

MTD Sales
537.74 L

Brand Share %
12.36 %

Information:

MTD : 01-09-2026 To 08-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.36 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	200.97	20.52 %
Air-Cond	124.15	7.52 %
Fridge	101.24	13.15 %
Wash-Mac	82.62	11.47 %
D-Freez	14.91	50.93 %
W.Heater	5.93	12.86 %
Chimney	2.44	9.79 %
Oven	2.05	14.25 %
Small-Ap	1.16	9.71 %
Gas-Stov	1.10	1.33 %
W-Disp	0.78	7.87 %
Vac-Clea	0.39	4.14 %
Total	537.74	12.36 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	90.15	12.25 %
CHENNAI-01	66.66	9.59 %
TRICHY-01	59.73	10.38 %
SOUTH-03	58.68	10.91 %
CHENNAI-02	57.85	11.21 %
SOUTH ARCOT	53.19	16.40 %
WEST-02	48.93	19.62 %
NORTH ARCOT	43.03	12.92 %
WEST-01	30.08	14.30 %
WEST-03	29.44	17.14 %
Total	537.74	12.36 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	32.80	21.56 %
Air-Cond	20.14	6.48 %
Fridge	16.77	13.41 %
Wash-Mac	15.26	13.51 %
D-Freez	3.44	65.14 %
Oven	0.65	21.74 %
W.Heater	0.30	7.04 %
W-Disp	0.27	36.29 %
Small-Ap	0.26	16.17 %
Chimney	0.14	4.28 %
Gas-Stov	0.13	0.86 %
Total	90.15	12.25 %

Branch *	MTD Sales L	Brand Share %
TVL1	9.11	11.97 %
NGR1	5.31	11.77 %
TKS2	4.06	11.13 %
TUT1	3.17	3.81 %
MAR1	2.95	11.37 %
ERL2	2.08	11.10 %
RPM1	1.97	7.77 %
VNR2	1.93	6.29 %
TKS1	1.22	6.58 %
TUT2	1.02	3.11 %
STU2	1.02	10.67 %
TCN1	1.01	6.88 %
TYI1	0.86	6.32 %
VKM1	0.81	9.53 %
ASM1	0.64	5.98 %
UDN1	0.13	1.14 %
WHTV		0.00 %
Total	90.15	12.25 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	21.80	7.47 %
LED TV	20.66	15.53 %
Fridge	11.48	9.35 %
Wash-Mac	8.98	8.06 %
D-Freez	1.58	55.77 %
W.Heater	1.07	9.94 %
Small-Ap	0.32	16.23 %
Chimney	0.30	10.71 %
Oven	0.29	13.59 %
W-Disp	0.18	7.91 %
Total	66.66	9.59 %

Branch *	MTD Sales L	Brand Share %
CH14	5.13	12.30 %
CH16	3.03	6.50 %
CH19	2.82	7.96 %
CH42	2.64	8.14 %
CH05	2.03	5.43 %
CH45	1.97	6.76 %
CZWH	1.87	7.69 %
CH25	1.55	5.31 %
SKL1	1.30	10.20 %
CH48	0.93	3.31 %
CH39	0.91	6.56 %
CH49	0.90	2.41 %
CH22	0.76	4.72 %
MRM1	0.74	5.01 %
CH26	0.38	5.53 %
CGL1	0.19	1.08 %
CH47	0.17	0.36 %
MC09	0.14	4.23 %
CH29		0.00 %
CH40		0.00 %
Total	66.66	9.59 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	27.58	20.96 %
Air-Cond	12.03	4.78 %
Fridge	9.46	9.95 %
Wash-Mac	8.99	12.20 %
D-Freez	1.40	41.44 %
W.Heater	0.13	2.64 %
W-Disp	0.09	12.35 %
Small-Ap	0.05	4.75 %
Total	59.73	10.38 %

Branch *	MTD Sales L	Brand Share %
TRY1	5.14	5.77 %
KUM1	2.97	7.56 %
TVR2	2.78	8.66 %
TNJ2	2.70	10.79 %
PBR2	2.27	7.86 %
TNJ1	2.20	7.16 %
KIK1	1.97	10.00 %
JKM1	1.79	10.06 %
TVR1	1.46	9.47 %
MDI1	1.20	6.81 %
TYR1	0.82	6.13 %
TRY3	0.49	2.38 %
PBR1	0.36	3.37 %
TZSD	0.35	-19.30 %
AYR1	0.26	2.13 %
MSI1	0.15	1.30 %
WTRZ		0.00 %
Total	59.73	10.38 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	22.43	17.83 %
Air-Cond	13.34	6.54 %
Fridge	9.95	10.71 %
Wash-Mac	9.60	11.44 %
D-Freez	1.68	55.56 %
W.Heater	0.89	16.78 %
Chimney	0.37	8.50 %
Vac-Clea	0.20	10.22 %
Gas-Stov	0.09	0.79 %
Oven	0.07	3.70 %
Small-Ap	0.05	3.90 %
Total	58.68	10.91 %

