

MTD Sales
1,327.62 L

Brand Share %
11.91 %

Information:

MTD : 01-05-2026 To 08-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.91 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	698.31	8.97 %
LED TV	333.99	21.89 %
Fridge	185.80	20.03 %
Wash-Mac	91.04	11.19 %
D-Freez	11.05	51.75 %
Chimney	2.07	7.21 %
W-Disp	1.75	18.18 %
W.Heater	1.71	13.42 %
Oven	1.35	9.62 %
Vac-Clea	0.54	13.88 %
Total	1,327.62	11.91 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	205.63	12.01 %
SOUTH-01	194.48	11.81 %
TRICHY-01	193.24	11.62 %
SOUTH-03	161.97	11.55 %
CHENNAI-02	152.20	10.67 %
WEST-02	143.22	14.71 %
SOUTH ARCOT	101.91	11.83 %
NORTH ARCOT	97.44	12.32 %
WEST-01	77.54	11.60 %
Total	1,327.62	11.91 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	119.49	9.53 %
LED TV	45.66	22.29 %
Fridge	23.78	18.36 %
Wash-Mac	14.04	12.91 %
D-Freez	0.88	30.23 %
Chimney	0.82	22.39 %
W-Disp	0.44	19.78 %
Oven	0.33	10.92 %
W.Heater	0.18	6.21 %
Total	205.63	12.01 %

Branch *	MTD Sales L	Brand Share %
CH05	11.83	9.16 %
CH08	9.29	11.30 %
CH16	8.16	8.68 %
CH48	8.02	11.80 %
CH14	6.80	5.46 %
AVD1	5.64	11.42 %
CH19	5.40	6.31 %
CH22	5.40	10.82 %
CH47	5.25	5.15 %
CH42	4.28	6.29 %
CH45	4.09	7.12 %
CH38	3.74	10.13 %
KNR1	3.72	11.71 %
SKL1	3.44	10.59 %
CGL1	0.85	2.20 %
CH49	0.52	0.78 %
CH40	0.06	0.98 %
CH29		0.00 %
MC09		0.00 %
MC10		0.00 %
WCHN	-3.14	7.96 %
Total	205.63	12.01 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	102.02	9.40 %
LED TV	47.64	18.51 %
Fridge	29.47	20.00 %
Wash-Mac	12.62	8.79 %
D-Freez	1.96	56.54 %
W.Heater	0.34	17.29 %
Chimney	0.18	5.02 %
W-Disp	0.15	16.10 %
Oven	0.09	3.32 %
Total	194.48	11.81 %

Branch *	MTD Sales L	Brand Share %
TVL1	11.77	6.41 %
TUT1	11.39	6.26 %
NGR1	10.90	10.80 %
VLY1	8.40	11.29 %
TUT2	7.79	9.99 %
TKS2	6.12	10.37 %
RPM1	5.41	9.77 %
VNR2	4.62	7.81 %
PKD1	3.66	9.12 %
TKS1	3.17	7.54 %
TY11	2.60	10.02 %
MMT1	2.38	9.77 %
VKM1	1.79	7.86 %
UDN1	1.26	5.60 %
COL1	0.87	11.83 %
STU2	0.35	1.55 %
S2SD	0.10	0.58 %
Total	194.48	11.81 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	121.06	9.64 %
LED TV	38.96	19.27 %
Fridge	20.99	19.21 %
Wash-Mac	9.57	10.95 %
D-Freez	2.62	73.34 %
Oven	0.04	5.49 %
W-Disp		0.00 %
Total	193.24	11.62 %

Branch *	MTD Sales L	Brand Share %
TRY1	21.77	7.48 %
KUM1	8.35	9.12 %
TNJ2	5.83	7.15 %
TRY4	5.82	11.52 %
TRY3	4.27	9.58 %
TNJ1	3.63	3.61 %
MSI1	3.08	9.49 %
TYR1	2.97	6.76 %
KRN1	1.53	7.04 %
TRY2	1.25	4.25 %
NMM1	0.19	0.74 %
Total	193.24	11.62 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	76.22	7.88 %
LED TV	38.80	19.85 %
Fridge	29.93	24.35 %
Wash-Mac	13.96	13.41 %
D-Freez	2.49	71.21 %
Oven	0.18	12.20 %
W-Disp	0.15	26.16 %
Vac-Clea	0.14	13.90 %
W.Heater	0.10	12.13 %
Total	161.97	11.55 %

