



TN : HAIER Sales Performance 06/04/2026 9:08 AM

MTD Sales
1,054.57 L

Brand Share %
14.90 %

Information:

MTD : 01-04-2026 To 05-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **14.90 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	658.45	13.74 %
LED TV	199.10	18.38 %
Fridge	92.74	16.34 %
Wash-Mac	84.50	14.85 %
D-Freez	11.25	68.08 %
Chimney	2.50	16.35 %
W-Disp	1.96	41.27 %
W.Heater	1.90	13.66 %
Oven	1.56	11.43 %
Vac-Clea	0.61	24.77 %
Total	1,054.57	14.90 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	183.65	14.97 %
TRICHY-01	138.70	13.05 %
SOUTH-03	123.47	12.43 %
WEST-02	123.18	17.85 %
CHENNAI-02	115.14	15.50 %
CHENNAI-01	107.99	13.36 %
WEST-01	99.99	14.32 %
NORTH ARCOT	82.44	19.07 %
SOUTH ARCOT	80.00	18.97 %
Total	1,054.57	14.90 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	127.80	14.61 %
LED TV	31.51	18.50 %
Wash-Mac	12.66	15.69 %
Fridge	10.08	11.17 %
D-Freez	1.15	36.81 %
W.Heater	0.32	15.48 %
W-Disp	0.08	27.81 %
Oven	0.06	2.25 %
Total	183.65	14.97 %

Branch *	MTD Sales L	Brand Share %
TVL1	19.94	13.67 %
TKS2	7.48	14.23 %
TUT1	6.73	5.65 %
SVK1	5.60	12.12 %
PKD1	3.53	12.88 %
VNR2	3.25	7.70 %
UDN1	2.80	14.76 %
KYR1	2.08	14.11 %
MMT1	2.00	8.12 %
ASM1	1.93	11.06 %
TKY1	1.59	10.74 %
STU2	1.49	8.27 %
APK2	1.37	11.11 %
VKM1	0.93	7.03 %
S2SD	0.52	3.07 %
Total	183.65	14.97 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	91.47	12.20 %
LED TV	26.84	16.46 %
Wash-Mac	9.16	12.09 %
Fridge	8.36	12.34 %
D-Freez	2.55	84.71 %
W-Disp	0.29	78.18 %
W.Heater	0.04	5.72 %
Total	138.70	13.05 %

Branch *	MTD Sales L	Brand Share %
TRY1	30.33	12.89 %
MVM1	9.34	14.71 %
TVR2	6.88	12.45 %
PTK1	4.80	10.61 %
KUM1	3.75	7.88 %
TRY3	3.59	6.13 %
AYR1	2.81	13.09 %
TNJ1	2.72	5.26 %
PBR1	2.70	12.67 %
TYR1	1.87	3.70 %
NCK1	1.62	12.95 %
TTP1	1.50	8.23 %
TRY2	1.27	7.00 %
MSI1	0.56	2.31 %
NMM1	0.51	4.34 %
TZSD	0.22	12.43 %
WTRZ	-0.23	4.77 %
Total	138.70	13.05 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	74.57	10.92 %
LED TV	20.25	14.73 %
Wash-Mac	13.08	15.60 %
Fridge	12.56	15.82 %
D-Freez	1.70	65.14 %
Chimney	0.70	23.63 %
Vac-Clea	0.21	49.09 %
Oven	0.20	11.06 %
W.Heater	0.13	7.84 %
W-Disp	0.07	34.31 %
Total	123.47	12.43 %

Branch *	MTD Sales L	Brand Share %
MDU1	10.01	6.96 %
DGL1	7.86	12.99 %
MDU2	7.50	11.60 %
MDU6	5.40	11.63 %
KRR1	3.99	10.07 %
ATG1	3.91	14.26 %
DGL2	3.08	13.43 %
MDU4	2.74	11.77 %
MDU3	2.65	10.81 %
MPA1	2.59	3.59 %
DKI1	2.31	12.24 %
SVG1	2.12	9.60 %
TPT1	2.11	13.73 %
SGP1	1.42	13.44 %
TMM1	1.31	4.74 %
TEN1	1.31	7.97 %
PNI1	0.96	6.30 %
PKM1	0.80	9.65 %
SZSD	0.61	14.48 %
ODM1	0.60	6.77 %
MNM1	0.58	4.38 %
TEN2	0.47	2.22 %
MDU7	0.35	1.01 %
Total	123.47	12.43 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	75.64	17.71 %
LED TV	23.33	19.91 %
Wash-Mac	12.27	16.17 %
Fridge	10.63	16.41 %
D-Freez	0.97	80.70 %
W.Heater	0.22	25.62 %
Oven	0.12	10.85 %
Total	123.18	17.85 %

