

MTD Sales
2,207.82 L

Brand Share %
11.77 %

Information:

MTD : 01-09-2026 To 30-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.77 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	891.28	19.38 %
Fridge	435.71	12.80 %
Air-Cond	393.68	5.92 %
Wash-Mac	369.19	11.58 %
D-Freez	55.22	58.72 %
W.Heater	24.93	13.46 %
Oven	9.00	14.65 %
Chimney	7.52	7.53 %
Small-Ap	5.61	10.63 %
W-Disp	5.48	14.60 %
Vac-Clea	5.30	11.86 %
Gas-Stov	4.91	1.42 %
Total	2,207.82	11.77 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	403.75	12.45 %
TRICHY-01	271.19	10.85 %
CHENNAI-02	265.59	10.71 %
CHENNAI-01	257.03	8.73 %
SOUTH-03	229.95	11.20 %
SOUTH ARCOT	198.07	14.65 %
WEST-02	181.98	16.88 %
NORTH ARCOT	173.13	12.12 %
WEST-03	120.59	15.21 %
WEST-01	106.55	11.94 %
Total	2,207.82	11.77 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	146.32	19.20 %
Air-Cond	89.14	7.14 %
Wash-Mac	75.02	14.24 %
Fridge	73.33	13.26 %
D-Freez	10.58	69.01 %
Oven	2.09	14.27 %
W.Heater	1.90	8.92 %
Vac-Clea	1.85	16.63 %
Small-Ap	1.09	14.19 %
Chimney	1.02	7.54 %
Gas-Stov	0.81	1.26 %
W-Disp	0.60	17.74 %
Total	403.75	12.45 %

Branch *	MTD Sales L	Brand Share %
TVL1	41.39	11.56 %
TUT1	27.01	7.26 %
KVT1	24.78	11.55 %
NGR1	18.80	11.10 %
TKS2	13.77	10.35 %
RPM1	10.53	7.44 %
TKS1	9.48	10.18 %
TCN1	7.64	10.57 %
VNR2	6.46	6.58 %
TUT2	4.78	3.64 %
ASM1	4.47	8.98 %
UDN1	3.76	7.40 %
VNR1	3.51	11.27 %
VKM1	3.49	9.74 %
WHTV	-0.71	4.95 %
Total	403.75	12.45 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	133.12	20.96 %
Fridge	50.46	11.41 %
Wash-Mac	47.20	13.53 %
Air-Cond	29.72	3.06 %
D-Freez	6.65	54.96 %
W.Heater	2.56	10.69 %
Oven	0.52	12.93 %
Vac-Clea	0.45	15.92 %
Small-Ap	0.20	4.91 %
W-Disp	0.17	6.94 %
Chimney	0.13	1.16 %
Total	271.19	10.85 %

Branch *	MTD Sales L	Brand Share %
TRY1	25.03	6.31 %
MVM1	18.10	10.67 %
PBR2	16.34	11.35 %
KUM1	15.37	11.01 %
TNJ2	10.64	8.94 %
TRY4	10.48	11.44 %
TVR2	9.69	7.97 %
TYR1	5.74	9.51 %
TNJ1	5.33	3.90 %
TRY3	5.31	7.33 %
AYR1	4.78	7.55 %
TTP1	4.33	9.14 %
PBR1	1.92	4.41 %
MSI1	0.84	1.86 %
WTRZ	-0.46	2.06 %
TZSD	-1.00	8.03 %
Total	271.19	10.85 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	115.78	18.28 %
Air-Cond	57.00	6.01 %
Fridge	45.42	10.81 %
Wash-Mac	36.59	9.46 %
D-Freez	3.57	44.41 %
W.Heater	2.56	11.87 %
Oven	1.31	15.67 %
Chimney	1.08	14.65 %
Small-Ap	0.69	8.39 %
W-Disp	0.60	14.55 %
Gas-Stov	0.60	2.15 %
Vac-Clea	0.38	9.98 %
Total	265.59	10.71 %

