MMT1	1.02	7.29 %
TYI1	0.77	6.30 %
VNR1	0.61	5.06 %
S2SD		0.00 %
Total	117.57	12.81 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	41.79	19.60 %
Air-Cond	23.68	8.97 %
Fridge	20.95	11.95 %
Wash-Mac	13.25	8.74 %
D-Freez	2.02	63.64 %
W.Heater	0.87	14.17 %
Vac-Clea	0.34	31.45 %
Gas-Stov	0.27	1.51 %
Oven	0.23	11.00 %
W-Disp	0.16	23.60 %
Chimney	0.15	2.68 %
Total	103.70	12.31 %

Branch *	MTD Sales L	Brand Share %
MDU1	11.21	8.83 %
DGL1	5.15	8.90 %
MDU6	4.61	11.91 %
MDU2	4.53	10.78 %
MDU3	3.32	11.91 %
ATG1	3.24	9.00 %
TMM1	2.17	6.23 %
DKI1	1.78	9.35 %
SVG1	1.62	8.10 %
MDU4	1.58	9.20 %
KRR1	1.53	7.87 %
MPA1	1.50	6.29 %
USL1	1.47	10.14 %
MDU7	1.40	3.83 %
BNR1	1.13	8.22 %
PKM1	0.62	8.26 %
ODM1	0.50	9.07 %
PNI1	0.29	3.40 %
TEN2	0.15	1.09 %
SZSD		0.00 %
WHMD	-0.25	4.39 %
Total	103.70	12.31 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	34.96	12.50 %
LED TV	32.47	17.95 %
Fridge	17.74	10.30 %
Wash-Mac	6.08	5.27 %
D-Freez	2.13	59.66 %
W-Disp	0.09	11.36 %
Total	93.46	12.01 %

Branch *	MTD Sales L	Brand Share %
TRY1	7.70	7.32 %
KUM1	4.41	10.35 %
PTK1	4.21	10.89 %
TVR2	4.16	12.14 %
TNJ2	3.35	7.54 %
KUM2	2.52	12.59 %
KIK1	2.33	8.09 %
AYR1	2.24	11.30 %
TNJ1	2.11	4.49 %
TRY3	2.03	11.12 %
TTP1	1.19	9.21 %
PBR1	1.13	10.73 %
MSI1	0.34	2.15 %
NMM1	0.15	1.25 %
TYR1	0.12	0.51 %
TZSD		0.00 %
WTRZ	-0.23	1.81 %
Total	93.46	12.01 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	30.70	10.19 %
LED TV	23.32	13.00 %
Fridge	20.60	12.09 %
Wash-Mac	8.35	5.51 %
D-Freez	1.91	84.43 %
W.Heater	0.79	5.58 %
Vac-Clea	0.58	23.16 %
W-Disp	0.40	24.79 %
Oven	0.32	14.14 %
Chimney	0.22	7.71 %
Small-Ap	0.22	5.46 %
Gas-Stov	0.20	1.20 %
Total	87.62	10.32 %

Branch *	MTD Sales L	Brand Share %
CH05	7.20	12.73 %
CH14	4.90	10.79 %
CH49	4.44	9.30 %
CH08	4.29	10.95 %
CH19	3.87	9.21 %
CH42	3.04	9.36 %
CH16	2.88	4.22 %
CH48	2.33	5.88 %
CH47	1.80	3.65 %
KNR1	1.62	8.38 %
SKL1	1.54	7.74 %
CH38	1.48	9.02 %
CH22	1.38	9.41 %
CH25	1.35	6.07 %
CH39	0.81	10.36 %
CZWH	0.70	4.56 %
CH26	0.63	9.92 %
CH45	0.39	1.62 %
CH37	0.36	3.77 %
MC09	0.11	5.93 %
CGL1		0.00 %
CH29		0.00 %
MC10		0.00 %
Total	87.62	10.32 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	24.56	14.63 %
Air-Cond	18.88	9.27 %
Fridge	13.87	13.53 %
Wash-Mac	5.24	5.17 %
D-Freez	0.67	53.33 %
W.Heater	0.60	10.17 %
Chimney	0.33	38.39 %
W-Disp	0.26	23.02 %
Small-Ap	0.25	16.40 %
Gas-Stov	0.22	2.81 %
Total	64.87	10.88 %