Branch *	MTD Sales L	Brand Share %
ERD1	8.71	11.17 %
SLM2	5.06	13.92 %
SLM1	4.86	7.37 %
KRI1	2.96	13.70 %
MCR1	2.73	13.53 %
NKL2	2.01	5.62 %
TRM1	1.94	14.21 %
VPD1	1.79	13.13 %
KMM1	1.57	12.95 %
PDR1	1.39	14.16 %
KVP1	1.20	12.67 %
EDP1	0.98	13.96 %
OML1	0.93	8.12 %
SGG1	0.85	11.34 %
DPR1	0.71	9.32 %
APN1		0.00 %
WHPD	-0.66	7.45 %
Total	123.18	17.85 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	73.57	14.64 %
LED TV	18.24	15.60 %
Fridge	13.92	22.84 %
Wash-Mac	7.67	13.41 %
W-Disp	0.49	88.04 %
D-Freez	0.45	49.16 %
W.Heater	0.35	16.66 %
Oven	0.33	30.32 %
Chimney	0.14	19.66 %
Total	115.14	15.50 %

Branch *	MTD Sales L	Brand Share %
CH15	8.86	12.80 %
CH03	7.01	9.81 %
CH21	6.76	13.65 %
CH12	6.09	12.51 %
CH06	3.98	14.90 %
CH50	3.35	9.09 %
CH33	3.10	12.43 %
CH43	2.98	13.82 %
CH51	2.79	9.92 %
CH34	2.33	8.62 %
CH44	1.88	9.40 %
CH46	1.68	10.28 %
MC06	0.30	13.25 %
CH27	0.23	1.75 %
CH01		0.00 %
CH32		0.00 %
Total	115.14	15.50 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	62.52	11.71 %
LED TV	23.82	19.77 %
Fridge	11.28	14.78 %
Wash-Mac	7.93	11.69 %
Chimney	0.81	49.52 %
W-Disp	0.75	32.34 %
D-Freez	0.37	100.00 %
W.Heater	0.25	9.86 %
Vac-Clea	0.21	19.80 %
Oven	0.06	2.71 %
Total	107.99	13.36 %

Branch *	MTD Sales L	Brand Share %
CH08	5.76	12.92 %
CH14	4.76	8.43 %
CH05	4.45	7.88 %
CH42	3.50	9.25 %
CH45	3.16	8.57 %
CH19	3.09	7.30 %
CH38	3.04	12.44 %
CH35	2.50	11.21 %
CH48	2.46	8.11 %
CH16	2.40	5.50 %
SKL1	1.66	8.05 %
CH22	1.41	5.28 %
CH49	1.21	3.15 %
CH47	0.98	9.30 %
CGL1	0.27	1.36 %
CH29		0.00 %
CH40		0.00 %
KNR1		0.00 %
MC09		0.00 %
Total	107.99	13.36 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	67.40	13.83 %
LED TV	17.45	17.09 %
Fridge	7.44	14.65 %
Wash-Mac	5.99	11.83 %
D-Freez	1.00	72.92 %
Oven	0.23	10.60 %
W.Heater	0.19	12.14 %
Chimney	0.16	8.43 %
W-Disp	0.14	63.69 %
Total	99.99	14.32 %

Branch *	MTD Sales L	Brand Share %
CBE2	15.82	10.74 %
CBE4	7.64	14.41 %
TPR2	5.70	11.77 %
TPR1	4.06	11.45 %
MPM1	1.70	7.15 %
UMP1	1.70	14.26 %
AVI1	1.51	9.41 %
PPI1	1.23	12.47 %
KMD1	1.13	9.20 %
KMR1	0.69	1.70 %
GBM1	0.64	5.35 %
KGI1	0.36	10.79 %
SUL1	0.29	2.11 %
ANR1	0.26	3.69 %
KGM1	0.10	0.99 %
SYM2		0.00 %
WHCB	-0.93	12.95 %
Total	99.99	14.32 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	46.90	16.99 %
LED TV	16.36	23.63 %
Fridge	9.25	25.08 %
Wash-Mac	7.03	16.21 %
D-Freez	1.53	77.35 %
Chimney	0.56	28.95 %
Oven	0.45	42.31 %
W.Heater	0.23	16.48 %
W-Disp	0.14	24.31 %
Total	82.44	19.07 %

Branch *	MTD Sales L	Brand Share %
TRR1	4.02	14.14 %
VEL2	3.35	8.48 %
VEL1	2.69	11.78 %
GDM1	1.64	11.10 %
CGM1	1.37	10.21 %
CYR1	1.02	10.42 %
PTU1	0.11	3.35 %
WHVL	-0.08	1.71 %
Total	82.44	19.07 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	38.59	15.05 %
LED TV	21.30	24.62 %
Fridge	9.24	22.74 %
Wash-Mac	8.72	25.73 %
D-Freez	1.54	78.33 %
Vac-Clea	0.19	80.14 %
W.Heater	0.18	15.62 %
Chimney	0.13	18.76 %
Oven	0.12	31.54 %
Total	80.00	18.97 %

Branch *	MTD Sales L	Brand Share %
CUD1	5.05	10.95 %
CDM1	3.86	13.91 %
ULP1	2.27	11.69 %
KLM1	2.03	9.25 %
TRK1	1.90	9.65 %
WHUT		0.00 %
Total	80.00	18.97 %