Branch *	MTD Sales L	Brand Share %
CH03	19.28	7.42 %
CH15	16.38	6.46 %
CH12	12.71	9.38 %
CH18	10.73	7.64 %
CH06	9.46	9.70 %
CH21	9.38	6.11 %
CH35	7.96	11.24 %
CH34	6.73	7.43 %
CH43	5.71	8.03 %
CH41	2.43	2.43 %
CH31	1.68	8.16 %
CH37	1.23	3.38 %
CH27	1.01	2.45 %
CH32	0.57	3.86 %
CH01	0.14	2.16 %
MC06		0.00 %
WCHN	-7.39	7.98 %
Total	265.59	10.71 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	96.46	16.33 %
Air-Cond	64.95	5.15 %
Fridge	44.01	8.87 %
Wash-Mac	35.22	7.81 %
D-Freez	6.66	59.54 %
W.Heater	3.23	8.85 %
W-Disp	1.50	18.05 %
Chimney	1.48	15.73 %
Oven	1.20	12.44 %
Small-Ap	1.03	9.67 %
Gas-Stov	0.87	1.83 %
Vac-Clea	0.41	3.54 %
Total	257.03	8.73 %

Branch *	MTD Sales L	Brand Share %
CH14	17.47	9.83 %
CH16	14.87	6.79 %
CH07	12.46	10.19 %
CH05	12.22	6.21 %
CH19	12.11	7.64 %
CH42	9.28	7.03 %
CH49	7.80	4.77 %
CH22	7.17	8.33 %
CZWH	6.76	6.45 %
MRM1	6.56	8.69 %
CH25	6.53	5.72 %
CH45	5.46	4.97 %
CH47	4.32	2.16 %
CH48	2.18	1.57 %
CGL1	2.08	5.04 %
CH39	1.71	3.60 %
CH26	1.06	3.52 %
MC09	0.92	6.35 %
CH29	0.05	0.51 %
CH40		0.00 %
Total	257.03	8.73 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	99.10	19.53 %
Fridge	46.63	12.07 %
Wash-Mac	43.07	12.03 %
Air-Cond	29.54	4.24 %
D-Freez	5.33	63.83 %
W.Heater	2.89	16.27 %
Chimney	1.28	9.53 %
Oven	0.56	9.53 %
Small-Ap	0.55	10.75 %
Gas-Stov	0.47	1.05 %
W-Disp	0.33	6.30 %
Vac-Clea	0.20	5.76 %
Total	229.95	11.20 %

Branch *	MTD Sales L	Brand Share %
MDU1	18.66	7.40 %
MDU2	13.32	9.97 %
DGL1	11.88	7.92 %
KKD3	11.28	8.14 %
MDU6	7.95	9.28 %
TEN1	6.42	11.73 %
DKI1	5.91	7.63 %
ATG1	5.32	7.65 %
TMM1	4.01	6.73 %
SVG1	3.50	8.32 %
MPA1	3.02	5.56 %
BNR1	2.96	8.79 %
MDU5	2.63	7.95 %
PNV2	2.61	9.52 %
MDU7	2.13	3.24 %
ODM1	1.91	11.01 %
SZSD	1.56	-61.14 %
KRR1	1.45	2.36 %
PKM1	0.76	3.27 %
USL1	0.06	0.16 %
WHMD	-0.85	7.90 %
Total	229.95	11.20 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	82.07	22.89 %
Fridge	41.79	16.74 %
Air-Cond	40.21	9.00 %
Wash-Mac	20.66	9.11 %
D-Freez	9.32	67.71 %
W.Heater	2.29	13.93 %
Oven	0.59	15.42 %
Chimney	0.44	9.07 %
W-Disp	0.26	7.46 %
Vac-Clea	0.22	11.77 %
Gas-Stov	0.11	0.50 %
Small-Ap	0.10	2.67 %
Total	198.07	14.65 %

