



TN : HAIER Sales Performance 01/05/2026 9:09 AM

MTD Sales
5,164.97 L

Brand Share %
11.85 %

Information:

MTD : 01-04-2026 To 30-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.85 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	3,203.69	9.93 %
LED TV	987.76	18.72 %
Fridge	564.46	18.68 %
Wash-Mac	325.24	12.09 %
D-Freez	49.97	53.43 %
Chimney	8.20	9.51 %
W-Disp	7.88	24.51 %
Oven	7.36	13.30 %
W.Heater	7.30	13.53 %
Vac-Clea	3.10	24.27 %
Total	5,164.97	11.85 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	882.37	12.26 %
TRICHY-01	648.03	11.18 %
SOUTH-03	637.51	10.83 %
WEST-02	613.49	14.24 %
CHENNAI-01	553.61	9.96 %
CHENNAI-02	540.60	11.01 %
NORTH ARCOT	458.16	14.81 %
SOUTH ARCOT	422.09	13.44 %
WEST-01	409.10	11.05 %
Total	5,164.97	11.85 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	564.45	10.53 %
LED TV	151.91	17.59 %
Fridge	98.45	20.47 %
Wash-Mac	57.34	13.03 %
D-Freez	4.98	35.37 %
Oven	1.67	15.29 %
W.Heater	1.27	18.50 %
Vac-Clea	1.13	41.52 %
Chimney	0.69	5.49 %
W-Disp	0.48	16.88 %
Total	882.37	12.26 %

Branch *	MTD Sales L	Brand Share %
TVL1	82.03	10.12 %
TUT1	48.70	6.90 %
KVT1	40.84	11.17 %
TKS2	39.62	11.69 %
TUT2	37.38	11.67 %
VLY1	27.17	10.36 %
RPM1	22.43	9.64 %
VNR2	22.03	9.02 %
TCN1	18.07	10.62 %
MMT1	12.10	9.93 %
TYI1	11.56	11.09 %
ASM1	9.73	8.17 %
UDN1	9.47	8.97 %
S2SD	1.93	1.93 %
Total	882.37	12.26 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	414.54	9.39 %
LED TV	126.40	17.91 %
Fridge	65.46	19.47 %
Wash-Mac	30.19	9.84 %
D-Freez	9.51	58.60 %
W-Disp	0.84	38.06 %
Oven	0.55	10.26 %
Chimney	0.31	5.11 %
Vac-Clea	0.20	27.67 %
W.Heater	0.04	1.47 %
Total	648.03	11.18 %

Branch *	MTD Sales L	Brand Share %
TRY1	95.73	7.67 %
TNJ2	30.19	11.41 %
TVR2	30.07	11.22 %
KUM1	27.35	9.36 %
PTK1	25.76	11.41 %
TNJ1	18.26	5.56 %
AYR1	16.76	11.66 %
TRY3	15.47	7.48 %
TTP1	12.02	11.32 %
TRY2	12.00	8.24 %
TYR1	9.42	5.18 %
KUM2	7.82	7.23 %
NMM1	5.87	9.03 %
MSI1	3.52	2.92 %
TZSD	0.22	1.74 %
WTRZ	-4.30	9.90 %
Total	648.03	11.18 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	383.30	8.71 %
LED TV	112.74	17.01 %
Fridge	84.95	20.00 %
Wash-Mac	46.01	12.96 %
D-Freez	6.66	48.80 %
W-Disp	1.21	45.57 %
Chimney	1.13	8.65 %
W.Heater	0.71	13.72 %
Vac-Clea	0.54	28.33 %
Oven	0.26	5.13 %
Total	637.51	10.83 %

Branch *	MTD Sales L	Brand Share %
MDU1	51.78	7.53 %
MDU2	41.79	10.67 %
MDU6	30.42	10.14 %
TPT1	17.96	11.13 %
MDU4	17.23	11.35 %
MDU3	17.16	8.51 %
SVG1	16.04	11.82 %
ATG1	15.92	7.15 %
KRR1	15.38	5.42 %
DGL2	13.31	10.51 %
TEN1	11.90	9.61 %
PNI1	10.37	10.42 %
BNR1	9.20	11.61 %
DKI1	8.08	5.39 %
MPA1	7.50	3.70 %
MNM1	7.45	9.75 %
TMM1	6.56	3.60 %
MDU7	5.98	2.63 %
PKM1	5.03	9.69 %
TEN2	3.45	2.13 %
SZSD	1.39	3.18 %
WHMD	-3.55	11.13 %
Total	637.51	10.83 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	382.73	12.26 %
LED TV	108.14	21.18 %
Fridge	69.96	20.55 %
Wash-Mac	45.36	15.22 %
D-Freez	4.92	76.23 %
W.Heater	0.87	19.05 %
Chimney	0.64	4.31 %
Oven	0.52	9.78 %
Vac-Clea	0.19	23.07 %
W-Disp	0.16	4.90 %
Total	613.49	14.24 %

