



TN : HAIER Sales Performance 07/04/2026 9:08 AM

MTD Sales
1,196.05 L

Brand Share %
14.75 %

Information:

MTD : 01-04-2026 To 06-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **14.75 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|--------------|-----------------|----------------|
| Air-Cond | 742.83 | 13.46 % |
| LED TV | 228.75 | 18.78 % |
| Fridge | 107.12 | 16.56 % |
| Wash-Mac | 96.38 | 14.91 % |
| D-Freez | 11.73 | 65.25 % |
| Chimney | 2.63 | 14.62 % |
| W-Disp | 2.19 | 35.76 % |
| W.Heater | 1.96 | 12.54 % |
| Oven | 1.71 | 11.34 % |
| Vac-Clea | 0.74 | 26.62 % |
| Total | 1,196.05 | 14.75 % |

| Sales Zone | MTD Sales L | Brand Share % |
|--------------|-----------------|----------------|
| SOUTH-01 | 206.02 | 14.78 % |
| TRICHY-01 | 153.33 | 12.69 % |
| WEST-02 | 141.25 | 17.77 % |
| SOUTH-03 | 137.34 | 12.61 % |
| CHENNAI-02 | 133.33 | 15.65 % |
| CHENNAI-01 | 129.68 | 12.95 % |
| WEST-01 | 106.00 | 13.89 % |
| NORTH ARCOT | 95.34 | 18.88 % |
| SOUTH ARCOT | 93.76 | 18.79 % |
| Total | 1,196.05 | 14.75 % |

SOUTH-01

| Property | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| Air-Cond | 141.23 | 14.21 % |
| LED TV | 36.47 | 18.89 % |
| Wash-Mac | 14.87 | 16.13 % |
| Fridge | 11.61 | 11.31 % |
| D-Freez | 1.26 | 33.56 % |
| W.Heater | 0.32 | 13.70 % |
| Vac-Clea | 0.13 | 18.12 % |
| W-Disp | 0.08 | 22.17 % |
| Oven | 0.06 | 2.25 % |
| Total | 206.02 | 14.78 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| TVL1 | 21.92 | 12.83 % |
| TKS2 | 8.13 | 13.96 % |
| TUT1 | 7.37 | 5.37 % |
| SVK1 | 6.01 | 11.96 % |
| TCN1 | 4.60 | 13.30 % |
| PKD1 | 3.82 | 13.30 % |
| VNR2 | 3.50 | 7.97 % |
| MMT1 | 2.66 | 9.10 % |
| ASM1 | 2.46 | 12.47 % |
| KYR1 | 2.21 | 14.09 % |
| TKY1 | 1.84 | 10.81 % |
| STU2 | 1.49 | 8.03 % |
| APK2 | 1.37 | 10.06 % |
| VKM1 | 0.93 | 6.60 % |
| S2SD | 0.52 | 2.06 % |
| Total | 206.02 | 14.78 % |

TRICHY-01

| Property | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| Air-Cond | 101.40 | 11.81 % |
| LED TV | 30.71 | 16.64 % |
| Wash-Mac | 9.60 | 11.55 % |
| Fridge | 8.73 | 11.80 % |
| D-Freez | 2.55 | 77.54 % |
| W-Disp | 0.29 | 78.18 % |
| W.Heater | 0.04 | 4.64 % |
| Total | 153.33 | 12.69 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| TRY1 | 31.07 | 11.55 % |
| PBR2 | 9.49 | 14.03 % |
| TVR2 | 7.79 | 12.13 % |
| PTK1 | 6.55 | 12.67 % |
| KUM1 | 4.49 | 6.64 % |
| TRY3 | 3.78 | 5.94 % |
| TNJ1 | 3.26 | 5.87 % |
| PBR1 | 3.21 | 13.66 % |
| KRN1 | 2.34 | 14.36 % |
| TYR1 | 2.08 | 3.94 % |
| ORU1 | 1.68 | 14.09 % |
| NCK1 | 1.62 | 11.80 % |
| TTP1 | 1.50 | 7.49 % |
| TRY2 | 1.27 | 4.63 % |
| NMM1 | 0.72 | 5.02 % |
| MSI1 | 0.56 | 2.13 % |
| TZSD | 0.22 | 12.43 % |
| WTRZ | -0.23 | 4.77 % |
| Total | 153.33 | 12.69 % |

