

MTD Sales
92.36 L

Brand Share %
11.99 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **11.99 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	38.12	16.76 %
Air-Cond	24.40	8.45 %
Fridge	14.42	12.63 %
Wash-Mac	12.25	10.59 %
D-Freez	1.98	67.92 %
W.Heater	0.47	7.87 %
Oven	0.33	16.69 %
Gas-Stov	0.20	2.60 %
Small-Ap	0.10	6.61 %
W-Disp	0.08	10.87 %
Total	92.36	11.99 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	18.14	12.37 %
CHENNAI-01	12.54	9.82 %
TRICHY-01	10.45	11.68 %
SOUTH ARCOT	8.86	17.14 %
CHENNAI-02	8.71	10.22 %
SOUTH-03	8.36	10.71 %
NORTH ARCOT	7.84	13.29 %
WEST-03	6.95	13.27 %
WEST-02	5.83	16.00 %
WEST-01	4.68	10.67 %
Total	92.36	11.99 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	7.10	10.63 %
Air-Cond	5.39	12.72 %
Fridge	2.97	15.57 %
Wash-Mac	2.38	16.68 %
D-Freez	0.25	36.72 %
Small-Ap	0.05	22.12 %
Total	18.14	12.37 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.54	2.82 %
TVL1	1.07	9.69 %
ERL2	0.15	8.23 %
VKM1	0.14	5.17 %
APK1		0.00 %
APK2		0.00 %
ARM1		0.00 %
ASM1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
MMT1		0.00 %
PKD1		0.00 %
S2SD		0.00 %
SKD1		0.00 %
TCN1		0.00 %
TKS1		0.00 %
TKY1		0.00 %
TUT2		0.00 %
VLY1		0.00 %
VNR1		0.00 %
WHTV		0.00 %
Total	18.14	12.37 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	4.99	19.62 %
Air-Cond	4.08	6.35 %
Fridge	1.77	10.20 %
Wash-Mac	1.52	8.65 %
Gas-Stov	0.08	7.15 %
Oven	0.05	31.56 %
Small-Ap	0.05	18.66 %
Total	12.54	9.82 %

Branch *	MTD Sales L	Brand Share %
CH14	1.59	11.28 %
CH05	0.79	9.42 %
CH25	0.60	2.98 %
AVD1	0.58	8.38 %
GUD1	0.53	9.22 %
CH07	0.44	8.41 %
CH16	0.31	3.59 %
CGL1	0.26	8.08 %
CH19		0.00 %
CH22		0.00 %
CH26		0.00 %
CH29		0.00 %
CH39		0.00 %
CH40		0.00 %
CH42		0.00 %
CH47		0.00 %
CH48		0.00 %
GUD2		0.00 %
KNR1		0.00 %
SKL1		0.00 %
Total	12.54	9.82 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	5.34	19.31 %
Air-Cond	2.97	8.33 %
Fridge	1.33	11.82 %
Wash-Mac	0.47	3.88 %
D-Freez	0.34	100.00 %
Total	10.45	11.68 %

Branch *	MTD Sales L	Brand Share %
PBR2	0.75	7.30 %
TRY3	0.45	8.25 %
KUM1	0.34	3.32 %
TRY1	0.30	1.92 %
PTK1	0.30	8.46 %
TNJ1	0.27	4.28 %
NGT1	0.15	4.52 %
TVR2	0.13	7.14 %
TVR1	0.12	10.74 %
JKM1		0.00 %
MSI1		0.00 %
PBR1		0.00 %
TNJ2		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TYR1		0.00 %
WTRZ		0.00 %
Total	10.45	11.68 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	4.28	35.76 %
Air-Cond	2.21	10.75 %
Wash-Mac	1.59	16.20 %
Fridge	0.58	7.75 %
Gas-Stov	0.12	18.02 %
W.Heater	0.09	10.24 %
Total	8.86	17.14 %

Branch *	MTD Sales L	Brand Share %
CUD1	0.29	9.07 %
NVL2	0.17	8.97 %
VCM2	0.17	5.35 %
TRK1	0.14	4.55 %
TDM1	0.12	7.77 %
CDM1		0.00 %
PRT1		0.00 %
STP1		0.00 %
TVM1		0.00 %
ULP1		0.00 %
VPM1		0.00 %
VPM2		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	8.86	17.14 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	3.12	12.19 %
Wash-Mac	2.18	17.41 %
Fridge	1.68	20.26 %
Air-Cond	1.42	3.90 %
D-Freez	0.25	100.00 %
W.Heater	0.06	13.84 %
Total	8.71	10.22 %