Branch *	MTD Sales L	Brand Share %
DGL1	20.92	9.34 %
MDU1	12.65	7.92 %
MDU6	6.34	10.98 %
ATG1	4.80	8.81 %
MDU7	4.14	9.47 %
KRR1	3.60	5.56 %
MDU3	3.21	7.53 %
DKI1	3.20	9.67 %
DGL2	3.00	9.35 %
MPA1	2.77	6.61 %
TMM1	2.62	7.74 %
PNI1	2.53	11.38 %
PNV2	2.50	11.85 %
CBM1	1.84	9.79 %
KYK1	1.60	8.26 %
NTM1	1.29	11.04 %
MNM1	0.85	5.64 %
PKM1	0.74	6.67 %
ODM1	0.69	4.11 %
TEN2	0.30	1.58 %
WHMD	-0.22	1.77 %
Total	161.97	11.55 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	84.54	7.96 %
LED TV	35.86	22.94 %
Fridge	21.69	18.64 %
Wash-Mac	8.16	9.74 %
Chimney	0.94	39.78 %
W-Disp	0.48	31.65 %
D-Freez	0.24	18.00 %
Oven	0.15	16.50 %
W.Heater	0.14	9.50 %
Total	152.20	10.67 %

Branch *	MTD Sales L	Brand Share %
CH15	12.22	8.37 %
CH03	8.55	5.81 %
CH12	8.26	8.21 %
CH17	7.88	11.43 %
CH24	7.71	9.30 %
CH18	6.37	8.92 %
CH20	5.24	9.83 %
CH34	4.20	9.36 %
MJR1	3.81	7.61 %
CH50	3.48	6.67 %
CH31	1.90	7.18 %
CH44	1.82	4.54 %
CH36	1.81	6.75 %
CH46	1.33	5.64 %
MC06	0.11	2.07 %
CH01		0.00 %
CH32		0.00 %
MC05		0.00 %
CH27		0.00 %
Total	152.20	10.67 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	67.08	11.21 %
LED TV	40.83	25.23 %
Fridge	23.88	23.79 %
Wash-Mac	10.96	10.57 %
Vac-Clea	0.19	68.66 %
W.Heater	0.16	12.20 %
Oven	0.11	9.13 %
Total	143.22	14.71 %

Branch *	MTD Sales L	Brand Share %
ERD1	9.62	11.09 %
SLM1	7.27	7.88 %
NKL2	4.69	10.41 %
SLM2	4.47	8.39 %
TRM1	2.53	11.42 %
KRI1	2.52	7.56 %
VPD1	1.97	8.33 %
PDR1	1.06	7.91 %
WHPD	-0.45	8.58 %
Total	143.22	14.71 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	48.84	7.97 %
LED TV	37.43	28.97 %
Fridge	7.47	12.37 %
Wash-Mac	6.68	12.34 %
D-Freez	1.06	54.96 %
Vac-Clea	0.21	42.73 %
Oven	0.17	24.11 %
W.Heater	0.05	7.66 %
Total	101.91	11.83 %

Branch *	MTD Sales L	Brand Share %
POY2	7.06	11.60 %
CUD1	5.73	6.19 %
KML1	5.19	11.65 %
KLM1	4.95	10.66 %
POY1	4.31	4.63 %
TRK1	2.79	6.18 %
VCM2	2.60	8.97 %
ULP1	2.41	6.00 %
STP1	1.79	11.90 %
VCM1		0.00 %
WHUT	-0.86	9.30 %
Total	101.91	11.83 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	47.41	8.37 %
LED TV	23.30	24.20 %
Fridge	17.42	26.82 %
Wash-Mac	7.42	13.02 %
D-Freez	1.09	46.80 %
W.Heater	0.28	29.25 %
W-Disp	0.24	21.53 %
Oven	0.15	15.84 %
Chimney	0.13	13.40 %
Total	97.44	12.32 %

Branch *	MTD Sales L	Brand Share %
VEL2	6.72	8.29 %
VEL1	6.12	11.74 %
KPM2	4.67	5.69 %
TRR1	2.97	6.49 %
TRL1	1.91	3.08 %
TRT1	1.72	5.04 %
CGM1	1.55	11.89 %
PLR1	1.45	11.10 %
GDM1	1.16	5.99 %
CYR1	1.06	5.48 %
WHVL	-1.08	9.00 %
Total	97.44	12.32 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	31.64	8.19 %
LED TV	25.51	20.87 %
Fridge	11.17	14.56 %
Wash-Mac	7.64	10.67 %
D-Freez	0.72	48.57 %
W.Heater	0.46	23.94 %
W-Disp	0.28	29.73 %
Oven	0.11	5.18 %
Total	77.54	11.60 %

Branch *	MTD Sales L	Brand Share %
CBE2	12.13	9.81 %
TPR1	4.46	11.12 %
CBE4	2.78	8.33 %
TPR2	1.89	5.75 %
KMR1	1.81	4.59 %
AVI1	1.25	5.92 %
MPM1	1.09	3.27 %
PPI1	1.04	9.94 %
KGM1	1.01	7.52 %
SYM2	0.53	4.65 %
GBM1	0.50	2.62 %
SUL1	0.50	4.21 %
CBE5	0.46	6.70 %
WHCB	-0.81	6.91 %
Total	77.54	11.60 %