



TN : HAIER Sales Performance 04/04/2026 9:08 AM

MTD Sales
723.47 L

Brand Share %
14.66 %

Information:

MTD : 01-04-2026 To 03-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **14.66 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	461.73	13.71 %
LED TV	125.05	17.25 %
Wash-Mac	63.36	15.70 %
Fridge	60.40	15.24 %
D-Freez	8.13	70.94 %
W.Heater	1.45	15.29 %
W-Disp	1.25	53.13 %
Chimney	1.11	11.96 %
Oven	0.98	11.47 %
Total	723.47	14.66 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	135.61	15.69 %
TRICHY-01	100.54	12.44 %
WEST-02	86.32	17.12 %
SOUTH-03	85.86	11.72 %
WEST-01	71.95	13.95 %
CHENNAI-01	69.41	14.08 %
CHENNAI-02	68.72	15.01 %
SOUTH ARCOT	54.00	19.30 %
NORTH ARCOT	51.04	18.35 %
Total	723.47	14.66 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	94.47	15.18 %
LED TV	22.85	19.73 %
Wash-Mac	9.85	17.15 %
Fridge	7.32	11.84 %
D-Freez	0.75	38.03 %
W.Heater	0.24	14.34 %
W-Disp	0.08	37.29 %
Oven	0.06	3.30 %
Total	135.61	15.69 %

Branch *	MTD Sales L	Brand Share %
TUT1	5.66	6.69 %
TKS2	5.11	14.11 %
SVK1	4.07	13.55 %
VNR2	3.25	12.59 %
PKD1	2.43	13.19 %
TYI1	1.77	12.92 %
ASM1	1.51	10.50 %
MMT1	1.50	8.72 %
STU2	1.12	7.31 %
TKY1	1.06	9.83 %
APK2	0.76	7.54 %
VKM1	0.74	7.80 %
S2SD	0.09	0.73 %
WHTV		0.00 %
Total	135.61	15.69 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	68.92	11.90 %
LED TV	15.12	13.22 %
Wash-Mac	7.46	12.61 %
Fridge	7.04	13.85 %
D-Freez	1.88	93.08 %
W-Disp	0.08	100.00 %
W.Heater	0.04	9.09 %
Total	100.54	12.44 %

Branch *	MTD Sales L	Brand Share %
TRY1	19.81	10.31 %
MDI1	4.51	14.13 %
TVR2	3.46	8.75 %
PTK1	3.39	10.24 %
KUM1	3.06	9.06 %
TNJ1	2.21	5.79 %
TRY3	2.07	4.72 %
AYR1	1.85	12.06 %
TYR1	1.63	3.82 %
TTP1	1.37	10.57 %
PBR1	1.35	9.08 %
NCK1	1.08	10.51 %
TRY2	1.00	8.42 %
MSI1	0.56	3.24 %
NMM1	0.51	5.29 %
WTRZ		0.00 %
Total	100.54	12.44 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	54.63	17.54 %
LED TV	15.16	18.19 %
Wash-Mac	9.01	15.80 %
Fridge	6.27	12.78 %
D-Freez	0.97	80.70 %
W.Heater	0.22	30.13 %
Oven	0.06	12.69 %
Total	86.32	17.12 %

Branch *	MTD Sales L	Brand Share %
ERD1	6.36	11.46 %
SLM1	3.68	7.72 %
NKL2	1.77	7.01 %
HSR1	1.41	12.91 %
KMM1	1.38	14.47 %
MCR1	1.17	7.77 %
TRM1	1.01	11.13 %
EDP1	0.70	14.35 %
KAM1	0.48	8.05 %
SGG1	0.33	7.82 %
DPR1	0.31	7.08 %
HRR1	0.26	6.86 %
OML1	0.26	3.81 %
WZWH	0.01	0.39 %
APN1		0.00 %
Total	86.32	17.12 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	55.45	10.92 %
LED TV	12.27	12.17 %
Wash-Mac	10.26	16.64 %
Fridge	6.62	11.82 %
D-Freez	0.78	51.01 %
Oven	0.20	12.86 %
Chimney	0.16	9.78 %
W.Heater	0.13	11.05 %
Total	85.86	11.72 %

Branch *	MTD Sales L	Brand Share %
MDU2	5.87	11.73 %
MDU1	5.79	6.20 %
DGL1	3.95	9.13 %
MDU6	3.89	10.41 %
ATG1	3.03	14.58 %
KRR1	2.95	10.25 %
MDU3	2.39	12.58 %
TPT1	1.99	13.87 %
MDU4	1.91	13.11 %
DKI1	1.82	13.00 %
SVG1	1.75	11.01 %
MPA1	1.74	2.75 %
DGL2	1.60	8.54 %
USL1	1.38	9.22 %
SGP1	1.11	13.92 %
TEN1	1.08	8.51 %
TMM1	1.02	5.21 %
TDI1	0.99	14.05 %
PKM1	0.80	12.97 %
PNI1	0.68	6.91 %
MNM1	0.58	6.01 %
TEN2	0.47	3.02 %
ODM1	0.37	4.66 %
MDU7	0.35	1.27 %
BNR1	0.24	4.36 %
SZSD	0.03	0.87 %
Total	85.86	11.72 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	47.88	13.04 %
LED TV	11.89	17.11 %
Fridge	6.37	16.59 %
Wash-Mac	4.28	11.82 %
D-Freez	0.92	71.40 %
W.Heater	0.19	15.75 %
Chimney	0.16	19.46 %
W-Disp	0.14	100.00 %
Oven	0.11	10.85 %
Total	71.95	13.95 %

