



# TN : HAIER Sales Performance 03/04/2026 9:09 AM

MTD Sales  
600.21 L

Brand Share %  
15.00 %

Information:

MTD : 01-04-2026 To 02-04-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **15.00 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	394.42	14.30 %
LED TV	93.48	16.52 %
Wash-Mac	53.19	16.33 %
Fridge	49.12	15.29 %
D-Freez	6.67	83.53 %
W.Heater	1.39	19.43 %
W-Disp	1.01	72.68 %
Oven	0.63	8.74 %
Chimney	0.28	4.05 %
Total	600.21	15.00 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	112.56	16.04 %
TRICHY-01	84.54	13.10 %
WEST-02	72.12	17.16 %
SOUTH-03	71.46	12.13 %
CHENNAI-02	60.21	16.14 %
CHENNAI-01	57.20	14.63 %
WEST-01	56.63	13.53 %
SOUTH ARCOT	44.11	18.80 %
NORTH ARCOT	41.37	18.16 %
Total	600.21	15.00 %

## SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	77.51	15.20 %
LED TV	19.47	21.27 %
Wash-Mac	8.52	18.38 %
Fridge	5.94	12.06 %
D-Freez	0.75	100.00 %
W.Heater	0.24	23.40 %
W-Disp	0.08	100.00 %
Oven	0.06	3.54 %
Total	112.56	16.04 %

Branch *	MTD Sales L	Brand Share %
TKS2	4.19	14.37 %
TUT1	4.15	6.14 %
SVK1	3.51	13.24 %
VNR2	2.48	12.28 %
VLY1	2.39	12.53 %
RND1	2.10	13.73 %
PKD1	2.08	12.30 %
MMT1	1.50	9.94 %
TYI1	1.42	11.82 %
ASM1	1.23	10.90 %
TKY1	0.80	11.33 %
STU2	0.79	6.77 %
APK2	0.62	7.47 %
VKM1	0.56	8.20 %
S2SD	0.09	0.93 %
WHTV		0.00 %
Total	112.56	16.04 %

**TRICHY-01**

Property	MTD Sales L	Brand Share %
Air-Cond	59.58	12.91 %
LED TV	11.97	13.44 %
Wash-Mac	6.16	12.68 %
Fridge	4.83	11.60 %
D-Freez	1.88	93.08 %
W-Disp	0.08	100.00 %
W.Heater	0.04	9.09 %
<b>Total</b>	<b>84.54</b>	<b>13.10 %</b>

Branch *	MTD Sales L	Brand Share %
TRY1	17.29	12.37 %
MVM1	6.26	14.48 %
TVR2	3.46	9.78 %
MDI1	3.40	13.18 %
KUM1	2.79	10.26 %
TRY4	2.63	14.74 %
PTK1	1.97	8.10 %
TNJ1	1.95	5.97 %
AYR1	1.71	13.73 %
TRY3	1.51	5.59 %
PBR1	1.35	11.17 %
TYR1	1.17	3.30 %
TTP1	1.05	9.61 %
TRY2	1.00	9.20 %
NCK1	0.95	12.54 %
MSI1	0.37	2.66 %
NMM1	0.32	3.64 %
<b>Total</b>	<b>84.54</b>	<b>13.10 %</b>

**WEST-02**

Property	MTD Sales L	Brand Share %
Air-Cond	47.41	17.77 %
LED TV	11.26	17.00 %
Wash-Mac	7.83	16.84 %
Fridge	4.66	12.21 %
D-Freez	0.68	100.00 %
W.Heater	0.22	32.90 %
Oven	0.06	16.90 %
<b>Total</b>	<b>72.12</b>	<b>17.16 %</b>

Branch *	MTD Sales L	Brand Share %
ERD1	5.10	10.95 %
SLM1	3.46	8.74 %
KRI1	1.62	10.46 %
NKL2	1.53	7.65 %
MCR1	1.17	8.32 %
KMM1	1.10	13.67 %
TRM1	0.74	10.15 %
EDP1	0.70	14.35 %
HSR1	0.63	7.72 %
KVP1	0.63	10.51 %
BMD1	0.54	13.34 %
SGG1	0.33	9.64 %
DPR1	0.31	8.16 %
KAM1	0.27	5.97 %
HRR1	0.26	9.48 %
OML1	0.26	4.06 %
APN1		0.00 %
<b>Total</b>	<b>72.12</b>	<b>17.16 %</b>

**SOUTH-03**

Property	MTD Sales L	Brand Share %
Air-Cond	46.89	11.31 %
LED TV	9.34	12.54 %
Wash-Mac	8.31	16.73 %
Fridge	5.66	12.44 %
D-Freez	0.78	51.01 %
Oven	0.20	15.25 %
Chimney	0.16	13.18 %
W.Heater	0.13	16.71 %
<b>Total</b>	<b>71.46</b>	<b>12.13 %</b>

Branch *	MTD Sales L	Brand Share %
MDU1	4.83	5.84 %
MDU2	4.65	12.07 %
MDU6	3.27	10.63 %
DGL1	3.24	10.31 %
KRR1	2.95	11.98 %
MDU3	2.39	14.88 %
TPT1	1.66	13.28 %
MDU4	1.57	12.71 %
SVG1	1.51	13.27 %
DGL2	1.42	8.97 %
USL1	1.38	9.49 %
MPA1	1.27	2.56 %
DKI1	1.25	11.57 %
TMM1	0.75	7.43 %
TDI1	0.71	14.23 %
TEN1	0.54	5.24 %
PKM1	0.53	9.16 %
PNI1	0.45	5.69 %
ODM1	0.37	8.46 %
MDU7	0.35	1.75 %
BNR1	0.24	6.10 %
TEN2	0.13	1.10 %
SZSD	0.03	0.87 %
MNM1		0.00 %
WHMD		0.00 %
<b>Total</b>	<b>71.46</b>	<b>12.13 %</b>

## CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	42.00	16.47 %
LED TV	7.45	13.45 %
Fridge	6.26	19.21 %
Wash-Mac	3.50	12.58 %
W-Disp	0.34	100.00 %
D-Freez	0.29	100.00 %
W.Heater	0.28	25.76 %
Oven	0.09	25.10 %
<b>Total</b>	<b>60.21</b>	<b>16.14 %</b>

Branch *	MTD Sales L	Brand Share %
CH15	3.79	11.97 %
CH03	3.42	9.23 %
CH06	2.90	14.56 %
CH12	2.72	11.76 %
CH21	2.51	11.81 %
CH50	2.45	13.06 %
CH24	2.27	14.72 %
CH33	1.72	12.91 %
UKI1	1.20	14.15 %
CH36	0.97	12.23 %
CH51	0.93	7.67 %
CH46	0.93	11.25 %
CH34	0.93	7.51 %
MJR1	0.63	6.12 %
CH44	0.45	5.38 %
CH27	0.23	3.00 %
CH01		0.00 %
CH32		0.00 %
<b>Total</b>	<b>60.21</b>	<b>16.14 %</b>

## CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	34.01	13.17 %
LED TV	10.50	18.25 %
Wash-Mac	6.09	17.54 %
Fridge	5.94	16.41 %
W-Disp	0.31	78.16 %
D-Freez	0.25	100.00 %
W.Heater	0.10	6.97 %
<b>Total</b>	<b>57.20</b>	<b>14.63 %</b>

Branch *	MTD Sales L	Brand Share %
CH42	2.79	14.05 %
CH07	2.34	12.18 %
CH45	2.19	9.99 %
CH08	2.12	8.44 %
CH14	2.05	7.17 %
CH05	1.75	6.73 %
CH48	1.45	11.30 %
CH19	1.45	6.89 %
CH16	1.18	7.18 %
SKL1	1.16	9.47 %
CH47	0.98	13.60 %
CH22	0.82	6.11 %
CH49	0.80	4.75 %
CH26	0.60	14.34 %
CGL1		0.00 %
CH29		0.00 %
CH40		0.00 %
KNR1		0.00 %
MC09		0.00 %
WCHN	-0.79	9.93 %
<b>Total</b>	<b>57.20</b>	<b>14.63 %</b>

**WEST-01**

Property	MTD Sales L	Brand Share %
Air-Cond	40.16	13.34 %
LED TV	7.64	13.91 %
Fridge	4.76	15.61 %
Wash-Mac	3.00	10.44 %
D-Freez	0.73	77.20 %
W.Heater	0.19	21.50 %
W-Disp	0.14	100.00 %
<b>Total</b>	<b>56.63</b>	<b>13.53 %</b>

Branch *	MTD Sales L	Brand Share %
CBE2	6.75	8.66 %
PLI1	3.33	12.13 %
TPR1	2.99	12.62 %
TPR2	1.60	5.66 %
MPM1	1.40	10.58 %
AVI1	1.17	11.25 %
UAM1	1.03	12.77 %
UMP1	0.92	12.12 %
KMD1	0.88	8.78 %
PPI1	0.52	10.66 %
KMR1	0.49	2.07 %
ANR1	0.26	5.00 %
GBM1	0.26	4.52 %
KGI1	0.26	14.45 %
KGM1	0.10	1.95 %
CNR1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
WHCB	-0.29	10.77 %
<b>Total</b>	<b>56.63</b>	<b>13.53 %</b>

**SOUTH ARCOT**

Property	MTD Sales L	Brand Share %
Air-Cond	21.06	14.96 %
LED TV	10.68	22.83 %
Wash-Mac	6.73	32.88 %
Fridge	5.21	20.56 %
D-Freez	0.34	61.16 %
W.Heater	0.10	22.61 %
<b>Total</b>	<b>44.11</b>	<b>18.80 %</b>

Branch *	MTD Sales L	Brand Share %
CUD1	2.77	11.93 %
POY1	2.60	13.55 %
CDM1	2.07	13.24 %
KLM1	1.28	10.52 %
TRK1	0.75	6.19 %
TVM1	0.52	8.51 %
TVM2	0.51	10.44 %
WHUT		0.00 %
<b>Total</b>	<b>44.11</b>	<b>18.80 %</b>

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	25.81	17.22 %
Fridge	5.86	26.54 %
LED TV	5.18	17.19 %
Wash-Mac	3.03	13.38 %
D-Freez	0.98	100.00 %
Oven	0.23	50.53 %
Chimney	0.13	14.08 %
W.Heater	0.08	22.57 %
W-Disp	0.07	23.73 %
<b>Total</b>	<b>41.37</b>	<b>18.16 %</b>

Branch *	MTD Sales L	Brand Share %
SBR1	2.25	14.98 %
TRR1	2.25	14.10 %
VEL2	1.82	7.92 %
GDM1	1.27	14.11 %
CGM1	1.18	14.08 %
VEL1	1.17	9.63 %
PLR1	0.98	13.55 %
ARC2	0.88	11.20 %
CYR1	0.26	5.51 %
PTU1		0.00 %
SLG1		0.00 %
WHVL		0.00 %
<b>Total</b>	<b>41.37</b>	<b>18.16 %</b>