Branch *	MTD Sales L	Brand Share %
CUD1	16.12	11.47 %
KLM1	10.02	10.86 %
SJI2	6.18	7.93 %
NVL2	6.09	9.26 %
TVM2	3.46	10.45 %
WHNV	-0.59	9.35 %
WHUT	-1.65	11.57 %
Total	198.07	14.65 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	63.54	20.77 %
Fridge	48.48	19.56 %
Wash-Mac	39.66	16.20 %
Air-Cond	20.56	9.87 %
D-Freez	3.39	62.11 %
W.Heater	3.24	29.79 %
Oven	0.95	22.57 %
Gas-Stov	0.84	2.79 %
Chimney	0.62	4.99 %
W-Disp	0.26	6.89 %
Vac-Clea	0.22	16.97 %
Small-Ap	0.21	8.03 %
Total	181.98	16.88 %

Branch *	MTD Sales L	Brand Share %
SLM1	12.20	10.63 %
TRM1	0.79	1.48 %
Total	181.98	16.88 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	66.62	18.47 %
Fridge	33.12	12.52 %
Air-Cond	32.02	6.87 %
Wash-Mac	26.56	10.28 %
D-Freez	5.78	46.54 %
W.Heater	3.84	22.91 %
W-Disp	1.31	41.16 %
Chimney	1.30	12.96 %
Small-Ap	0.92	18.75 %
Oven	0.87	24.71 %
Vac-Clea	0.56	19.35 %
Gas-Stov	0.22	0.91 %
Total	173.13	12.12 %

Branch *	MTD Sales L	Brand Share %
VEL4	10.93	11.26 %
KPM2	9.51	6.62 %
TRR1	8.17	9.04 %
VEL3	7.41	8.24 %
AKM1	6.36	10.34 %
CGM1	5.61	11.35 %
TRL1	4.69	4.65 %
PLR1	3.31	6.94 %
VEL2	3.00	3.40 %
TRT1	2.15	4.82 %
NASD	-0.64	5.93 %
Total	173.13	12.12 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	45.90	23.99 %
Fridge	26.18	17.02 %
Wash-Mac	22.61	12.90 %
Air-Cond	20.49	8.78 %
D-Freez	3.34	71.16 %
W.Heater	0.72	11.83 %
Oven	0.45	23.65 %
Gas-Stov	0.39	2.48 %
Small-Ap	0.20	12.86 %
W-Disp	0.18	14.80 %
Vac-Clea	0.13	7.73 %
Total	120.59	15.21 %

Branch *	MTD Sales L	Brand Share %
RSP1	4.23	9.98 %
ERD1	4.23	3.75 %
SYM2	2.95	8.99 %
KGM1	2.05	9.13 %
W3SD	-0.86	-46.71 %
WHPD	-1.40	11.02 %
Total	120.59	15.21 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	42.37	16.68 %
Fridge	26.29	13.77 %
Wash-Mac	22.58	10.64 %
Air-Cond	10.05	6.09 %
W.Heater	1.71	12.20 %
Vac-Clea	0.87	21.09 %
Small-Ap	0.61	14.76 %
D-Freez	0.60	22.38 %
Gas-Stov	0.59	2.25 %
Oven	0.46	8.44 %
W-Disp	0.26	11.45 %
Chimney	0.16	1.40 %
Total	106.55	11.94 %

Branch *	MTD Sales L	Brand Share %
CBE2	12.36	6.93 %
CBE4	7.62	11.57 %
KMR1	6.91	8.13 %
CBE6	5.70	8.52 %
SUL1	4.12	10.28 %
PLI1	2.82	4.63 %
KMD1	1.54	8.04 %
ANR1	0.95	9.51 %
MPM1	0.69	1.63 %
KGI1	0.35	2.43 %
WHCB	-0.92	4.76 %
Total	106.55	11.94 %