

MTD Sales
263.79 L

Brand Share %
12.09 %

Information:

MTD : 01-10-2026 To 03-10-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.09 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	96.46	17.03 %
Air-Cond	72.01	8.55 %
Fridge	45.11	12.66 %
Wash-Mac	35.73	10.96 %
D-Freez	7.93	61.11 %
W.Heater	3.18	15.48 %
Oven	0.94	14.63 %
Gas-Stov	0.75	2.53 %
Chimney	0.72	7.32 %
Small-Ap	0.45	7.84 %
W-Disp	0.25	10.76 %
Vac-Clea	0.25	8.86 %
Total	263.79	12.09 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	45.60	12.41 %
SOUTH-03	33.04	9.85 %
TRICHY-01	32.89	13.46 %
CHENNAI-01	29.43	8.35 %
CHENNAI-02	28.52	10.98 %
NORTH ARCOT	25.00	16.62 %
SOUTH ARCOT	19.42	15.43 %
WEST-03	17.92	16.01 %
WEST-01	16.84	13.38 %
WEST-02	15.12	14.01 %
Total	263.79	12.09 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	16.07	13.48 %
Air-Cond	13.60	10.06 %
Fridge	8.18	14.80 %
Wash-Mac	5.39	12.03 %
D-Freez	1.89	68.91 %
W.Heater	0.25	12.00 %
Gas-Stov	0.12	2.47 %
Small-Ap	0.10	11.14 %
Total	45.60	12.41 %

Branch *	MTD Sales L	Brand Share %
TVL1	3.85	10.88 %
TUT1	3.81	4.69 %
TKS2	1.44	8.37 %
VLY1	0.76	11.83 %
PDI1	0.72	8.24 %
TCN1	0.60	9.62 %
TKS1	0.56	4.35 %
TUT2	0.43	3.92 %
ASM1	0.30	5.90 %
VKM1	0.20	4.08 %
SKD1	0.15	3.11 %
MMT1		0.00 %
VNR1		0.00 %
WHTV		0.00 %
S2SD	-0.30	-7.15 %
Total	45.60	12.41 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	10.28	13.38 %
Air-Cond	8.18	5.66 %
Fridge	8.05	14.20 %
Wash-Mac	4.39	9.42 %
D-Freez	1.80	78.71 %
W.Heater	0.21	8.38 %
Oven	0.09	16.78 %
Small-Ap	0.05	8.87 %
Total	33.04	9.85 %

Branch *	MTD Sales L	Brand Share %
MDU8	8.40	7.18 %
MDU1	3.42	10.16 %
MDU2	1.39	11.59 %
MDU6	0.99	10.04 %
KRR1	0.73	7.61 %
ATG1	0.57	9.99 %
TDI1	0.51	11.60 %
TEN1	0.50	8.77 %
MPA1	0.37	4.90 %
PKM1	0.36	11.76 %
PNV2	0.35	8.18 %
MDU3	0.31	3.65 %
SVG1	0.28	7.03 %
TMM1	0.17	3.12 %
MDU7	0.16	1.96 %
PNI1	0.15	3.08 %
NKI1	0.15	6.14 %
DGL1	0.14	0.90 %
USL1	0.06	1.47 %
CBM1		0.00 %
DGL2		0.00 %
MDU4		0.00 %
MNM1		0.00 %
SZSD		0.00 %
WHMD		0.00 %
Total	33.04	9.85 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	11.00	16.14 %
Air-Cond	9.68	9.95 %
Fridge	6.16	16.44 %
Wash-Mac	4.12	13.38 %
D-Freez	1.35	67.71 %
W.Heater	0.31	13.57 %
Vac-Clea	0.25	39.41 %
Total	32.89	13.46 %

Branch *	MTD Sales L	Brand Share %
TRY1	2.90	7.11 %
TNJ1	1.32	6.87 %
KUM1	1.25	8.47 %
TYR1	0.63	6.73 %
AYR1	0.54	11.19 %
NGT1	0.43	5.38 %
TVR2	0.43	6.06 %
MSI1		0.00 %
PBR1		0.00 %
TNJ2		0.00 %
WTRZ		0.00 %
Total	32.89	13.46 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	10.82	15.20 %
Air-Cond	8.81	5.49 %
Fridge	4.84	8.78 %
Wash-Mac	3.81	7.41 %
D-Freez	0.62	35.38 %
W.Heater	0.22	6.50 %
Oven	0.19	26.45 %
Gas-Stov	0.08	1.52 %
Small-Ap	0.05	6.01 %
Total	29.43	8.35 %

Branch *	MTD Sales L	Brand Share %
CH49	2.90	11.15 %
CH14	2.80	9.58 %
CH05	2.11	7.28 %
CH16	1.99	7.92 %
CH42	1.03	6.12 %
AVD1	1.01	6.76 %
CH45	0.81	6.62 %
CH25	0.65	2.55 %
GUD2	0.61	7.53 %
CH47	0.53	3.11 %
GUD1	0.53	3.99 %
SKL1	0.23	5.10 %
CH19	0.12	0.76 %
CH26		0.00 %
CH29		0.00 %
CH39		0.00 %
CH40		0.00 %
CH48		0.00 %
CZWH		0.00 %
KNR1		0.00 %
MC09		0.00 %
Total	29.43	8.35 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	9.63	14.38 %
Air-Cond	7.50	6.83 %
Wash-Mac	5.36	14.40 %
Fridge	4.87	12.99 %
D-Freez	0.49	100.00 %
W.Heater	0.42	23.26 %
Oven	0.11	7.71 %
Gas-Stov	0.10	3.42 %
Small-Ap	0.05	6.06 %
Total	28.52	10.98 %

