

MTD Sales
663.27 L

Brand Share %
12.23 %

Information:

MTD : 01-09-2026 To 10-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.23 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	257.22	21.04 %
Air-Cond	148.33	7.21 %
Fridge	126.87	13.09 %
Wash-Mac	95.55	10.81 %
D-Freez	18.71	52.81 %
W.Heater	6.99	12.46 %
Chimney	2.78	8.76 %
Oven	2.52	14.09 %
Small-Ap	1.80	11.72 %
Gas-Stov	1.07	1.02 %
W-Disp	1.04	7.10 %
Vac-Clea	0.39	3.62 %
Total	663.27	12.23 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	113.98	12.33 %
TRICHY-01	77.62	10.34 %
CHENNAI-02	77.36	12.05 %
CHENNAI-01	76.38	9.11 %
SOUTH-03	73.62	11.19 %
SOUTH ARCOT	63.20	15.38 %
WEST-02	55.17	18.16 %
NORTH ARCOT	53.54	12.67 %
WEST-01	37.31	14.82 %
WEST-03	35.09	16.00 %
Total	663.27	12.23 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	41.75	21.01 %
Air-Cond	25.83	6.67 %
Fridge	21.04	13.48 %
Wash-Mac	18.63	13.52 %
D-Freez	4.69	71.83 %
Oven	0.65	15.55 %
W.Heater	0.49	8.49 %
Small-Ap	0.37	18.59 %
W-Disp	0.27	25.82 %
Chimney	0.14	3.31 %
Gas-Stov	0.13	0.68 %
Total	113.98	12.33 %

Branch *	MTD Sales L	Brand Share %
TUT1	4.97	5.01 %
TKS2	4.91	10.80 %
RPM1	2.27	5.95 %
ERL2	2.22	9.73 %
VNR2	2.05	6.23 %
SDI1	2.04	10.98 %
TKS1	2.04	7.39 %
TUT2	1.46	3.86 %
VKM1	1.24	11.57 %
TYI1	1.10	6.22 %
ASM1	1.08	7.26 %
STU2	1.02	9.73 %
TCN1	1.01	4.99 %
UDN1	0.38	2.82 %
WHTV		0.00 %
Total	113.98	12.33 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	35.57	21.14 %
Air-Cond	15.55	4.71 %
Fridge	13.43	10.79 %
Wash-Mac	10.15	10.54 %
D-Freez	2.30	50.72 %
W.Heater	0.33	5.60 %
Oven	0.14	10.95 %
W-Disp	0.09	8.80 %
Small-Ap	0.05	3.77 %
Total	77.62	10.34 %

Branch *	MTD Sales L	Brand Share %
TRY1	6.25	5.25 %
MVM1	6.21	12.18 %
PBR2	4.24	11.05 %
KUM1	3.93	8.35 %
TRY4	3.48	11.53 %
TNJ2	3.36	11.78 %
PDK2	3.24	11.38 %
TVR2	3.08	7.40 %
JKM1	2.53	11.64 %
TNJ1	2.20	5.61 %
KIK1	2.11	7.26 %
MDI1	1.96	7.28 %
TVR1	1.85	9.58 %
TYR1	1.56	8.06 %
TRY2	1.03	11.85 %
TRY3	0.95	3.95 %
AYR1	0.65	4.10 %
PBR1	0.50	3.91 %
TZSD	0.35	-13.95 %
MSI1	0.15	1.10 %
WTRZ		0.00 %
Total	77.62	10.34 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	34.20	23.04 %
Air-Cond	17.83	7.15 %
Fridge	13.60	12.42 %
Wash-Mac	8.85	8.26 %
W.Heater	0.65	10.76 %
Chimney	0.64	25.56 %
Small-Ap	0.43	20.53 %
Oven	0.41	14.06 %
D-Freez	0.35	13.18 %
Gas-Stov	0.24	2.90 %
W-Disp	0.16	9.10 %
Total	77.36	12.05 %

Branch *	MTD Sales L	Brand Share %
WHC3	8.92	-9900.83 %
CH15	4.20	6.63 %
CH03	4.06	5.94 %
CH21	3.57	8.21 %
CH06	2.17	8.92 %
CH18	1.75	4.84 %
CH43	1.21	6.95 %
CH46	1.18	12.05 %
CH34	1.14	4.45 %
CH33	0.99	4.48 %
MJR1	0.87	5.99 %
CH31	0.60	9.94 %
CH41	0.60	2.92 %
CH27	0.37	3.75 %
CH32	0.20	4.63 %
CH01	0.14	6.51 %
CH37		0.00 %
MC06		0.00 %
WCHN	-2.04	10.06 %
Total	77.36	12.05 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	24.76	16.00 %
Air-Cond	24.76	7.00 %
Fridge	13.40	8.88 %
Wash-Mac	9.57	7.06 %
D-Freez	1.58	55.77 %
W.Heater	1.22	9.35 %
Small-Ap	0.32	11.95 %
Chimney	0.30	8.02 %
Oven	0.29	12.87 %
W-Disp	0.18	7.19 %
Total	76.38	9.11 %