WEST-02

| Property | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| Air-Cond | 85.06 | 17.12 % |
| LED TV | 27.00 | 20.32 % |
| Wash-Mac | 14.39 | 17.06 % |
| Fridge | 13.18 | 17.74 % |
| D-Freez | 1.22 | 83.92 % |
| W.Heater | 0.22 | 19.89 % |
| Oven | 0.12 | 8.17 % |
| W-Disp | 0.07 | 11.70 % |
| Total | 141.25 | 17.77 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| ERD1 | 8.79 | 9.77 % |
| SLM1 | 6.21 | 8.55 % |
| SLM2 | 5.41 | 13.88 % |
| KRI1 | 3.11 | 12.65 % |
| MCR1 | 2.86 | 13.37 % |
| VPD1 | 2.47 | 14.24 % |
| TRM1 | 2.21 | 13.66 % |
| NKL2 | 2.01 | 4.74 % |
| PDR1 | 1.39 | 14.16 % |
| DPR1 | 1.32 | 11.75 % |
| KVP1 | 1.20 | 11.20 % |
| EDP1 | 0.98 | 11.37 % |
| SGG1 | 0.85 | 9.20 % |
| APN1 | 0.49 | 4.62 % |
| WHPD | -0.66 | 7.45 % |
| Total | 141.25 | 17.77 % |

SOUTH-03

| Property | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| Air-Cond | 80.94 | 10.95 % |
| LED TV | 23.01 | 14.97 % |
| Fridge | 15.16 | 16.43 % |
| Wash-Mac | 15.09 | 16.16 % |
| D-Freez | 1.70 | 65.14 % |
| Chimney | 0.83 | 24.15 % |
| Vac-Clea | 0.21 | 49.09 % |
| Oven | 0.20 | 9.26 % |
| W.Heater | 0.13 | 7.58 % |
| W-Disp | 0.07 | 34.31 % |
| Total | 137.34 | 12.61 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| MDU1 | 10.93 | 7.20 % |
| DGL1 | 8.87 | 13.59 % |
| MDU2 | 8.36 | 11.68 % |
| MDU6 | 6.33 | 12.73 % |
| ATG1 | 4.52 | 14.05 % |
| KRR1 | 4.25 | 9.16 % |
| DGL2 | 3.35 | 13.58 % |
| MDU3 | 2.75 | 9.45 % |
| MDU4 | 2.74 | 10.55 % |
| DKI1 | 2.71 | 12.92 % |
| MPA1 | 2.59 | 3.44 % |
| SVG1 | 2.45 | 9.77 % |
| TPT1 | 2.11 | 13.64 % |
| TEN1 | 1.82 | 9.73 % |
| BNR1 | 1.49 | 13.51 % |
| SGP1 | 1.42 | 13.44 % |
| PNI1 | 1.32 | 7.57 % |
| TMM1 | 1.31 | 4.39 % |
| ODM1 | 0.92 | 9.17 % |
| PKM1 | 0.80 | 8.97 % |
| SZSD | 0.61 | 8.35 % |
| MNM1 | 0.58 | 3.81 % |
| TEN2 | 0.47 | 1.99 % |
| MDU7 | 0.35 | 0.96 % |
| WHMD | -0.97 | 14.08 % |
| Total | 137.34 | 12.61 % |

CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| Air-Cond | 85.59 | 14.71 % |
| LED TV | 21.04 | 16.35 % |
| Fridge | 15.28 | 22.60 % |
| Wash-Mac | 9.40 | 13.94 % |
| D-Freez | 0.57 | 55.00 % |
| W-Disp | 0.49 | 78.56 % |
| Oven | 0.48 | 35.78 % |
| W.Heater | 0.35 | 15.33 % |
| Chimney | 0.14 | 19.66 % |
| Total | 133.33 | 15.65 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| CH15 | 10.30 | 13.00 % |
| CH03 | 8.24 | 9.68 % |
| CH12 | 6.23 | 11.70 % |
| CH50 | 4.75 | 11.44 % |
| CH33 | 3.91 | 13.06 % |
| CH44 | 3.33 | 13.68 % |
| CH43 | 3.24 | 13.88 % |
| CH51 | 2.79 | 9.07 % |
| CH34 | 2.60 | 8.29 % |
| CH46 | 1.68 | 8.69 % |
| CH27 | 0.54 | 3.71 % |
| MC06 | 0.30 | 9.49 % |
| CH01 | | 0.00 % |
| CH32 | | 0.00 % |
| Total | 133.33 | 15.65 % |

CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| Air-Cond | 75.32 | 11.11 % |
| LED TV | 28.85 | 20.82 % |
| Fridge | 13.95 | 15.15 % |
| Wash-Mac | 9.05 | 11.11 % |
| Chimney | 0.81 | 44.78 % |
| W-Disp | 0.75 | 26.36 % |
| D-Freez | 0.37 | 100.00 % |
| W.Heater | 0.31 | 10.79 % |
| Vac-Clea | 0.21 | 17.70 % |
| Oven | 0.06 | 2.32 % |
| Total | 129.68 | 12.95 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| CH47 | 7.13 | 7.99 % |
| CH08 | 6.67 | 13.16 % |
| CH14 | 6.08 | 9.12 % |
| CH05 | 5.48 | 8.44 % |
| CH42 | 4.31 | 10.27 % |
| CH16 | 3.97 | 7.71 % |
| CH38 | 3.51 | 12.05 % |
| CH48 | 3.41 | 9.93 % |
| CH19 | 3.38 | 7.17 % |
| CH45 | 3.16 | 7.28 % |
| CH35 | 2.78 | 11.21 % |
| SKL1 | 2.30 | 9.41 % |
| CH22 | 1.41 | 5.10 % |
| CH49 | 1.21 | 2.81 % |
| CGL1 | 0.27 | 1.29 % |
| CH29 | | 0.00 % |
| CH40 | | 0.00 % |
| KNR1 | | 0.00 % |
| MC09 | | 0.00 % |
| WCHN | -3.80 | 13.98 % |
| Total | 129.68 | 12.95 % |

WEST-01

| Property | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| Air-Cond | 71.02 | 13.40 % |
| LED TV | 18.94 | 17.02 % |
| Fridge | 8.08 | 14.39 % |
| Wash-Mac | 6.22 | 10.92 % |
| D-Freez | 1.00 | 72.92 % |
| Oven | 0.23 | 10.02 % |
| W.Heater | 0.19 | 10.47 % |
| Chimney | 0.16 | 6.08 % |
| W-Disp | 0.14 | 47.08 % |
| Total | 106.00 | 13.89 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| CBE2 | 16.73 | 10.51 % |
| CBE4 | 7.64 | 13.26 % |
| TPR2 | 6.20 | 12.01 % |
| TPR1 | 4.88 | 12.67 % |
| MPM1 | 1.70 | 6.51 % |
| AVI1 | 1.51 | 8.15 % |
| PPI1 | 1.49 | 13.60 % |
| KMD1 | 1.13 | 8.42 % |
| GBM1 | 0.93 | 6.25 % |
| KMR1 | 0.69 | 1.56 % |
| KGI1 | 0.36 | 9.12 % |
| SUL1 | 0.29 | 1.80 % |
| ANR1 | 0.26 | 3.69 % |
| KGM1 | 0.10 | 0.87 % |
| SYM2 | 0.10 | 0.83 % |
| WHCB | -0.93 | 11.22 % |
| Total | 106.00 | 13.89 % |

NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Air-Cond | 55.59 | 16.76 % |
| LED TV | 18.27 | 23.64 % |
| Fridge | 10.53 | 25.45 % |
| Wash-Mac | 7.89 | 16.70 % |
| D-Freez | 1.53 | 71.67 % |
| Chimney | 0.56 | 26.53 % |
| Oven | 0.45 | 42.31 % |
| W-Disp | 0.29 | 40.33 % |
| W.Heater | 0.23 | 15.03 % |
| Total | 95.34 | 18.88 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| TRR1 | 4.49 | 14.32 % |
| VEL2 | 3.53 | 7.98 % |
| VEL1 | 3.18 | 12.74 % |
| GDM1 | 1.91 | 10.13 % |
| CYR1 | 1.44 | 10.48 % |
| CGM1 | 1.37 | 9.37 % |
| PTU1 | 0.11 | 3.11 % |
| WHVL | -0.49 | 7.86 % |
| Total | 95.34 | 18.88 % |

SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Air-Cond | 46.69 | 15.08 % |
| LED TV | 24.46 | 24.94 % |
| Fridge | 10.59 | 22.85 % |
| Wash-Mac | 9.86 | 24.40 % |
| D-Freez | 1.54 | 78.33 % |
| Vac-Clea | 0.19 | 80.14 % |
| W.Heater | 0.18 | 14.59 % |
| Chimney | 0.13 | 18.76 % |
| Oven | 0.12 | 31.54 % |
| Total | 93.76 | 18.79 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| CUD1 | 5.64 | 10.71 % |
| CDM1 | 4.41 | 14.17 % |
| KLM1 | 3.48 | 11.62 % |
| ULP1 | 2.75 | 12.37 % |
| TRK1 | 2.56 | 11.12 % |
| TVM2 | 1.42 | 13.87 % |
| WHUT | -0.34 | 13.18 % |
| Total | 93.76 | 18.79 % |