

MTD Sales
1,526.91 L

Brand Share %
12.15 %

Information:

MTD : 01-05-2026 To 10-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.15 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	761.75	8.98 %
LED TV	397.84	21.48 %
Fridge	231.11	20.38 %
Wash-Mac	114.39	11.48 %
D-Freez	13.14	50.66 %
W-Disp	2.39	22.14 %
Chimney	2.07	6.31 %
W.Heater	2.03	12.33 %
Oven	1.64	9.82 %
Vac-Clea	0.54	11.12 %
Total	1,526.91	12.15 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	244.04	12.46 %
SOUTH-01	226.03	12.18 %
TRICHY-01	207.45	11.43 %
SOUTH-03	189.42	11.84 %
CHENNAI-02	171.79	10.49 %
WEST-02	163.86	15.15 %
NORTH ARCOT	115.78	12.78 %
SOUTH ARCOT	115.58	12.12 %
WEST-01	92.97	12.18 %
Total	1,526.91	12.15 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	131.82	9.57 %
LED TV	56.56	22.21 %
Fridge	33.59	20.10 %
Wash-Mac	19.10	13.60 %
D-Freez	0.88	27.24 %
Chimney	0.82	18.58 %
W-Disp	0.76	29.75 %
Oven	0.33	9.25 %
W.Heater	0.18	5.14 %
Total	244.04	12.46 %

Branch *	MTD Sales L	Brand Share %
CH05	13.83	9.67 %
CH08	11.07	11.61 %
CH16	9.79	9.25 %
CH48	8.96	11.26 %
CH14	8.35	6.05 %
CH19	7.61	7.54 %
CH47	6.57	5.56 %
CH22	6.03	10.39 %
AVD1	6.01	11.23 %
CH42	5.93	6.63 %
CH45	5.77	8.32 %
CH38	4.48	11.17 %
SKL1	3.44	9.56 %
CGL1	0.85	1.90 %
CH49	0.52	0.65 %
CH40	0.06	0.75 %
CH29		0.00 %
MC09		0.00 %
MC10		0.00 %
WCHN	-3.94	7.56 %
Total	244.04	12.46 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	110.99	9.43 %
LED TV	56.46	18.07 %
Fridge	38.72	21.44 %
Wash-Mac	16.21	9.56 %
D-Freez	2.56	58.24 %
W.Heater	0.50	16.90 %
Oven	0.27	7.35 %
Chimney	0.18	5.02 %
W-Disp	0.15	16.10 %
Total	226.03	12.18 %

Branch *	MTD Sales L	Brand Share %
TVL1	14.95	7.24 %
TUT1	14.50	7.02 %
NGR1	12.58	11.31 %
TUT2	10.14	11.34 %
VLV1	8.63	10.72 %
TKS2	7.87	11.87 %
RPM1	6.33	10.35 %
VNR2	6.08	8.78 %
TKS1	3.94	8.33 %
PKD1	3.90	8.84 %
ASM1	2.85	10.75 %
TYI1	2.60	7.83 %
MMT1	2.26	8.00 %
UDN1	2.03	7.61 %
VKM1	1.92	7.42 %
STU2	0.35	1.34 %
S2SD	0.10	0.58 %
Total	226.03	12.18 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	124.34	9.29 %
LED TV	45.16	19.29 %
Fridge	23.33	18.18 %
Wash-Mac	11.64	11.21 %
D-Freez	2.93	75.50 %
Oven	0.04	4.12 %
W-Disp		0.00 %
Total	207.45	11.43 %

Branch *	MTD Sales L	Brand Share %
TRY1	24.18	7.56 %
KUM1	9.18	9.36 %
TNJ2	6.94	7.00 %
TRY4	6.51	11.80 %
TRY3	4.69	9.50 %
TNJ1	3.86	3.56 %
TYR1	3.24	6.57 %
MSI1	3.08	9.11 %
KRN1	2.01	8.21 %
TRY2	1.25	4.06 %
NMM1	0.46	1.68 %
Total	207.45	11.43 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	86.12	8.14 %
LED TV	47.09	18.89 %
Fridge	35.95	24.22 %
Wash-Mac	16.96	13.07 %
D-Freez	2.49	67.91 %
W-Disp	0.31	38.24 %
W.Heater	0.19	11.59 %
Oven	0.18	9.71 %
Vac-Clea	0.14	9.03 %
Total	189.42	11.84 %