Branch *	MTD Sales L	Brand Share %
CH14	5.48	11.45 %
CH16	3.81	6.51 %
CH19	3.01	7.24 %
CH45	2.77	7.52 %
CH42	2.64	6.62 %
CZWH	2.43	8.78 %
CH25	2.19	6.07 %
CH05	2.03	4.23 %
KNR1	1.73	10.23 %
CH49	1.28	2.94 %
CH48	0.93	2.75 %
CH39	0.91	5.86 %
MRM1	0.89	5.38 %
CH22	0.76	3.75 %
CGL1	0.47	2.33 %
CH26	0.38	5.15 %
CH47	0.17	0.31 %
MC09	0.14	2.61 %
CH29		0.00 %
CH40		0.00 %
Total	76.38	9.11 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	30.31	19.79 %
Air-Cond	15.32	6.23 %
Fridge	13.02	11.07 %
Wash-Mac	11.44	10.96 %
D-Freez	1.68	50.00 %
W.Heater	0.96	16.39 %
Chimney	0.37	7.47 %
Vac-Clea	0.20	9.00 %
Small-Ap	0.16	8.56 %
Gas-Stov	0.09	0.62 %
Oven	0.07	3.46 %
Total	73.62	11.19 %

Branch *	MTD Sales L	Brand Share %
MDU1	6.88	7.24 %
DGL1	5.81	10.48 %
MDU2	3.82	9.33 %
MDU6	3.81	10.98 %
KKD3	2.59	8.54 %
TPT1	1.97	11.58 %
MDU3	1.90	11.35 %
DGL2	1.81	10.52 %
DKI1	1.19	8.02 %
PNV2	1.09	10.48 %
MDU4	0.91	5.83 %
BNR1	0.88	6.63 %
TMM1	0.85	4.45 %
SVG1	0.79	5.12 %
MDU7	0.67	3.83 %
MPA1	0.57	3.89 %
KRR1	0.49	2.14 %
PKM1	0.44	5.61 %
ODM1	0.42	6.72 %
SZSD	0.41	-21.97 %
USL1	0.06	0.49 %
WHMD	-0.39	9.44 %
Total	73.62	11.19 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	23.90	24.65 %
Air-Cond	15.90	10.84 %
Fridge	12.41	15.79 %
Wash-Mac	6.13	9.22 %
D-Freez	3.54	55.53 %
W.Heater	0.76	15.45 %
Chimney	0.29	25.43 %
Oven	0.18	12.28 %
W-Disp	0.09	12.27 %
Total	63.20	15.38 %

Branch *	MTD Sales L	Brand Share %
POY1	5.02	12.01 %
CUD1	4.44	9.46 %
KLM1	2.68	9.87 %
SJI2	2.67	11.12 %
WHNV		0.00 %
WHUT	-0.15	2.50 %
Total	63.20	15.38 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	19.93	22.79 %
Fridge	15.11	23.15 %
Wash-Mac	10.99	17.61 %
Air-Cond	6.43	9.85 %
D-Freez	1.24	70.71 %
W.Heater	0.64	17.78 %
Oven	0.31	35.58 %
Chimney	0.26	6.76 %
Gas-Stov	0.12	1.32 %
W-Disp	0.08	2.49 %
Small-Ap	0.05	6.53 %
Total	55.17	18.16 %

Branch *	MTD Sales L	Brand Share %
SLM2	2.14	11.54 %
SLM3	1.61	6.86 %
OML1	1.11	10.69 %
PMP1	0.14	2.22 %
TRM1		0.00 %
WHKP	-0.08	7.62 %
Total	55.17	18.16 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	18.17	20.03 %
Air-Cond	14.46	9.23 %
Fridge	10.39	13.00 %
Wash-Mac	6.56	9.01 %
D-Freez	1.63	44.30 %
W.Heater	1.11	25.40 %
Chimney	0.62	19.57 %
Oven	0.30	31.20 %
Vac-Clea	0.19	25.46 %
Small-Ap	0.11	6.86 %
Total	53.54	12.67 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.29	10.53 %
VEL4	3.62	11.17 %
TRR1	2.35	8.89 %
VEL3	2.23	7.86 %
AKM1	1.36	7.74 %
TRL1	1.33	4.70 %
ANI1	1.01	11.10 %
VEL2	1.00	3.69 %
ARC2	0.99	8.82 %
CPT1	0.81	12.11 %
TRT1	0.69	8.26 %
PLR1	0.59	6.06 %
NASD		0.00 %
Total	53.54	12.67 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	14.80	20.68 %
Fridge	8.46	16.75 %
Wash-Mac	6.86	12.06 %
Air-Cond	5.45	10.97 %
W.Heater	0.47	10.73 %
D-Freez	0.47	27.14 %
Gas-Stov	0.23	2.81 %
Small-Ap	0.21	14.33 %
Chimney	0.16	3.82 %
Oven	0.11	7.50 %
W-Disp	0.08	14.77 %
Total	37.31	14.82 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.95	8.41 %
KMR1	1.53	6.43 %
PLI1	1.42	8.41 %
CBE6	1.25	6.40 %
CBE1	0.93	6.25 %
MPM1	0.64	5.02 %
KMD1	0.59	9.77 %
SUL1	0.42	4.63 %
KGI1	0.17	3.68 %
ANR1		0.00 %
WHCB	-0.36	5.67 %
Total	37.31	14.82 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	13.82	26.36 %
Air-Cond	6.80	9.17 %
Wash-Mac	6.35	14.50 %
Fridge	6.01	16.45 %
D-Freez	1.23	62.01 %
W.Heater	0.35	15.91 %
Gas-Stov	0.26	5.05 %
Small-Ap	0.11	17.43 %
W-Disp	0.09	18.86 %
Oven	0.06	18.39 %
Total	35.09	16.00 %

Branch *	MTD Sales L	Brand Share %
NKL2	2.38	11.28 %
ERD1	1.28	4.68 %
SYM2	1.25	11.84 %
KMM1	0.76	11.82 %
KGM1	0.62	8.16 %
TPR4	0.30	6.94 %
TPR3	0.27	8.47 %
W3SD		0.00 %
Total	35.09	16.00 %