



TN : HAIER Sales Performance 05/04/2026 9:08 AM

MTD Sales
857.54 L

Brand Share %
14.56 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **14.56 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	540.12	13.48 %
LED TV	153.50	17.57 %
Fridge	75.55	15.78 %
Wash-Mac	71.19	15.04 %
D-Freez	10.14	70.13 %
Chimney	1.99	15.85 %
W-Disp	1.68	39.51 %
W.Heater	1.53	12.99 %
Oven	1.44	12.83 %
Vac-Clea	0.40	21.20 %
Total	857.54	14.56 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	160.53	15.43 %
TRICHY-01	115.83	12.35 %
WEST-02	103.02	17.57 %
SOUTH-03	102.12	11.77 %
CHENNAI-02	85.81	15.44 %
WEST-01	82.63	13.81 %
CHENNAI-01	79.36	12.83 %
SOUTH ARCOT	64.70	18.54 %
NORTH ARCOT	63.54	18.94 %
Total	857.54	14.56 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	113.38	15.09 %
LED TV	26.12	19.30 %
Wash-Mac	10.91	15.75 %
Fridge	8.73	11.64 %
D-Freez	1.03	37.54 %
W.Heater	0.24	13.34 %
W-Disp	0.08	37.29 %
Oven	0.06	2.59 %
Total	160.53	15.43 %

Branch *	MTD Sales L	Brand Share %
TKS2	6.80	14.44 %
TUT1	6.73	6.92 %
SVK1	4.66	13.41 %
VNR2	3.25	9.34 %
PKD1	2.69	12.83 %
MMT1	2.00	8.97 %
ASM1	1.51	9.51 %
STU2	1.25	7.25 %
APK2	1.11	10.08 %
TKY1	1.06	8.14 %
VKM1	0.74	6.97 %
SGT1	0.70	12.53 %
S2SD	0.52	3.07 %
Total	160.53	15.43 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	76.36	11.45 %
LED TV	20.79	15.16 %
Wash-Mac	8.37	12.44 %
Fridge	7.89	13.10 %
D-Freez	2.30	88.54 %
W-Disp	0.08	49.08 %
W.Heater	0.04	5.72 %
Total	115.83	12.35 %

Branch *	MTD Sales L	Brand Share %
TRY1	22.83	10.84 %
MVM1	8.07	14.25 %
TVR2	5.19	11.19 %
PTK1	3.89	10.04 %
KUM1	3.42	8.22 %
TRY3	2.63	4.89 %
TNJ1	2.44	5.40 %
PBR1	2.00	10.81 %
AYR1	1.85	10.18 %
TYR1	1.63	3.48 %
TTP1	1.50	9.49 %
NCK1	1.34	12.10 %
TRY2	1.27	8.07 %
MSI1	0.56	2.58 %
NMM1	0.51	4.79 %
TZSD	0.22	12.43 %
WTRZ		0.00 %
Total	115.83	12.35 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	63.81	17.56 %
LED TV	18.03	18.73 %
Wash-Mac	10.93	16.89 %
Fridge	8.98	15.59 %
D-Freez	0.97	80.70 %
W.Heater	0.22	30.13 %
Oven	0.06	7.78 %
Total	103.02	17.57 %

Branch *	MTD Sales L	Brand Share %
ERD1	7.10	11.02 %
SLM1	4.51	8.01 %
KRI1	2.75	13.75 %
NKL2	1.88	6.49 %
MCR1	1.73	9.61 %
KVP1	1.20	13.55 %
EDP1	0.70	11.98 %
SGG1	0.59	10.50 %
HRR1	0.54	12.34 %
OML1	0.54	6.34 %
DPR1	0.31	4.57 %
APN1		0.00 %
WHPD	-0.66	7.72 %
Total	103.02	17.57 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	64.43	10.69 %
LED TV	15.01	12.80 %
Wash-Mac	10.75	14.97 %
Fridge	9.64	14.20 %
D-Freez	1.30	63.56 %
Chimney	0.59	24.96 %
Oven	0.20	11.72 %
W.Heater	0.13	8.58 %
W-Disp	0.07	34.31 %
Total	102.12	11.77 %

Branch *	MTD Sales L	Brand Share %
MDU1	7.53	6.46 %
MDU2	6.19	10.80 %
DGL1	5.70	10.67 %
MDU6	4.44	10.70 %
KRR1	2.95	8.61 %
CBM1	2.80	14.02 %
MDU4	2.50	12.89 %
MDU3	2.39	11.70 %
DGL2	2.22	11.10 %
USL1	2.09	11.91 %
MPA1	2.04	2.99 %
TPT1	1.99	13.87 %
DKI1	1.82	11.43 %
SVG1	1.75	8.92 %
TMM1	1.15	5.14 %
TEN1	1.08	7.65 %
PNI1	0.96	7.72 %
PKM1	0.80	10.57 %
SZSD	0.61	14.48 %
MNM1	0.58	4.84 %
TEN2	0.47	2.56 %
BNR1	0.40	5.89 %
ODM1	0.37	4.42 %
MDU7	0.35	1.15 %
Total	102.12	11.77 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	54.28	14.46 %
LED TV	12.95	15.17 %
Fridge	11.00	22.22 %
Wash-Mac	5.97	14.44 %
D-Freez	0.45	64.63 %
W-Disp	0.42	86.38 %
Oven	0.33	45.10 %
W.Heater	0.28	17.22 %
Chimney	0.14	27.95 %
Total	85.81	15.44 %

