

MTD Sales
1,455.09 L

Brand Share %
25.89 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **25.89 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	501.44	34.94 %
Air-Cond	321.79	19.05 %
Fridge	286.61	24.35 %
Wash-Mac	269.94	24.58 %
Home-The	28.55	26.18 %
W-Purifi	26.60	45.52 %
Dishwash	12.41	33.85 %
Oven	7.74	45.01 %
Total	1,455.09	25.89 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	227.37	24.89 %
CHENNAI-01	218.36	26.07 %
SOUTH-03	206.27	24.81 %
TRICHY-01	190.99	24.78 %
CHENNAI-02	152.67	25.54 %
NORTH ARCOT	108.96	30.67 %
WEST-02	100.15	29.31 %
WEST-01	91.56	27.02 %
SOUTH ARCOT	81.20	21.27 %
WEST-03	77.55	30.77 %
Total	1,455.09	25.89 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	66.30	29.79 %
Air-Cond	58.26	20.23 %
Wash-Mac	47.26	27.00 %
Fridge	45.85	24.95 %
W-Purifi	5.11	46.93 %
Home-The	2.00	9.11 %
Dishwash	1.51	18.92 %
Oven	1.08	30.93 %
Total	227.37	24.89 %

Branch *	MTD Sales L	Brand Share %
RND1	9.75	25.10 %
TUT2	7.36	21.93 %
VL11	6.44	23.46 %
SVK1	6.09	13.43 %
TKS1	5.82	25.46 %
VNR2	4.78	11.50 %
APK2	4.03	22.72 %
ASM1	3.77	21.42 %
UDN1	3.08	21.73 %
ERL2	3.00	23.41 %
APK1	2.91	14.23 %
PKD1	2.71	10.59 %
SDI1	2.67	23.76 %
STU2	2.39	20.73 %
TYI1	2.35	19.70 %
KGL1	1.95	19.04 %
SGT1	1.38	21.80 %
KYR1	1.18	12.79 %
SNL1	1.15	10.49 %
VNR1	0.77	5.86 %
WHTV	-1.24	21.61 %
Total	227.37	24.89 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	79.14	44.12 %
Air-Cond	45.32	15.05 %
Fridge	41.77	24.52 %
Wash-Mac	39.21	25.89 %
Home-The	5.20	39.83 %
W-Purifi	3.75	33.69 %
Dishwash	3.01	34.81 %
Oven	0.96	41.86 %
Total	218.36	26.07 %

Branch *	MTD Sales L	Brand Share %
CH49	10.35	23.05 %
CH05	10.10	18.06 %
CH28	8.91	24.81 %
CH47	8.57	17.77 %
CH08	8.25	21.16 %
CH07	7.11	19.16 %
AVD1	6.86	22.07 %
CH42	6.41	18.88 %
CH30	6.08	20.60 %
SKL1	4.77	23.71 %
CH25	4.73	21.92 %
WHC3	3.67	19.80 %
GUD2	2.23	15.28 %
TKM1	2.04	24.86 %
CH22	0.92	6.40 %
MC09	0.20	9.80 %
MC10		0.00 %
Total	218.36	26.07 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	64.32	30.18 %
Air-Cond	62.74	23.77 %
Fridge	39.29	22.42 %
Wash-Mac	31.66	20.87 %
Home-The	4.07	26.10 %
W-Purifi	2.34	35.28 %
Dishwash	0.93	30.95 %
Oven	0.92	44.13 %
Total	206.27	24.81 %

Branch *	MTD Sales L	Brand Share %
MDU1	32.69	25.85 %
DGL1	12.58	22.40 %
MDU6	8.62	22.86 %
KKD3	7.45	19.35 %
MDU2	5.86	13.75 %
MPA1	5.24	21.50 %
DKI1	4.36	23.18 %
TMM1	4.10	12.51 %
MDU4	4.03	24.37 %
USL1	3.59	24.67 %
TEN2	3.15	25.37 %
MDU3	3.14	11.48 %
TDI1	2.96	22.92 %
PVI1	2.63	24.85 %
CMR1	2.41	25.39 %
TEN1	1.69	8.58 %
PNI1	1.61	18.77 %
NTM1	1.60	18.42 %
NKI1	1.24	7.74 %
MNM1	1.04	10.86 %
MDU5	1.00	7.03 %
ADP1	0.80	10.01 %
WHMD	-1.06	20.37 %
Total	206.27	24.81 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	64.52	35.68 %
Air-Cond	48.55	17.36 %
Fridge	43.95	25.51 %
Wash-Mac	25.07	21.76 %
Home-The	3.49	29.22 %
W-Purifi	3.20	44.74 %
Dishwash	1.61	81.52 %
Oven	0.60	37.79 %
Total	190.99	24.78 %

