

MTD Sales
192.76 L

Brand Share %
11.91 %

Information:

MTD : 01-10-2026 To 02-10-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.91 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	74.20	17.35 %
Air-Cond	50.47	7.88 %
Fridge	31.88	13.06 %
Wash-Mac	26.54	10.93 %
D-Freez	5.33	56.67 %
W.Heater	2.00	14.03 %
Chimney	0.60	7.55 %
Oven	0.58	11.64 %
Gas-Stov	0.43	2.08 %
Small-Ap	0.30	9.52 %
Vac-Clea	0.25	17.00 %
W-Disp	0.17	10.02 %
Total	192.76	11.91 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	33.68	12.56 %
SOUTH-03	24.23	10.00 %
CHENNAI-01	22.75	8.35 %
TRICHY-01	20.97	12.07 %
CHENNAI-02	20.29	10.94 %
NORTH ARCOT	18.80	16.22 %
SOUTH ARCOT	14.76	15.65 %
WEST-03	13.21	14.81 %
WEST-01	12.50	12.87 %
WEST-02	11.56	14.53 %
Total	192.76	11.91 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	11.68	12.51 %
Air-Cond	10.13	10.24 %
Fridge	6.24	17.61 %
Wash-Mac	4.23	13.54 %
D-Freez	1.20	64.50 %
W.Heater	0.15	9.63 %
Small-Ap	0.05	8.46 %
Total	33.68	12.56 %

Branch *	MTD Sales L	Brand Share %
TUT1	3.64	5.14 %
TVL1	2.31	9.24 %
TKS1	0.56	4.98 %
ERL2	0.43	10.87 %
VL11	0.41	10.00 %
SDI1	0.38	9.50 %
ASM1	0.30	8.45 %
VKM1	0.20	4.52 %
TUT2	0.11	1.87 %
APK1		0.00 %
MMT1		0.00 %
SKD1		0.00 %
TCN1		0.00 %
VNR1		0.00 %
WHTV		0.00 %
Total	33.68	12.56 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	8.26	16.21 %
Fridge	6.57	16.85 %
Air-Cond	5.12	4.58 %
Wash-Mac	2.74	8.18 %
D-Freez	1.32	73.01 %
W.Heater	0.09	7.73 %
Oven	0.09	23.40 %
Small-Ap	0.05	14.45 %
Total	24.23	10.00 %

Branch *	MTD Sales L	Brand Share %
MDU8	5.34	5.97 %
ATG1	0.45	11.23 %
KRR1	0.43	6.40 %
MPA1	0.37	5.94 %
PNV2	0.35	11.08 %
MDU3	0.31	4.44 %
TPT1	0.28	6.84 %
TEN2	0.28	8.42 %
SVG1	0.28	9.42 %
TEN1	0.19	4.22 %
TMM1	0.17	3.49 %
NKI1	0.15	10.78 %
CBM1		0.00 %
DGL1		0.00 %
DGL2		0.00 %
MDU4		0.00 %
MDU7		0.00 %
PKM1		0.00 %
PNI1		0.00 %
SZSD		0.00 %
USL1		0.00 %
WHMD		0.00 %
Total	24.23	10.00 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	9.07	15.88 %
Air-Cond	7.08	5.52 %
Wash-Mac	3.27	8.42 %
Fridge	2.57	6.57 %
D-Freez	0.37	28.24 %
W.Heater	0.15	7.89 %
Oven	0.11	16.50 %
Gas-Stov	0.08	2.18 %
Small-Ap	0.05	10.55 %
Total	22.75	8.35 %

Branch *	MTD Sales L	Brand Share %
CH14	2.24	9.21 %
CH05	1.67	7.30 %
CH16	1.30	7.21 %
AVD1	0.88	7.46 %
CH22	0.86	11.56 %
CH45	0.81	7.77 %
CH25	0.65	2.81 %
GUD2	0.54	7.93 %
CH47	0.53	4.15 %
GUD1	0.53	6.22 %
CH19	0.03	0.27 %
CH26		0.00 %
CH29		0.00 %
CH39		0.00 %
CH40		0.00 %
CH42		0.00 %
CH48		0.00 %
KNR1		0.00 %
SKL1		0.00 %
Total	22.75	8.35 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	6.82	13.78 %
Air-Cond	5.90	8.36 %
Fridge	4.47	18.38 %
Wash-Mac	2.54	11.48 %
D-Freez	0.80	55.31 %
Vac-Clea	0.25	57.27 %
W.Heater	0.18	12.71 %
Total	20.97	12.07 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.78	2.56 %
TYR1	0.63	7.89 %
TNJ1	0.59	4.52 %
JKM1	0.57	11.56 %
NGT1	0.43	7.68 %
KUM1	0.34	2.65 %
KUM2	0.31	8.52 %
TVR1	0.20	8.73 %
TVR2	0.13	3.64 %
MSI1		0.00 %
PBR1		0.00 %
TNJ2		0.00 %
WTRZ		0.00 %
Total	20.97	12.07 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	7.58	16.19 %
Air-Cond	4.68	5.76 %
Wash-Mac	3.61	13.88 %
Fridge	3.48	13.82 %
D-Freez	0.49	100.00 %
W.Heater	0.30	19.71 %
Gas-Stov	0.10	5.20 %
Oven	0.05	4.58 %
Total	20.29	10.94 %

