

MTD Sales
1,577.69 L

Brand Share %
25.74 %

Information:

MTD : 01-08-2026 To 10-08-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **25.74 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	547.64	34.84 %
Air-Cond	344.64	18.81 %
Fridge	314.55	24.40 %
Wash-Mac	289.09	24.26 %
Home-The	29.99	24.98 %
W-Purifi	28.61	45.12 %
Dishwash	14.15	34.82 %
Oven	9.02	46.26 %
Total	1,577.69	25.74 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	244.64	24.89 %
CHENNAI-01	234.20	25.87 %
SOUTH-03	221.84	24.39 %
TRICHY-01	205.31	24.60 %
CHENNAI-02	165.74	25.35 %
NORTH ARCOT	130.63	30.72 %
WEST-02	106.61	28.94 %
WEST-01	95.96	26.61 %
SOUTH ARCOT	91.89	21.76 %
WEST-03	80.88	30.43 %
Total	1,577.69	25.74 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	72.59	29.66 %
Air-Cond	63.18	20.56 %
Fridge	49.68	25.11 %
Wash-Mac	48.83	26.35 %
W-Purifi	5.41	47.36 %
Home-The	2.10	8.60 %
Dishwash	1.51	18.92 %
Oven	1.34	33.14 %
Total	244.64	24.89 %

Branch *	MTD Sales L	Brand Share %
RND1	9.88	23.79 %
TUT2	8.94	23.53 %
VLY1	6.59	23.13 %
SVK1	6.09	12.83 %
ERL2	5.09	25.43 %
VNR2	4.93	11.09 %
APK2	4.73	25.11 %
ASM1	4.11	22.64 %
UDN1	3.38	21.77 %
TYI1	3.01	22.22 %
APK1	2.91	13.84 %
SDI1	2.87	22.46 %
PKD1	2.86	10.51 %
KGL1	2.56	22.82 %
STU2	2.39	18.29 %
SGT1	1.58	24.13 %
KYR1	1.18	12.01 %
SNL1	1.15	10.08 %
VNR1	0.77	5.60 %
WHTV	-1.24	21.61 %
Total	244.64	24.89 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	85.23	44.86 %
Air-Cond	48.10	14.60 %
Fridge	44.91	24.58 %
Wash-Mac	42.45	25.49 %
Home-The	5.50	40.00 %
W-Purifi	3.75	32.84 %
Dishwash	3.01	34.81 %
Oven	1.25	45.59 %
Total	234.20	25.87 %

Branch *	MTD Sales L	Brand Share %
CH05	10.96	18.43 %
CH49	10.76	22.94 %
CH47	9.04	17.53 %
CH08	8.65	20.47 %
CH07	7.71	19.66 %
AVD1	7.45	22.83 %
CH30	6.61	21.20 %
CH42	6.41	18.36 %
CH25	5.08	20.83 %
CGL1	4.82	25.35 %
SKL1	4.77	22.81 %
CZWH	4.05	17.50 %
WHC3	3.67	17.05 %
GUD2	2.23	14.51 %
TKM1	2.04	22.73 %
CH22	1.50	9.56 %
MC09	0.20	9.80 %
MC10		0.00 %
Total	234.20	25.87 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	69.65	30.12 %
Air-Cond	66.47	22.93 %
Fridge	43.11	22.31 %
Wash-Mac	33.50	20.36 %
Home-The	4.17	24.32 %
W-Purifi	2.98	38.54 %
Oven	1.02	41.43 %
Dishwash	0.93	27.29 %
Total	221.84	24.39 %

Branch *	MTD Sales L	Brand Share %
DGL1	12.94	21.36 %
MDU7	9.84	24.88 %
MDU6	8.62	21.41 %
KKD3	8.22	19.92 %
MDU2	6.87	14.29 %
MPA1	5.78	21.39 %
TMM1	5.21	14.54 %
DKI1	4.65	22.42 %
MDU4	4.03	22.36 %
BNR1	3.67	25.55 %
TEN2	3.64	24.08 %
MDU3	3.57	12.38 %
TDI1	3.12	22.79 %
CMR1	2.41	22.97 %
PNI1	2.26	23.95 %
BTU1	2.24	24.97 %
NTM1	1.88	20.14 %
TEN1	1.69	8.20 %
MDU5	1.39	9.12 %
NKI1	1.24	7.42 %
MNM1	1.19	11.22 %
ADP1	1.10	12.77 %
WHMD	-1.06	19.25 %
Total	221.84	24.39 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	69.33	35.26 %
Air-Cond	52.44	17.43 %
Fridge	47.36	25.24 %
Wash-Mac	26.82	21.37 %
Home-The	3.64	28.85 %
W-Purifi	3.51	45.31 %
Dishwash	1.61	81.52 %
Oven	0.60	37.79 %
Total	205.31	24.60 %