Branch *	MTD Sales L	Brand Share %
MVM1	14.21	22.31 %
TNJ1	10.76	23.47 %
PBR2	10.27	23.29 %
TNJ2	8.71	19.73 %
PTK1	8.26	21.46 %
TVR2	8.08	23.03 %
KIK1	5.88	20.81 %
TRY4	5.50	22.13 %
PDK2	5.42	24.30 %
TYR1	5.13	21.50 %
NGT1	4.45	19.75 %
TTP1	2.39	18.90 %
APM1	1.72	17.65 %
PBR1	1.39	13.09 %
PDK1	1.15	12.40 %
TRY2	1.08	8.05 %
ORU1	0.86	7.17 %
KRN1	0.75	8.81 %
NCK1	0.45	8.66 %
TZSD	0.26	11.97 %
Total	190.99	24.78 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	68.00	40.52 %
Air-Cond	35.42	17.40 %
Fridge	21.56	21.03 %
Wash-Mac	18.83	18.59 %
Home-The	3.44	30.93 %
W-Purifi	2.77	47.76 %
Dishwash	1.44	41.69 %
Oven	1.21	58.40 %
Total	152.67	25.54 %

Branch *	MTD Sales L	Brand Share %
CH15	9.80	13.65 %
CH21	8.91	25.59 %
CH12	7.35	19.93 %
CH18	7.16	20.39 %
CH24	6.44	22.04 %
CH20	5.89	24.71 %
MJR1	4.46	19.09 %
CH50	3.75	11.27 %
CH17	3.46	12.96 %
CH41	2.24	14.80 %
PON1	1.98	18.77 %
UKI1	1.30	15.02 %
CH33	1.14	7.76 %
CH32	0.28	11.66 %
GPD1	0.28	2.83 %
WCHN	-5.49	21.23 %
Total	152.67	25.54 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	38.98	42.07 %
Wash-Mac	23.44	31.84 %
Fridge	19.56	26.22 %
Air-Cond	18.88	18.98 %
Home-The	3.27	44.79 %
W-Purifi	2.80	57.97 %
Dishwash	1.46	78.01 %
Oven	0.55	61.98 %
Total	108.96	30.67 %

Branch *	MTD Sales L	Brand Share %
KPM2	9.89	23.30 %
TRL1	8.35	22.72 %
AKM1	5.75	25.53 %
ABR1	3.95	23.40 %
VEL1	2.72	23.10 %
CYR1	2.53	25.27 %
WJD1	2.47	17.81 %
ARC2	1.94	21.91 %
TRT1	1.76	17.97 %
ANI1	1.59	17.16 %
CPT1	1.45	22.67 %
CGM1	1.02	9.16 %
SLG1	0.67	10.75 %
PTU1	0.29	13.60 %
WHVL		0.00 %
Total	108.96	30.67 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	37.37	34.85 %
Wash-Mac	22.71	25.85 %
Fridge	20.66	23.78 %
Air-Cond	13.28	30.56 %
W-Purifi	3.09	68.98 %
Home-The	2.31	25.46 %
Oven	0.73	53.71 %
Total	100.15	29.31 %

Branch *	MTD Sales L	Brand Share %
SLM1	5.66	20.50 %
OML1	3.06	22.70 %
PLC1	3.04	21.16 %
PMP1	2.25	25.24 %
SLM2	2.10	14.28 %
PNG1	1.68	14.97 %
DPR1		0.00 %
Total	100.15	29.31 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	29.33	29.12 %
Fridge	25.02	30.60 %
Wash-Mac	22.97	21.86 %
Air-Cond	9.37	27.89 %
Home-The	1.57	18.08 %
Dishwash	1.43	32.91 %
W-Purifi	1.03	39.66 %
Oven	0.85	38.85 %
Total	91.56	27.02 %

Branch *	MTD Sales L	Brand Share %
CBE2	16.74	23.94 %
KMR1	6.77	19.37 %
MPM1	4.21	24.33 %
SNR1	3.54	20.69 %
UAM1	2.92	20.73 %
CBE1	2.87	22.15 %
UMP1	2.73	13.14 %
DPM2	1.10	11.95 %
PDM1	0.87	8.15 %
ANR1	0.35	8.75 %
Total	91.56	27.02 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	27.71	27.77 %
Air-Cond	17.88	13.64 %
Wash-Mac	17.71	27.01 %
Fridge	13.51	18.75 %
Home-The	2.04	36.36 %
W-Purifi	1.62	43.23 %
Oven	0.73	64.33 %
Total	81.20	21.27 %

Branch *	MTD Sales L	Brand Share %
POY1	9.04	20.76 %
TRK1	8.06	25.42 %
SJI2	5.61	21.35 %
KLM1	5.17	23.49 %
CUD1	4.25	14.48 %
KKI2	4.22	17.87 %
CDM1	4.12	15.03 %
NVL2	3.58	25.47 %
KML1	3.55	22.77 %
PRT1	3.03	17.30 %
VPM2	1.60	9.81 %
POY2	1.48	8.07 %
STP1	1.05	17.14 %
MKM1	0.32	3.01 %
Total	81.20	21.27 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	25.76	36.25 %
Wash-Mac	21.08	29.53 %
Fridge	15.44	26.84 %
Air-Cond	12.08	26.94 %
Home-The	1.18	24.59 %
Dishwash	1.02	84.53 %
W-Purifi	0.88	75.64 %
Oven	0.12	100.00 %
Total	77.55	30.77 %

Branch *	MTD Sales L	Brand Share %
ERD2	8.92	20.38 %
TPR2	4.48	21.35 %
TPR1	3.48	18.82 %
RSP1	2.88	22.62 %
GBM1	2.02	19.56 %
TPR3	1.42	20.49 %
CMI1	1.05	15.82 %
TPR4	1.02	22.00 %
Total	77.55	30.77 %