Branch *	MTD Sales L	Brand Share %
CH03	1.88	11.77 %
CH15	1.21	6.11 %
CH21	1.04	7.42 %
CH12	0.99	7.23 %
CH24	0.73	7.38 %
CH51	0.69	6.23 %
CH06	0.62	8.37 %
CH46	0.39	6.86 %
CH34	0.37	5.53 %
CH36	0.30	9.58 %
CH43	0.27	5.01 %
MJR1	0.27	6.81 %
CH32	0.26	8.50 %
CH18	0.15	1.33 %
CH27	0.11	4.21 %
CH01		0.00 %
CH37		0.00 %
CH41		0.00 %
MC06		0.00 %
WHC3	-0.15	1.40 %
Total	20.29	10.94 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	9.43	25.98 %
Air-Cond	4.39	13.22 %
Wash-Mac	1.95	9.42 %
Fridge	1.69	8.71 %
D-Freez	0.90	55.34 %
W-Disp	0.17	68.67 %
W.Heater	0.12	9.53 %
Oven	0.11	13.77 %
Small-Ap	0.05	16.35 %
Total	18.80	16.22 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.75	9.17 %
VEL3	0.54	4.05 %
VSI1	0.36	9.29 %
TRL1	0.32	4.33 %
ABR1	0.30	10.28 %
ARC2	0.29	9.60 %
VEL2	0.25	3.13 %
PLR1	0.14	6.18 %
CGM1		0.00 %
TRT1		0.00 %
WHVL	-0.07	8.97 %
Total	18.80	16.22 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	5.26	28.79 %
Air-Cond	3.95	10.15 %
Fridge	2.43	14.36 %
Wash-Mac	2.25	15.08 %
W.Heater	0.37	17.24 %
D-Freez	0.25	54.50 %
Chimney	0.14	20.87 %
Gas-Stov	0.12	6.86 %
Total	14.76	15.65 %

Branch *	MTD Sales L	Brand Share %
NVL2	0.52	10.78 %
ULP1	0.42	11.64 %
MKM1	0.37	11.35 %
CDM1	0.21	3.68 %
VCM2	0.17	3.79 %
CUD1	0.14	2.38 %
VCM1		0.00 %
VPM1		0.00 %
VPM2		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	14.76	15.65 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	5.05	29.94 %
Air-Cond	4.51	11.60 %
Wash-Mac	2.28	13.33 %
Fridge	1.16	7.70 %
Chimney	0.12	34.21 %
W.Heater	0.07	36.39 %
Total	13.21	14.81 %

Branch *	MTD Sales L	Brand Share %
TPR2	0.77	5.85 %
AVI1	0.45	7.76 %
ERD1	0.27	2.76 %
KGM1	0.16	4.10 %
KMM1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
W3SD		0.00 %
WHPD		0.00 %
Total	13.21	14.81 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	6.28	20.47 %
Air-Cond	2.30	9.89 %
Wash-Mac	2.25	11.16 %
Fridge	1.50	8.84 %
Small-Ap	0.10	31.93 %
W.Heater	0.06	3.14 %
Total	12.50	12.87 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.55	6.61 %
UMP1	0.45	5.87 %
KMR1	0.32	3.02 %
CBE6	0.19	3.34 %
SNR1	0.10	1.77 %
ANR1		0.00 %
DPM2		0.00 %
KGI1		0.00 %
MPM1		0.00 %
PLI1		0.00 %
SUL1		0.00 %
WHCB		0.00 %
Total	12.50	12.87 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	4.76	17.09 %
Air-Cond	2.41	15.95 %
Fridge	1.77	13.99 %
Wash-Mac	1.41	7.79 %
W.Heater	0.51	40.85 %
Chimney	0.33	22.93 %
Oven	0.23	64.00 %
Gas-Stov	0.14	6.49 %
Total	11.56	14.53 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.49	4.01 %
KVP1	0.42	11.70 %
SLM3	0.24	6.22 %
BMD1	0.17	7.10 %
SGI1	0.15	6.89 %
DPR1		0.00 %
EDP1		0.00 %
HRR1		0.00 %
OML1		0.00 %
TRM1		0.00 %
Total	11.56	14.53 %