Branch *	MTD Sales L	Brand Share %
MVM1	14.53	21.74 %
TNJ1	11.62	23.43 %
PBR2	10.27	22.06 %
TNJ2	9.02	19.46 %
PTK1	8.56	21.31 %
TVR2	8.08	20.74 %
KIK1	6.45	20.54 %
TRY4	6.08	22.65 %
PDK2	5.87	23.52 %
NGT1	5.86	23.59 %
TYR1	5.28	20.82 %
TTP1	2.55	18.13 %
APM1	1.72	17.04 %
PBR1	1.54	13.04 %
PDK1	1.30	11.15 %
TRY2	1.08	8.05 %
ORU1	0.86	6.75 %
KRN1	0.75	7.81 %
NCK1	0.53	8.10 %
TZSD	0.26	6.13 %
Total	205.31	24.60 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	71.05	38.69 %
Air-Cond	37.30	17.14 %
Fridge	25.53	22.14 %
Wash-Mac	21.43	19.16 %
Home-The	3.60	29.79 %
W-Purifi	2.77	44.62 %
Dishwash	2.69	57.19 %
Oven	1.38	57.24 %
Total	165.74	25.35 %

Branch *	MTD Sales L	Brand Share %
CH15	10.97	13.76 %
CH18	9.59	23.83 %
CH21	9.57	25.07 %
CH12	8.58	21.20 %
CH24	7.31	23.31 %
CH20	5.76	22.88 %
CH50	4.62	11.91 %
MJR1	4.60	18.82 %
CH17	3.88	13.54 %
PON1	2.59	22.09 %
CH41	2.24	13.40 %
UKI1	1.30	14.79 %
CH33	1.14	6.90 %
CH32	0.28	11.66 %
GPD1	0.28	2.60 %
WCHN	-5.49	20.48 %
Total	165.74	25.35 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	47.88	43.88 %
Wash-Mac	27.27	31.75 %
Fridge	24.17	26.21 %
Air-Cond	21.93	18.26 %
Home-The	3.72	43.17 %
W-Purifi	2.95	55.10 %
Dishwash	1.95	68.37 %
Oven	0.76	69.20 %
Total	130.63	30.72 %

Branch *	MTD Sales L	Brand Share %
KPM2	10.59	23.42 %
TRL1	9.32	23.65 %
VEL4	6.23	25.21 %
AKM1	5.95	24.63 %
ABR1	4.16	21.69 %
WJD1	3.35	20.44 %
VEL1	3.00	23.22 %
TRT1	2.64	22.30 %
CYR1	2.53	23.81 %
ANI1	2.17	21.26 %
ARC2	1.94	20.65 %
CPT1	1.45	21.10 %
CGM1	1.02	8.82 %
SLG1	0.67	10.28 %
PTU1	0.53	22.52 %
WHVL		0.00 %
Total	130.63	30.72 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	38.79	32.97 %
Wash-Mac	23.89	25.69 %
Fridge	23.24	24.61 %
Air-Cond	14.38	31.75 %
W-Purifi	3.27	66.97 %
Home-The	2.31	22.38 %
Oven	0.73	53.71 %
Total	106.61	28.94 %

Branch *	MTD Sales L	Brand Share %
SLM1	5.95	19.38 %
OML1	3.06	22.23 %
PLC1	3.04	19.29 %
PMP1	2.56	25.67 %
SLM2	2.10	14.04 %
PNG1	1.68	14.02 %
DPR1		0.00 %
Total	106.61	28.94 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	30.57	28.39 %
Fridge	26.46	30.76 %
Wash-Mac	24.72	21.73 %
Air-Cond	9.34	27.01 %
Home-The	1.57	16.47 %
Dishwash	1.43	32.91 %
W-Purifi	1.03	39.10 %
Oven	0.85	40.98 %
Total	95.96	26.61 %

Branch *	MTD Sales L	Brand Share %
CBE2	16.94	23.57 %
KMR1	7.08	19.12 %
MPM1	4.43	23.74 %
SNR1	3.54	19.86 %
UAM1	3.40	21.98 %
UMP1	3.03	13.62 %
CBE1	2.87	21.14 %
DPM2	1.10	11.05 %
PDM1	0.87	7.19 %
ANR1	0.35	8.15 %
Total	95.96	26.61 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	34.56	30.11 %
Air-Cond	19.14	13.67 %
Wash-Mac	18.62	25.96 %
Fridge	14.49	18.24 %
W-Purifi	2.06	44.81 %
Home-The	2.04	33.45 %
Oven	0.98	64.22 %
Total	91.89	21.76 %

Branch *	MTD Sales L	Brand Share %
POY1	9.43	19.72 %
SJI2	6.11	22.57 %
KLM1	5.74	23.44 %
CDM1	4.92	15.23 %
PRT1	4.63	22.43 %
CUD1	4.38	13.31 %
KKI2	4.22	16.55 %
NVL2	3.87	24.31 %
VPM2	1.60	9.20 %
STP1	1.49	20.30 %
POY2	1.48	7.41 %
MKM1	0.71	5.90 %
Total	91.89	21.76 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	27.98	36.72 %
Wash-Mac	21.55	29.27 %
Fridge	15.60	25.90 %
Air-Cond	12.37	26.10 %
Home-The	1.35	24.65 %
Dishwash	1.02	84.53 %
W-Purifi	0.88	62.12 %
Oven	0.12	54.19 %
Total	80.88	30.43 %

Branch *	MTD Sales L	Brand Share %
ERD2	9.08	19.83 %
TPR2	4.48	20.71 %
TPR1	3.48	18.01 %
RSP1	3.43	25.12 %
GBM1	2.38	21.63 %
TPR3	1.42	19.88 %
CMI1	1.05	15.11 %
TPR4	1.02	20.32 %
Total	80.88	30.43 %