Branch *	MTD Sales L	Brand Share %
CH03	4.97	7.64 %
CH15	4.00	5.58 %
CH24	3.86	12.79 %
CH12	3.31	9.29 %
CH21	2.69	7.65 %
CH41	1.78	11.87 %
MJR1	1.67	7.06 %
CH18	1.45	4.12 %
CH06	1.19	3.00 %
CH34	0.92	3.33 %
CH27	0.42	4.45 %
CH43	0.38	2.32 %
CH31		0.00 %
WCHN	-1.85	7.29 %
Total	64.87	10.88 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	26.16	26.22 %
Air-Cond	16.70	12.73 %
Fridge	13.62	18.90 %
Wash-Mac	6.03	9.19 %
D-Freez	1.42	79.71 %
W.Heater	0.55	22.35 %
Oven	0.23	20.54 %
Total	64.71	16.93 %

Branch *	MTD Sales L	Brand Share %
CUD1	2.79	9.63 %
CDM1	2.56	9.26 %
SJI2	2.56	9.96 %
KLM1	1.97	8.75 %
NVL2	1.57	10.94 %
TVM2	0.85	11.50 %
VPM1	0.29	8.32 %
WHUT		0.00 %
Total	64.71	16.93 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	23.37	21.79 %
Fridge	18.07	20.81 %
Wash-Mac	8.72	9.92 %
Air-Cond	4.99	11.47 %
W.Heater	1.00	33.91 %
Oven	0.29	21.56 %
Chimney	0.28	5.45 %
W-Disp	0.25	50.84 %
Gas-Stov	0.23	2.80 %
D-Freez	0.16	100.00 %
Small-Ap	0.05	6.79 %
Total	57.40	16.63 %

Branch *	MTD Sales L	Brand Share %
HSR1	2.66	10.72 %
KRI1	2.45	11.33 %
SLM1	2.12	7.68 %
OML1	1.35	10.15 %
TRM1	1.29	7.75 %
SLM2	1.09	7.31 %
KVP1	1.06	12.40 %
PMP1	0.56	6.47 %
MCR1	0.16	1.10 %
WZWH	0.16	6.00 %
Total	57.40	16.63 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	19.93	19.78 %
Fridge	14.47	17.70 %
Wash-Mac	8.55	8.14 %
Air-Cond	1.87	5.57 %
Vac-Clea	1.54	78.73 %
W.Heater	0.69	12.57 %
D-Freez	0.66	46.43 %
Gas-Stov	0.56	5.05 %
Chimney	0.34	9.92 %
Oven	0.32	14.64 %
Small-Ap	0.30	16.06 %
Total	49.24	14.12 %

Branch *	MTD Sales L	Brand Share %
CBE2	6.43	8.83 %
KMR1	2.66	7.53 %
PLI1	1.64	8.27 %
CBE1	1.52	11.93 %
CBE6	0.74	3.36 %
KGI1	0.60	6.89 %
KMD1	0.54	7.52 %
MPM1	0.19	1.08 %
WHCB		0.00 %
WZSD		0.00 %
Total	49.24	14.12 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	16.43	17.73 %
Air-Cond	13.34	13.41 %
Fridge	12.04	16.14 %
Wash-Mac	4.23	5.74 %
W.Heater	1.17	29.36 %
D-Freez	0.47	21.50 %
Vac-Clea	0.40	100.00 %
W-Disp	0.25	50.28 %
Small-Ap	0.25	15.61 %
Oven	0.21	23.92 %
Total	48.78	13.64 %

Branch *	MTD Sales L	Brand Share %
TRR1	3.18	10.95 %
KPM2	2.02	4.80 %
VEL2	1.62	6.39 %
VSI1	1.29	10.51 %
TRT1	1.11	11.35 %
TRL1	1.02	2.69 %
GDM1	0.52	5.97 %
PLR1	0.52	7.95 %
WHVL		0.00 %
Total	48.78	13.64 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	17.41	24.50 %
Fridge	9.61	16.71 %
Wash-Mac	5.56	7.79 %
Air-Cond	5.38	12.00 %
D-Freez	1.03	83.68 %
W.Heater	0.16	10.54 %
Vac-Clea	0.11	21.22 %
Small-Ap	0.05	6.61 %
Total	39.31	15.34 %

Branch *	MTD Sales L	Brand Share %
ERD1	3.69	11.83 %
NKL2	2.50	10.93 %
TPR1	2.16	11.23 %
AVI1	1.73	11.60 %
SYM2	1.01	8.51 %
TPR2	0.80	3.71 %
KGM1	0.74	9.56 %
TPR4	0.54	10.47 %
KMM1		0.00 %
WHPD		0.00 %
Total	39.31	15.34 %