Branch *	MTD Sales L	Brand Share %
CH15	5.60	10.51 %
CH03	5.39	10.31 %
CH12	4.27	11.53 %
CH06	3.26	14.07 %
CH33	2.87	13.89 %
CH50	2.75	9.92 %
MJR1	2.17	12.60 %
CH51	1.77	9.49 %
CH34	1.32	6.86 %
CH46	1.24	10.49 %
CH44	0.45	3.41 %
CH27	0.23	2.13 %
CH01		0.00 %
CH32		0.00 %
Total	85.81	15.44 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	55.93	13.14 %
LED TV	13.93	16.80 %
Fridge	6.55	15.08 %
Wash-Mac	4.51	11.11 %
D-Freez	1.00	72.92 %
Oven	0.23	13.53 %
W.Heater	0.19	14.65 %
Chimney	0.16	13.23 %
W-Disp	0.14	63.69 %
Total	82.63	13.81 %

Branch *	MTD Sales L	Brand Share %
CBE2	12.12	9.89 %
PLI1	4.48	12.94 %
TPR2	4.35	11.10 %
TPR1	4.06	13.44 %
MPM1	1.70	8.16 %
AVI1	1.51	11.09 %
UAM1	1.35	13.60 %
KMD1	1.13	10.17 %
KMR1	0.69	1.88 %
GBM1	0.54	5.98 %
PPI1	0.52	6.94 %
ANR1	0.26	4.33 %
KGI1	0.26	10.43 %
SUL1	0.15	1.34 %
KGM1	0.10	1.14 %
SYM2		0.00 %
Total	82.63	13.81 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	45.65	11.38 %
LED TV	18.06	19.12 %
Fridge	7.15	12.05 %
Wash-Mac	6.65	12.15 %
W-Disp	0.75	33.32 %
Chimney	0.55	39.87 %
D-Freez	0.25	100.00 %
Vac-Clea	0.21	20.76 %
W.Heater	0.10	5.06 %
Total	79.36	12.83 %

Branch *	MTD Sales L	Brand Share %
CH08	4.16	11.38 %
CH05	3.35	7.93 %
CH42	3.28	10.93 %
CH45	3.16	10.85 %
CH19	2.68	7.45 %
CH14	2.61	5.96 %
CH48	2.24	9.28 %
CH38	2.11	12.21 %
CH35	1.78	11.78 %
CH16	1.60	5.29 %
SKL1	1.16	6.55 %
CH22	1.10	5.61 %
CH47	0.98	9.73 %
CH49	0.93	2.97 %
CGL1		0.00 %
CH29		0.00 %
CH40		0.00 %
KNR1		0.00 %
MC09		0.00 %
Total	79.36	12.83 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	29.70	14.47 %
LED TV	16.98	22.63 %
Fridge	8.15	22.31 %
Wash-Mac	7.91	27.94 %
D-Freez	1.42	76.94 %
Vac-Clea	0.19	100.00 %
Chimney	0.13	18.76 %
Oven	0.12	55.01 %
W.Heater	0.10	12.29 %
Total	64.70	18.54 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.38	11.33 %
POY1	3.61	13.68 %
CDM1	3.25	13.14 %
KLM1	2.03	11.98 %
ULP1	1.99	12.24 %
TRK1	1.90	11.13 %
TVM1	1.11	12.54 %
WHUT		0.00 %
Total	64.70	18.54 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	36.59	17.03 %
LED TV	11.64	23.31 %
Fridge	7.46	25.63 %
Wash-Mac	5.20	14.66 %
D-Freez	1.41	82.88 %
Oven	0.45	50.30 %
Chimney	0.43	26.51 %
W.Heater	0.23	17.22 %
W-Disp	0.14	24.31 %
Total	63.54	18.94 %

Branch *	MTD Sales L	Brand Share %
TRR1	2.98	12.49 %
VEL2	2.79	8.27 %
TRL1	2.66	11.92 %
VEL1	2.51	13.38 %
GDM1	1.64	13.27 %
CGM1	1.18	9.41 %
UGI1	0.54	13.64 %
SLG1	0.28	4.74 %
CYR1	0.26	4.22 %
PTU1	0.11	3.85 %
WHVL		0.00 %
Total	63.54	18.94 %