Branch *	MTD Sales L	Brand Share %
SLM3	22.88	10.43 %
SLM1	21.62	5.11 %
NKL2	18.88	9.06 %
SLM2	15.75	9.03 %
KRI1	15.24	10.55 %
VPD1	10.38	10.91 %
OML1	9.36	8.13 %
APN1	5.46	8.45 %
VKL1	3.31	7.47 %
WZWH	0.83	6.88 %
WHPD	-3.04	11.10 %
Total	613.49	14.24 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	325.52	8.09 %
LED TV	127.71	19.11 %
Fridge	53.41	12.38 %
Wash-Mac	35.43	9.41 %
D-Freez	4.74	58.67 %
Chimney	2.24	18.87 %
W-Disp	1.57	17.25 %
Oven	1.34	11.42 %
W.Heater	1.03	8.70 %
Vac-Clea	0.63	14.77 %
Total	553.61	9.96 %

Branch *	MTD Sales L	Brand Share %
CH47	32.72	9.61 %
CH08	29.83	10.96 %
CH14	27.93	7.35 %
CH05	24.70	5.41 %
CH16	21.36	6.61 %
CH42	19.92	8.77 %
CH48	19.49	8.29 %
CH35	14.08	10.43 %
SKL1	14.07	8.37 %
CH38	13.90	9.18 %
CH22	12.36	6.88 %
CH19	10.91	4.07 %
CH45	9.45	4.95 %
CZWH	9.29	6.92 %
KNR1	9.16	10.19 %
CH49	5.69	2.57 %
CGL1	3.33	2.89 %
WHC3	2.54	6.02 %
MC10	0.19	8.57 %
CH29	0.16	1.29 %
CH40		0.00 %
MC09		0.00 %
WCHN	-15.78	8.11 %
Total	553.61	9.96 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	326.20	9.15 %
LED TV	113.37	17.09 %
Fridge	58.47	16.92 %
Wash-Mac	35.87	11.67 %
D-Freez	2.55	42.37 %
W-Disp	1.64	41.61 %
Oven	1.08	19.12 %
W.Heater	1.00	14.43 %
Chimney	0.41	7.35 %
Total	540.60	11.01 %

Branch *	MTD Sales L	Brand Share %
CH15	38.53	7.72 %
CH03	31.89	6.17 %
CH24	31.34	11.46 %
CH12	28.37	9.54 %
CH51	19.59	10.20 %
CH06	16.54	8.05 %
CH34	12.87	8.44 %
CH31	11.55	11.73 %
CH44	10.09	7.38 %
MJR1	9.14	5.61 %
CH46	8.82	9.37 %
CH27	2.47	3.71 %
CH32	1.61	4.70 %
MC06	1.14	6.59 %
MC05		0.00 %
Total	540.60	11.01 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	286.49	12.40 %
LED TV	81.15	23.20 %
Fridge	51.99	25.54 %
Wash-Mac	25.11	12.90 %
D-Freez	8.76	57.33 %
Chimney	2.05	25.27 %
W-Disp	1.12	34.10 %
Oven	0.84	27.17 %
W.Heater	0.64	12.57 %
Total	458.16	14.81 %

Branch *	MTD Sales L	Brand Share %
KPM2	24.74	7.75 %
TRR1	22.41	10.96 %
VEL2	18.05	6.96 %
TRL1	14.10	6.00 %
UGI1	6.07	11.79 %
CYR1	4.58	6.13 %
Total	458.16	14.81 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	253.63	11.22 %
LED TV	97.25	21.67 %
Fridge	37.38	16.95 %
Wash-Mac	26.85	14.12 %
D-Freez	5.48	65.60 %
Oven	0.42	19.44 %
W.Heater	0.34	9.66 %
Chimney	0.32	8.47 %
W-Disp	0.22	12.34 %
Vac-Clea	0.19	50.85 %
Total	422.09	13.44 %

Branch *	MTD Sales L	Brand Share %
CUD1	26.06	7.30 %
CDM1	22.18	11.75 %
KLM1	14.41	9.19 %
TRK1	13.83	8.02 %
VCM2	8.39	11.59 %
WHUT	-2.49	8.77 %
Total	422.09	13.44 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	266.84	9.51 %
LED TV	69.08	17.09 %
Fridge	44.38	18.68 %
Wash-Mac	23.07	10.42 %
D-Freez	2.37	44.03 %
W.Heater	1.42	18.67 %
Oven	0.69	11.35 %
W-Disp	0.64	20.96 %
Chimney	0.41	3.93 %
Vac-Clea	0.21	17.67 %
Total	409.10	11.05 %

Branch *	MTD Sales L	Brand Share %
CBE2	54.76	7.32 %
TPR2	28.14	10.11 %
CBE4	23.74	9.99 %
TPR1	21.57	11.55 %
MPM1	18.98	10.76 %
CBE6	17.67	11.55 %
TPR3	11.05	11.58 %
UMP1	10.50	9.05 %
AVI1	10.34	9.32 %
GBM1	9.16	9.17 %
KMD1	7.93	9.69 %
KMR1	3.89	1.98 %
ANR1	3.07	8.98 %
SUL1	2.65	2.73 %
SYM2	1.93	2.34 %
KGM1	1.93	2.32 %
KGI1	0.94	5.68 %
WZSD	0.42	6.60 %
WHCB	-6.44	10.37 %
Total	409.10	11.05 %