Branch *	MTD Sales L	Brand Share %
CH15	1.03	11.66 %
CH12	0.63	9.57 %
CH24	0.33	7.22 %
CH21	0.15	2.07 %
CH46	0.13	2.78 %
MJR1	0.12	5.55 %
CH01		0.00 %
CH18		0.00 %
CH27		0.00 %
CH31		0.00 %
CH34		0.00 %
CH35		0.00 %
CH37		0.00 %
CH41		0.00 %
CH43		0.00 %
CH51		0.00 %
MC06		0.00 %
WHC3		0.00 %
Total	8.71	10.22 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	3.05	14.79 %
Air-Cond	2.34	8.63 %
Fridge	1.52	9.80 %
Wash-Mac	1.17	9.05 %
D-Freez	0.25	52.26 %
W.Heater	0.03	8.83 %
Total	8.36	10.71 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.38	11.97 %
MDU2	0.42	8.00 %
TDI1	0.36	11.41 %
MDU3	0.31	8.33 %
KRR1	0.15	3.63 %
MDU6	0.15	9.45 %
NTM1	0.15	10.97 %
TEN1	0.13	5.07 %
SVG1	0.11	5.96 %
MLR1	0.03	3.45 %
ATG1		0.00 %
BNR1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
DGL1		0.00 %
DGL2		0.00 %
DKI1		0.00 %
MDU7		0.00 %
MDU8		0.00 %
MPA1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TMM1		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	8.36	10.71 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	2.79	16.65 %
Air-Cond	2.16	11.16 %
Fridge	1.08	12.78 %
D-Freez	0.90	100.00 %
Wash-Mac	0.71	6.45 %
W-Disp	0.08	50.91 %
W.Heater	0.06	6.96 %
Oven	0.05	17.96 %
Total	7.84	13.29 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.61	11.13 %
VEL2	0.25	3.73 %
TRL1	0.15	7.00 %
KPM2	0.13	2.99 %
ABR1		0.00 %
ARC2		0.00 %
CGM1		0.00 %
CPT1		0.00 %
PLR1		0.00 %
SLG1		0.00 %
TRT1		0.00 %
VEL1		0.00 %
VEL3		0.00 %
VSI1		0.00 %
Total	7.84	13.29 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	2.71	33.15 %
Air-Cond	2.52	10.08 %
Fridge	0.85	8.55 %
Wash-Mac	0.80	9.15 %
W.Heater	0.07	55.39 %
Total	6.95	13.27 %

Branch *	MTD Sales L	Brand Share %
AVI1	0.45	11.66 %
TPR2	0.38	4.17 %
ERD1		0.00 %
KGM1		0.00 %
KMM1		0.00 %
PDR1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SYM2		0.00 %
TPR4		0.00 %
W3SD		0.00 %
Total	6.95	13.27 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	2.29	18.99 %
Fridge	1.77	26.27 %
Air-Cond	0.99	14.09 %
Wash-Mac	0.38	4.55 %
Oven	0.23	100.00 %
W.Heater	0.16	22.42 %
Total	5.83	16.00 %

Branch *	MTD Sales L	Brand Share %
SGI1	0.15	9.48 %
SLM2	0.15	11.05 %
VPD1	0.08	9.67 %
SLM1	0.05	1.22 %
BMD1		0.00 %
DPR1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
HRR1		0.00 %
KVP1		0.00 %
OML1		0.00 %
SLM3		0.00 %
TRM1		0.00 %
WZWH		0.00 %
Total	5.83	16.00 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	2.45	19.74 %
Wash-Mac	1.05	12.70 %
Fridge	0.87	8.62 %
Air-Cond	0.31	2.90 %
Total	4.68	10.67 %

Branch *	MTD Sales L	Brand Share %
UMP1	0.45	9.59 %
CBE2	0.41	4.67 %
CBE4	0.40	7.96 %
KMR1	0.17	2.58 %
ANR1		0.00 %
CBE5		0.00 %
CBE6		0.00 %
DPM2		0.00 %
KGI1		0.00 %
MPM1		0.00 %
PDM1		0.00 %
PLI1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
WHCB		0.00 %
Total	4.68	10.67 %