



TN : HAIER Sales Performance 06/05/2026 9:08 AM

MTD Sales
1,052.09 L

Brand Share %
11.83 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **11.83 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	584.71	9.17 %
LED TV	247.57	21.17 %
Fridge	134.86	19.80 %
Wash-Mac	72.28	11.88 %
D-Freez	6.61	48.41 %
Chimney	1.94	9.09 %
W.Heater	1.48	16.57 %
W-Disp	1.33	24.25 %
Oven	0.91	9.73 %
Vac-Clea	0.41	15.30 %
Total	1,052.09	11.83 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	163.44	12.16 %
TRICHY-01	157.80	11.48 %
SOUTH-01	143.16	11.21 %
SOUTH-03	127.82	11.33 %
CHENNAI-02	120.72	10.98 %
WEST-02	120.13	14.97 %
NORTH ARCOT	78.54	12.73 %
SOUTH ARCOT	75.55	10.92 %
WEST-01	64.94	11.54 %
Total	1,052.09	11.83 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	102.95	10.27 %
LED TV	32.14	20.48 %
Fridge	15.91	17.22 %
Wash-Mac	10.38	12.65 %
Chimney	0.82	27.41 %
D-Freez	0.58	34.44 %
W-Disp	0.23	20.43 %
W.Heater	0.22	9.56 %
Oven	0.21	12.64 %
Total	163.44	12.16 %

Branch *	MTD Sales L	Brand Share %
CH05	9.98	9.79 %
CH08	6.48	9.90 %
CH48	6.42	11.38 %
CH16	5.90	8.14 %
CH14	5.58	5.61 %
CH47	4.90	5.91 %
CH19	3.78	5.41 %
CH45	3.38	7.38 %
CH42	3.30	6.35 %
CH22	3.00	7.84 %
CGL1	0.60	1.84 %
CH49	0.37	0.78 %
CH40	0.06	1.18 %
CH29		0.00 %
MC09		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-1.55	5.63 %
Total	163.44	12.16 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	100.13	9.41 %
LED TV	31.84	19.99 %
Fridge	16.59	20.20 %
Wash-Mac	7.62	11.84 %
D-Freez	1.50	76.56 %
W-Disp	0.09	19.10 %
Oven	0.04	6.52 %
Total	157.80	11.48 %

Branch *	MTD Sales L	Brand Share %
TRY1	17.06	7.08 %
KUM1	7.01	9.89 %
TNJ2	4.36	6.44 %
TRY4	4.20	9.94 %
TRY3	3.73	10.08 %
TNJ1	3.08	3.58 %
MSI1	2.53	9.22 %
TYR1	2.07	5.51 %
KRN1	1.38	8.26 %
TRY2	1.25	4.75 %
NMM1	-0.57	-2.89 %
Total	157.80	11.48 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	74.82	8.71 %
LED TV	34.05	17.73 %
Fridge	23.38	21.44 %
Wash-Mac	9.25	8.55 %
D-Freez	1.13	53.33 %
W.Heater	0.18	13.45 %
Chimney	0.18	7.63 %
Oven	0.09	4.19 %
W-Disp	0.07	18.75 %
Total	143.16	11.21 %

Branch *	MTD Sales L	Brand Share %
TVL1	8.75	5.63 %
TUT1	7.02	5.23 %
VLY1	6.52	11.05 %
TUT2	6.03	9.65 %
RPM1	4.80	10.63 %
VNR2	4.17	9.36 %
TKS2	4.12	9.34 %
PKD1	2.57	8.99 %
TKS1	2.57	7.26 %
SDI1	2.20	10.78 %
TYI1	1.78	9.37 %
APK1	1.76	7.79 %
ASM1	1.72	9.76 %
MMT1	1.63	8.77 %
VKM1	0.92	5.49 %
UDN1	0.71	4.37 %
COL1	0.19	3.55 %
STU2	0.12	0.61 %
S2SD		0.00 %
Total	143.16	11.21 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	64.20	7.98 %
LED TV	28.38	19.09 %
Fridge	22.67	24.56 %
Wash-Mac	10.93	14.85 %
D-Freez	1.23	60.68 %
Oven	0.18	15.56 %
W-Disp	0.15	30.17 %
W.Heater	0.07	12.61 %
Total	127.82	11.33 %