Branch *	MTD Sales L	Brand Share %
CH03	2.18	9.89 %
CH15	1.98	6.85 %
CH24	1.40	10.53 %
CH12	1.38	7.81 %
CH51	1.07	7.49 %
CH18	1.05	6.14 %
CH21	1.04	5.98 %
CH35	1.03	10.92 %
CH34	0.64	7.12 %
CH06	0.62	7.04 %
CH43	0.55	8.28 %
MJR1	0.51	9.58 %
CH46	0.39	4.61 %
CH31	0.35	10.30 %
CH32	0.26	6.95 %
CH27	0.11	2.66 %
CH01		0.00 %
CH37		0.00 %
CH41		0.00 %
MC06		0.00 %
WHC3	-0.15	2.37 %
Total	28.52	10.98 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	12.27	26.24 %
Air-Cond	5.95	14.50 %
Fridge	2.92	10.38 %
Wash-Mac	2.22	8.43 %
D-Freez	0.90	49.57 %
W-Disp	0.25	62.46 %
W.Heater	0.24	14.07 %
Oven	0.19	22.51 %
Small-App	0.05	11.21 %
Total	25.00	16.62 %

Branch *	MTD Sales L	Brand Share %
TRR1	1.12	10.30 %
TRL1	0.78	7.54 %
VEL2	0.64	6.16 %
VEL3	0.54	3.69 %
VEL1	0.53	11.78 %
VSI1	0.36	7.25 %
UGI1	0.31	10.43 %
TRT1	0.15	4.28 %
PLR1	0.14	4.61 %
CGM1		0.00 %
Total	25.00	16.62 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	6.60	25.18 %
Air-Cond	5.68	11.12 %
Wash-Mac	3.16	16.39 %
Fridge	2.55	11.42 %
D-Freez	0.55	72.73 %
W.Heater	0.43	18.04 %
Gas-Stov	0.23	10.49 %
Chimney	0.14	14.18 %
Oven	0.09	27.24 %
Total	19.42	15.43 %

Branch *	MTD Sales L	Brand Share %
VPM2	0.53	9.41 %
NVL2	0.52	9.99 %
KKI2	0.44	10.81 %
CUD1	0.22	2.36 %
CDM1	0.21	3.35 %
VCM2	0.17	2.74 %
VCM1		0.00 %
VPM1		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	19.42	15.43 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	7.17	33.21 %
Air-Cond	5.01	11.02 %
Wash-Mac	2.94	13.35 %
Fridge	2.17	10.84 %
D-Freez	0.32	68.78 %
W.Heater	0.13	24.15 %
Chimney	0.12	18.08 %
Oven	0.05	100.00 %
Total	17.92	16.01 %

Branch *	MTD Sales L	Brand Share %
TPR2	1.16	7.96 %
KGM1	0.31	6.30 %
ERD1	0.27	1.76 %
RSP1		0.00 %
SGG1		0.00 %
W3SD		0.00 %
WHPD		0.00 %
Total	17.92	16.01 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	6.74	20.01 %
Air-Cond	4.25	11.95 %
Fridge	2.77	11.37 %
Wash-Mac	2.49	10.15 %
W.Heater	0.34	14.32 %
Small-Ap	0.15	24.30 %
Gas-Stov	0.09	3.71 %
Total	16.84	13.38 %

Branch *	MTD Sales L	Brand Share %
CBE2	2.61	8.09 %
CBE4	1.63	11.95 %
KMR1	0.58	4.05 %
UMP1	0.51	6.39 %
PLI1	0.44	9.16 %
SNR1	0.40	5.11 %
SUL1	0.26	5.44 %
CBE6	0.25	3.26 %
ANR1		0.00 %
DPM2		0.00 %
KGI1		0.00 %
MPM1		0.00 %
WZSD		0.00 %
WHCB	-0.46	8.51 %
Total	16.84	13.38 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	5.87	16.42 %
Air-Cond	3.35	15.34 %
Fridge	2.59	13.38 %
Wash-Mac	1.86	8.07 %
W.Heater	0.63	42.34 %
Chimney	0.46	21.53 %
Oven	0.23	64.00 %
Gas-Stov	0.14	4.81 %
Total	15.12	14.01 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.63	9.53 %
KRI1	0.85	9.26 %
KVP1	0.42	9.08 %
SLM3	0.24	4.49 %
BMD1	0.17	6.42 %
DPR1	0.17	9.88 %
OML1	0.15	4.39 %
SGI1	0.15	5.12 %
EDP1		0.00 %
HRR1		0.00 %
TRM1		0.00 %
Total	15.12	14.01 %