Branch *	MTD Sales L	Brand Share %
CBE2	10.36	10.36 %
TPR2	3.98	11.27 %
PLI1	3.87	12.82 %
TPR1	3.38	12.23 %
MPM1	1.70	10.65 %
AVI1	1.51	12.58 %
KMD1	0.88	8.04 %
KMR1	0.69	2.21 %
PPI1	0.52	8.16 %
ANR1	0.26	4.36 %
GBM1	0.26	3.70 %
KGI1	0.26	12.28 %
SUL1	0.15	1.45 %
KGM1	0.10	1.44 %
WZSD	0.07	10.81 %
SYM2		0.00 %
WHCB	-0.29	8.44 %
Total	71.95	13.95 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	40.41	12.51 %
LED TV	15.54	21.03 %
Wash-Mac	6.32	14.15 %
Fridge	6.14	13.32 %
W-Disp	0.39	45.44 %
Chimney	0.28	28.48 %
D-Freez	0.25	100.00 %
W.Heater	0.10	5.80 %
Total	69.41	14.08 %

Branch *	MTD Sales L	Brand Share %
CH08	3.48	10.92 %
CH07	3.17	14.04 %
CH42	2.93	12.53 %
CH05	2.61	7.65 %
CH45	2.44	9.38 %
CH14	2.38	6.47 %
CH19	2.21	8.28 %
CH48	2.01	11.02 %
CH16	1.53	6.21 %
SKL1	1.16	7.95 %
CH47	0.98	10.84 %
CH22	0.82	5.05 %
CH49	0.80	3.22 %
CGL1		0.00 %
CH29		0.00 %
CH40		0.00 %
KNR1		0.00 %
MC09		0.00 %
Total	69.41	14.08 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	46.26	14.79 %
LED TV	9.10	13.21 %
Fridge	7.40	19.09 %
Wash-Mac	4.57	13.36 %
D-Freez	0.45	79.94 %
W-Disp	0.42	100.00 %
W.Heater	0.28	23.06 %
Chimney	0.14	27.95 %
Oven	0.09	25.10 %
Total	68.72	15.01 %

Branch *	MTD Sales L	Brand Share %
CH15	4.05	10.11 %
CH21	3.61	13.48 %
CH03	3.42	8.15 %
CH12	3.27	10.75 %
CH24	2.55	13.48 %
CH50	2.45	10.22 %
CH33	2.09	13.23 %
CH51	1.48	9.45 %
MJR1	1.24	8.64 %
CH46	0.93	9.28 %
CH34	0.93	5.65 %
CH44	0.45	4.22 %
CH27	0.23	2.37 %
CH01		0.00 %
CH32		0.00 %
Total	68.72	15.01 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	24.61	14.98 %
LED TV	13.65	23.53 %
Wash-Mac	7.70	31.33 %
Fridge	6.97	22.71 %
D-Freez	0.71	76.78 %
Chimney	0.13	26.68 %
Oven	0.12	55.01 %
W.Heater	0.10	16.72 %
Total	54.00	19.30 %

Branch *	MTD Sales L	Brand Share %
CUD1	3.53	13.32 %
POY1	2.60	12.87 %
CDM1	2.56	13.07 %
ULP1	1.97	14.20 %
KLM1	1.28	9.21 %
TRK1	1.27	9.03 %
TVM1	0.80	10.06 %
WHUT		0.00 %
Total	54.00	19.30 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	29.10	16.20 %
LED TV	9.49	23.44 %
Fridge	6.27	25.33 %
Wash-Mac	3.90	13.65 %
D-Freez	1.41	82.88 %
Oven	0.34	50.39 %
Chimney	0.25	21.27 %
W.Heater	0.15	20.57 %
W-Disp	0.14	27.92 %
Total	51.04	18.35 %

Branch *	MTD Sales L	Brand Share %
SBR1	2.52	14.59 %
VEL2	2.44	8.64 %
TRR1	2.43	12.10 %
VEL1	1.92	12.04 %
CGM1	1.18	10.38 %
SLG1	0.28	5.10 %
UGI1	0.26	11.30 %
CYR1	0.26	4.75 %
PTU1		0.00 %
WHVL		0.00 %
Total	51.04	18.35 %