Branch *	MTD Sales L	Brand Share %
DGL1	17.47	8.74 %
MDU1	10.10	9.49 %
KKD3	6.01	10.12 %
MDU6	4.12	8.84 %
ATG1	4.05	11.12 %
KRR1	3.60	6.85 %
MDU7	3.46	9.63 %
MDU3	2.93	10.89 %
SVG1	2.93	10.95 %
DGL2	2.72	9.46 %
MPA1	2.63	7.35 %
TMM1	2.40	8.36 %
TEN1	2.19	11.61 %
DKI1	2.18	8.14 %
TDI1	2.11	10.33 %
PNI1	1.78	10.42 %
CBM1	1.71	11.28 %
KYK1	1.60	10.18 %
NTM1	1.16	11.31 %
PNV2	1.07	5.88 %
MNM1	0.85	6.46 %
PKM1	0.61	6.67 %
TEN2	0.30	1.76 %
ODM1	0.27	2.16 %
SZSD		0.00 %
WHMD		0.00 %
Total	127.82	11.33 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	71.46	8.58 %
LED TV	27.62	23.52 %
Fridge	12.59	15.54 %
Wash-Mac	7.46	11.96 %
Chimney	0.80	52.88 %
W-Disp	0.31	36.61 %
D-Freez	0.24	14.69 %
W.Heater	0.14	16.64 %
Oven	0.09	17.63 %
Total	120.72	10.98 %

Branch *	MTD Sales L	Brand Share %
CH15	9.65	7.98 %
CH12	7.01	10.31 %
CH03	7.01	6.46 %
CH24	6.75	10.17 %
CH17	5.80	10.55 %
CH18	4.32	8.10 %
MJR1	3.09	8.41 %
UKI1	2.91	11.41 %
CH34	2.62	7.88 %
CH50	2.27	5.94 %
CH31	1.73	8.30 %
CH44	1.68	5.14 %
CH36	1.62	9.40 %
CH46	1.33	6.85 %
MC06	0.11	2.41 %
CH01		0.00 %
CH32		0.00 %
CH27		0.00 %
Total	120.72	10.98 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	63.36	12.32 %
LED TV	30.42	23.95 %
Fridge	17.28	22.79 %
Wash-Mac	8.69	10.93 %
Vac-Clea	0.19	68.66 %
Oven	0.11	13.29 %
W.Heater	0.08	10.64 %
Total	120.13	14.97 %

Branch *	MTD Sales L	Brand Share %
SLM1	6.44	8.29 %
SLM2	3.78	8.87 %
NKL2	3.38	9.57 %
KRI1	2.26	8.72 %
VPD1	1.63	8.31 %
PDR1	1.06	8.98 %
WHPD	-0.45	9.89 %
Total	120.13	14.97 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	40.11	8.85 %
LED TV	17.73	25.49 %
Fridge	13.20	28.33 %
Wash-Mac	6.22	14.50 %
D-Freez	0.58	34.90 %
W.Heater	0.28	57.91 %
W-Disp	0.24	23.14 %
Chimney	0.13	15.62 %
Oven	0.06	13.67 %
Total	78.54	12.73 %

Branch *	MTD Sales L	Brand Share %
VEL2	4.66	7.69 %
KPM2	4.28	7.74 %
TRR1	1.80	4.92 %
TRT1	1.31	4.69 %
TRL1	1.28	2.70 %
CYR1	1.06	6.92 %
GDM1	1.02	6.61 %
PLR1	0.90	11.22 %
WHVL	-1.08	10.05 %
Total	78.54	12.73 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	38.55	7.64 %
LED TV	25.66	25.58 %
Fridge	5.26	12.30 %
Wash-Mac	5.06	12.39 %
D-Freez	0.63	70.94 %
Vac-Clea	0.21	75.76 %
Oven	0.12	21.91 %
W.Heater	0.05	15.13 %
Total	75.55	10.92 %

Branch *	MTD Sales L	Brand Share %
CDM1	5.90	11.42 %
POY2	5.66	11.49 %
CUD1	4.32	6.09 %
KLM1	4.28	11.68 %
TRK1	2.66	6.91 %
POY1	2.62	3.55 %
VCM2	2.30	9.99 %
ULP1	1.96	5.39 %
STP1	0.90	7.66 %
VCM1		0.00 %
WHUT	-0.49	10.10 %
Total	75.55	10.92 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	29.14	8.52 %
LED TV	19.75	20.05 %
Fridge	7.97	13.52 %
Wash-Mac	6.66	12.22 %
D-Freez	0.72	48.57 %
W.Heater	0.46	24.71 %
W-Disp	0.24	39.18 %
Total	64.94	11.54 %

Branch *	MTD Sales L	Brand Share %
CBE2	10.11	10.07 %
CBE4	1.81	6.76 %
TPR2	1.76	6.59 %
KMR1	1.46	4.81 %
MPM1	1.09	3.59 %
PPI1	1.04	10.93 %
AVI1	1.02	5.25 %
SUL1	0.50	6.20 %
SYM2	0.41	4.53 %
KGM1	0.40	3.73 %
GBM1	0.39	2.37 %
CBE5	0.32	6.86 %
WHCB		0.00 %
Total	64.94	11.54 %