Branch *	MTD Sales L	Brand Share %
DGL1	21.70	9.06 %
MDU1	14.28	7.68 %
ATG1	4.95	8.34 %
KRR1	4.50	6.60 %
MDU7	4.28	8.68 %
MDU3	4.26	8.94 %
DKI1	3.59	9.38 %
MPA1	3.52	7.63 %
TMM1	3.04	8.05 %
DGL2	3.00	7.66 %
PNI1	2.53	10.84 %
CBM1	1.97	8.97 %
KYK1	1.95	8.78 %
SGP1	1.85	11.95 %
PKM1	1.31	9.74 %
MNM1	0.85	5.53 %
ODM1	0.85	4.80 %
TEN2	0.30	1.22 %
WHMD	-0.22	1.60 %
Total	189.42	11.84 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	93.78	7.87 %
LED TV	41.09	20.91 %
Fridge	24.33	17.78 %
Wash-Mac	10.56	10.13 %
Chimney	0.94	39.78 %
W-Disp	0.56	33.40 %
D-Freez	0.24	14.69 %
Oven	0.15	16.50 %
W.Heater	0.14	9.34 %
Total	171.79	10.49 %

Branch *	MTD Sales L	Brand Share %
CH15	13.17	7.95 %
CH24	11.19	11.72 %
CH03	9.75	5.77 %
CH17	8.92	11.20 %
CH12	8.78	7.85 %
CH18	7.60	9.31 %
CH33	6.24	11.61 %
CH20	5.66	8.83 %
MJR1	4.94	8.30 %
CH34	4.31	8.42 %
CH50	3.48	5.80 %
CH36	2.41	8.19 %
CH31	2.24	7.78 %
CH44	1.82	3.25 %
CH46	1.60	5.77 %
MC06	0.11	1.94 %
CH01		0.00 %
CH32		0.00 %
MC05		0.00 %
CH27		0.00 %
Total	171.79	10.49 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	73.93	11.49 %
LED TV	46.85	25.14 %
Fridge	28.63	24.07 %
Wash-Mac	13.47	11.16 %
D-Freez	0.31	26.53 %
Oven	0.23	15.21 %
Vac-Clea	0.19	62.33 %
W.Heater	0.16	10.74 %
W-Disp	0.08	7.89 %
Total	163.86	15.15 %

Branch *	MTD Sales L	Brand Share %
ERD1	10.21	11.18 %
SLM1	8.75	8.47 %
NKL2	5.89	11.81 %
SLM2	4.75	8.21 %
KRI1	3.31	8.38 %
VPD1	2.51	9.23 %
PDR1	1.06	7.24 %
Total	163.86	15.15 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	54.14	8.73 %
LED TV	28.13	23.33 %
Fridge	22.67	26.40 %
Wash-Mac	8.31	11.68 %
D-Freez	1.66	43.81 %
W.Heater	0.36	27.17 %
W-Disp	0.24	21.53 %
Oven	0.15	14.18 %
Chimney	0.13	13.40 %
Total	115.78	12.78 %

Branch *	MTD Sales L	Brand Share %
VEL2	7.81	8.68 %
VEL1	6.73	11.42 %
KPM2	5.38	5.62 %
TRR1	3.14	6.33 %
TRL1	2.49	3.20 %
TRT1	2.32	6.11 %
PLR1	1.72	11.40 %
GDM1	1.68	7.50 %
CYR1	1.27	5.43 %
WHVL	-1.22	8.45 %
Total	115.78	12.78 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	52.41	7.94 %
LED TV	44.17	29.43 %
Wash-Mac	8.76	13.39 %
Fridge	8.75	12.16 %
D-Freez	1.06	46.47 %
Vac-Clea	0.21	42.73 %
Oven	0.17	19.85 %
W.Heater	0.05	6.08 %
Total	115.58	12.12 %

Branch *	MTD Sales L	Brand Share %
CUD1	6.49	6.28 %
KLM1	5.22	10.07 %
POY1	4.69	4.74 %
TRK1	4.05	7.99 %
ULP1	2.68	6.37 %
VCM2	2.60	8.08 %
VCM1		0.00 %
WHUT	-1.25	10.94 %
Total	115.58	12.12 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	34.23	8.24 %
LED TV	32.34	21.82 %
Fridge	15.15	15.78 %
Wash-Mac	9.38	10.30 %
D-Freez	1.02	52.81 %
W.Heater	0.46	18.95 %
W-Disp	0.28	29.73 %
Oven	0.11	4.93 %
Chimney	0.01	0.10 %
Total	92.97	12.18 %

Branch *	MTD Sales L	Brand Share %
CBE2	15.35	10.84 %
TPR1	5.02	11.56 %
CBE1	4.08	11.31 %
TPR2	3.41	8.54 %
CBE4	2.91	8.08 %
KMR1	2.34	4.97 %
AVI1	1.71	6.70 %
MPM1	1.32	3.62 %
KGM1	1.01	6.62 %
CBE5	0.83	10.15 %
SUL1	0.65	4.28 %
SYM2	0.53	4.22 %
GBM1	0.50	2.42 %
WHCB	-0.81	4.88 %
Total	92.97	12.18 %