Branch *	MTD Sales L	Brand Share %
MDU1	4.14	5.39 %
MDU6	3.81	11.90 %
MDU2	3.56	9.73 %
DGL1	3.03	7.47 %
KKD3	2.07	8.55 %
MDU3	1.50	11.79 %
DGL2	1.24	8.73 %
PNV2	1.09	12.34 %
DKI1	0.88	8.14 %
TMM1	0.85	5.02 %
MDU4	0.80	5.89 %
BNR1	0.73	6.30 %
NTM1	0.71	10.61 %
SVG1	0.63	4.89 %
MPA1	0.57	4.52 %
KRR1	0.49	2.75 %
MDU7	0.45	3.23 %
PKM1	0.44	6.93 %
SZSD	0.41	-14.24 %
ODM1	0.28	4.73 %
USL1	0.06	0.61 %
Total	58.68	10.91 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	20.94	18.67 %
Air-Cond	15.85	7.70 %
Fridge	10.96	13.00 %
Wash-Mac	7.79	8.66 %
W.Heater	0.59	10.97 %
Chimney	0.47	25.28 %
D-Freez	0.35	16.03 %
Small-Ap	0.32	18.01 %
Gas-Stov	0.24	3.73 %
Oven	0.23	8.90 %
W-Disp	0.08	5.58 %
Total	57.85	11.21 %

Branch *	MTD Sales L	Brand Share %
CH12	3.90	10.95 %
CH15	3.60	7.04 %
CH21	3.37	9.18 %
CH03	2.32	4.36 %
WHC3	2.05	-190.26 %
CH06	1.81	8.70 %
CH18	1.48	5.07 %
CH34	1.14	5.22 %
CH46	0.98	12.06 %
CH33	0.90	5.58 %
CH43	0.76	5.26 %
CH41	0.60	3.82 %
MJR1	0.57	4.99 %
CH27	0.31	4.74 %
CH31	0.30	7.20 %
CH32	0.20	7.01 %
CH01	0.14	8.07 %
CH37		0.00 %
MC06		0.00 %
WCHN	-1.72	10.08 %
Total	57.85	11.21 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	19.61	24.74 %
Air-Cond	13.93	11.92 %
Fridge	10.45	17.26 %
Wash-Mac	5.45	10.66 %
D-Freez	2.62	57.57 %
W.Heater	0.66	17.35 %
Chimney	0.29	36.10 %
Oven	0.18	18.26 %
Total	53.19	16.40 %

Branch *	MTD Sales L	Brand Share %
CUD1	3.75	10.47 %
KLM1	2.56	10.23 %
SJI2	1.86	10.00 %
TVM2	0.80	9.90 %
WHUT		0.00 %
Total	53.19	16.40 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	18.09	24.47 %
Fridge	12.00	22.61 %
Wash-Mac	9.74	18.49 %
Air-Cond	6.43	12.50 %
D-Freez	1.24	70.71 %
W.Heater	0.55	16.93 %
Oven	0.31	40.16 %
Chimney	0.26	7.03 %
Gas-Stov	0.24	3.20 %
W-Disp	0.08	13.25 %
Total	48.93	19.62 %

Branch *	MTD Sales L	Brand Share %
SLM2	1.81	10.90 %
SLM3	1.61	8.85 %
EPI1	1.03	12.08 %
OML1	1.00	11.66 %
APN1	0.65	9.50 %
PMP1		0.00 %
TRM1		0.00 %
WHKP	-0.08	9.00 %
Total	48.93	19.62 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	15.08	20.97 %
Air-Cond	10.81	8.92 %
Fridge	8.01	12.57 %
Wash-Mac	5.74	9.77 %
D-Freez	1.40	40.63 %
W.Heater	1.10	29.82 %
Chimney	0.44	22.28 %
Oven	0.21	31.22 %
Vac-Clea	0.19	40.16 %
Small-Ap	0.05	4.58 %
Total	43.03	12.92 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.88	11.69 %
VEL4	2.86	11.71 %
VEL3	2.00	10.22 %
TRL1	1.33	5.54 %
TRR1	1.09	5.20 %
AKM1	0.91	6.53 %
ARC2	0.90	9.65 %
ANI1	0.85	10.97 %
VEL2	0.82	3.83 %
TRT1	0.75	10.90 %
PLR1	0.35	4.25 %
Total	43.03	12.92 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	11.93	20.18 %
Fridge	7.21	16.37 %
Wash-Mac	5.62	11.46 %
Air-Cond	4.02	10.02 %
D-Freez	0.47	29.42 %
W.Heater	0.37	12.35 %
Chimney	0.16	4.99 %
Gas-Stov	0.14	2.17 %
Small-App	0.11	8.68 %
Oven	0.06	5.12 %
Total	30.08	14.30 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.36	8.32 %
PLI1	1.05	7.84 %
CBE6	0.86	5.21 %
KMR1	0.76	4.19 %
MPM1	0.64	6.18 %
CBE1	0.58	4.31 %
SUL1	0.26	3.17 %
KGI1	0.12	2.99 %
ANR1		0.00 %
WHCB	-0.36	7.17 %
Total	30.08	14.30 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	11.85	29.36 %
Air-Cond	5.79	10.29 %
Wash-Mac	5.45	14.71 %
Fridge	4.95	17.30 %
D-Freez	0.73	59.32 %
Gas-Stov	0.26	6.00 %
W.Heater	0.26	15.67 %
W-Disp	0.09	37.25 %
Oven	0.06	18.39 %
Total	29.44	17.14 %

Branch *	MTD Sales L	Brand Share %
ERD1	1.28	5.60 %
KGM1	0.62	9.23 %
PDR1	0.58	10.83 %
TPR3	0.21	8.07 %
TPR4		0.00 %
W3SD		0.00 %
Total	29.44	17.14 %