



# TN : HAIER Sales Performance 01/04/2026 9:08 AM

MTD Sales  
3,439.87 L

Brand Share %  
13.53 %

Information:

MTD : 01-03-2026 To 31-03-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **13.53 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	1,584.51	10.81 %
LED TV	882.77	19.26 %
Fridge	521.46	17.83 %
Wash-Mac	379.61	12.97 %
D-Freez	31.47	54.97 %
W.Heater	16.11	13.98 %
Oven	9.08	13.54 %
W-Disp	7.78	47.75 %
Chimney	7.08	10.06 %
Dummy-AC		14.15 %
Dummy-WH		100.00 %
<b>Total</b>	<b>3,439.87</b>	<b>13.53 %</b>

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	581.05	13.90 %
CHENNAI-02	431.56	13.27 %
CHENNAI-01	426.95	11.44 %
SOUTH-03	392.51	12.80 %
WEST-02	382.60	16.26 %
TRICHY-01	352.71	11.21 %
NORTH ARCOT	307.48	17.81 %
WEST-01	298.84	12.75 %
SOUTH ARCOT	266.15	16.41 %
<b>Total</b>	<b>3,439.87</b>	<b>13.53 %</b>

## SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	280.49	11.90 %
LED TV	141.56	17.39 %
Wash-Mac	73.27	14.40 %
Fridge	72.78	16.17 %
D-Freez	8.17	58.43 %
W.Heater	1.96	14.66 %
Oven	1.38	11.33 %
W-Disp	0.78	45.93 %
Chimney	0.66	6.19 %
<b>Total</b>	<b>581.05</b>	<b>13.90 %</b>

Branch *	MTD Sales L	Brand Share %
TUT1	37.89	5.77 %
TUT2	19.78	11.02 %
TKS2	19.65	11.64 %
SVK1	17.53	13.10 %
RPM1	15.26	10.30 %
VNR2	13.04	8.70 %
TCN1	11.89	12.70 %
PKD1	9.27	10.74 %
STU2	7.58	13.32 %
ASM1	6.82	11.61 %
VKM1	6.64	13.10 %
MMT1	6.13	12.69 %
UDN1	4.52	8.23 %
S2SD	0.93	1.48 %
WHTV		0.00 %
<b>Total</b>	<b>581.05</b>	<b>13.90 %</b>

## CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	210.70	10.77 %
LED TV	103.82	17.68 %
Fridge	71.72	21.11 %
Wash-Mac	37.35	11.11 %
W.Heater	1.94	13.72 %
Oven	1.72	21.74 %
D-Freez	1.55	65.34 %
Chimney	1.45	28.59 %
W-Disp	1.31	54.05 %
Dummy-WH		100.00 %
Dummy-AC		10.53 %
<b>Total</b>	<b>431.56</b>	<b>13.27 %</b>

Branch *	MTD Sales L	Brand Share %
CH15	32.36	10.52 %
CH03	27.49	7.34 %
CH12	19.06	9.38 %
CH18	18.03	13.36 %
CH50	17.80	12.16 %
CH06	13.13	9.36 %
CH44	12.32	12.89 %
CH34	8.39	8.41 %
MJR1	7.29	6.69 %
CH46	6.39	11.03 %
CH27	1.86	4.55 %
MC06	0.55	3.30 %
CH32	0.43	2.38 %
CH01		0.00 %
MC05		0.00 %
<b>Total</b>	<b>431.56</b>	<b>13.27 %</b>

## CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	194.39	8.79 %
LED TV	113.77	18.91 %
Fridge	61.89	14.28 %
Wash-Mac	45.35	10.68 %
W.Heater	3.41	12.90 %
D-Freez	3.22	41.97 %
Oven	2.08	15.10 %
Chimney	1.46	18.76 %
W-Disp	1.38	38.43 %
Dummy-AC		33.59 %
<b>Total</b>	<b>426.95</b>	<b>11.44 %</b>

Branch *	MTD Sales L	Brand Share %
CH16	22.46	10.39 %
CH42	19.37	12.13 %
CH14	19.16	7.47 %
CH08	17.63	8.73 %
CH05	15.95	5.59 %
CH35	13.15	12.21 %
CH19	12.66	6.54 %
MRM1	11.29	13.10 %
CH48	10.44	7.51 %
CH49	9.72	5.72 %
CH47	9.35	10.98 %
CH45	9.20	7.01 %
SKL1	9.06	12.54 %
CH38	8.79	13.41 %
CH22	7.81	5.94 %
CZWH	6.94	5.49 %
WHC3	2.90	4.71 %
CGL1	1.99	2.69 %
CH29	0.52	4.00 %
CH40	0.20	1.76 %
MC10	0.19	10.24 %
<b>Total</b>	<b>426.95</b>	<b>11.44 %</b>

### SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	171.57	9.85 %
LED TV	99.90	18.15 %
Wash-Mac	57.31	15.26 %
Fridge	56.52	15.80 %
D-Freez	3.20	47.44 %
W.Heater	1.25	10.67 %
W-Disp	1.10	55.82 %
Chimney	1.07	9.69 %
Oven	0.59	6.96 %
<b>Total</b>	<b>392.51</b>	<b>12.80 %</b>

Branch *	MTD Sales L	Brand Share %
MDU1	29.19	7.60 %
MDU2	27.59	13.09 %
DGL1	22.98	10.84 %
MDU6	16.92	12.34 %
KRR1	11.44	10.17 %
DGL2	11.35	11.62 %
MDU3	10.89	9.29 %
TEN1	8.91	12.67 %
DKI1	7.30	9.53 %
TPT1	6.99	10.54 %
BNR1	5.79	12.24 %
TMM1	5.56	5.55 %
MPA1	5.45	7.30 %
PNI1	4.76	10.77 %
SVG1	3.78	5.72 %
KYK1	3.61	10.29 %
MDU7	3.31	3.04 %
PKM1	2.81	9.07 %
TEN2	2.77	3.69 %
MNM1	1.78	5.57 %
SZSD	0.53	1.88 %
WHMD	-0.58	8.41 %
<b>Total</b>	<b>392.51</b>	<b>12.80 %</b>

### WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	168.46	13.86 %
LED TV	90.40	21.62 %
Fridge	66.23	19.09 %
Wash-Mac	51.04	14.90 %
D-Freez	2.87	79.14 %
W.Heater	1.86	19.39 %
Chimney	0.62	5.85 %
Oven	0.62	11.64 %
W-Disp	0.50	50.38 %
<b>Total</b>	<b>382.60</b>	<b>16.26 %</b>

Branch *	MTD Sales L	Brand Share %
SLM1	19.91	8.81 %
ERD1	19.74	11.33 %
SLM3	14.14	11.91 %
SLM2	8.94	11.10 %
OML1	8.28	12.95 %
HSR1	8.08	10.57 %
KRI1	7.95	10.61 %
MCR1	7.28	12.67 %
TRM1	6.52	10.56 %
VPD1	6.32	12.09 %
APN1	4.99	11.85 %
CMI1	4.52	13.12 %
EDP1	4.31	12.91 %
WZWH	2.70	10.20 %
VKL1	2.62	8.74 %
SGG1	2.05	10.95 %
WHKP	-0.26	12.96 %
WHPD	-0.50	4.57 %
<b>Total</b>	<b>382.60</b>	<b>16.26 %</b>

**TRICHY-01**

Property	MTD Sales L	Brand Share %
Air-Cond	165.10	8.61 %
LED TV	94.85	15.80 %
Fridge	55.06	16.96 %
Wash-Mac	32.87	11.64 %
D-Freez	2.90	60.39 %
W.Heater	1.08	16.48 %
W-Disp	0.51	41.77 %
Oven	0.34	7.85 %
<b>Total</b>	<b>352.71</b>	<b>11.21 %</b>

Branch *	MTD Sales L	Brand Share %
TRY1	55.60	7.74 %
MVM1	22.03	13.30 %
TNJ2	16.79	10.80 %
TVR2	16.48	10.64 %
TRY4	16.38	13.13 %
KUM1	16.13	8.99 %
PTK1	14.22	10.39 %
TRY3	9.70	11.36 %
JKM1	9.19	12.12 %
PBR1	8.55	13.46 %
TRY2	8.21	11.92 %
TNJ1	6.21	3.53 %
TYR1	1.45	1.69 %
ORU1	0.97	2.42 %
MSI1	0.58	1.02 %
TZSD	0.23	1.45 %
<b>Total</b>	<b>352.71</b>	<b>11.21 %</b>

**NORTH ARCOT**

Property	MTD Sales L	Brand Share %
Air-Cond	143.09	14.34 %
LED TV	78.37	25.07 %
Fridge	46.91	25.03 %
Wash-Mac	30.00	15.36 %
D-Freez	3.85	51.42 %
W.Heater	1.95	14.06 %
Chimney	1.12	21.10 %
W-Disp	1.10	40.98 %
Oven	1.09	31.27 %
<b>Total</b>	<b>307.48</b>	<b>17.81 %</b>

Branch *	MTD Sales L	Brand Share %
TRL1	22.40	13.03 %
VEL2	14.35	10.42 %
TRR1	13.55	12.77 %
TRT1	8.23	12.78 %
ANI1	4.17	12.21 %
CPT1	4.13	11.55 %
CYR1	3.34	8.16 %
UGI1	3.09	12.36 %
WHVL	-1.97	13.33 %
<b>Total</b>	<b>307.48</b>	<b>17.81 %</b>

## WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	150.58	10.99 %
LED TV	72.48	19.58 %
Fridge	45.36	16.18 %
Wash-Mac	25.61	8.97 %
W.Heater	2.24	17.84 %
D-Freez	1.01	30.87 %
Oven	0.89	10.44 %
W-Disp	0.43	60.63 %
Chimney	0.25	1.93 %
<b>Total</b>	<b>298.84</b>	<b>12.75 %</b>

Branch *	MTD Sales L	Brand Share %
CBE2	49.17	8.88 %
TPR2	16.47	9.87 %
TPR1	14.57	13.38 %
MPM1	9.07	10.56 %
KMR1	7.69	5.75 %
AVI1	4.91	7.16 %
KMD1	2.48	7.28 %
SUL1	2.29	3.09 %
GBM1	1.87	4.16 %
KGI1	1.08	5.90 %
SYM2	0.93	2.24 %
ANR1	0.81	4.59 %
KGM1	0.62	1.41 %
WZSD	0.10	0.74 %
WHCB	-1.33	10.31 %
<b>Total</b>	<b>298.84</b>	<b>12.75 %</b>

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	100.13	11.22 %
LED TV	87.59	26.62 %
Fridge	45.01	22.04 %
Wash-Mac	26.81	15.29 %
D-Freez	4.70	64.51 %
W-Disp	0.66	67.13 %
Chimney	0.45	18.14 %
W.Heater	0.41	5.98 %
Oven	0.38	11.97 %
<b>Total</b>	<b>266.15</b>	<b>16.41 %</b>

Branch *	MTD Sales L	Brand Share %
CUD1	18.65	12.97 %
SJI2	11.85	12.77 %
CDM1	11.04	13.28 %
TRK1	10.83	12.19 %
NVL2	10.28	11.83 %
TVM1	6.20	13.38 %
VCM1	6.00	10.63 %
<b>Total</b>	<b>266.15</b>	<b>16.41 %</b>