

MTD Sales
729.71 L

Brand Share %
12.21 %

Information:

MTD : 01-09-2026 To 11-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.21 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	285.77	21.14 %
Air-Cond	154.12	6.85 %
Fridge	143.25	13.23 %
Wash-Mac	108.42	11.14 %
D-Freez	19.61	53.38 %
W.Heater	7.94	13.03 %
Oven	2.83	14.14 %
Chimney	2.78	8.25 %
Small-Ap	1.86	10.88 %
W-Disp	1.12	6.74 %
Gas-Stov	1.07	0.90 %
Vac-Clea	0.93	6.73 %
Total	729.71	12.21 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	126.05	12.26 %
TRICHY-01	89.10	10.65 %
CHENNAI-02	82.57	11.89 %
SOUTH-03	82.31	11.23 %
CHENNAI-01	81.82	9.00 %
SOUTH ARCOT	70.01	15.53 %
WEST-02	61.07	18.12 %
NORTH ARCOT	59.76	12.84 %
WEST-01	39.91	14.33 %
WEST-03	37.10	15.34 %
Total	729.71	12.21 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	46.14	21.32 %
Air-Cond	26.26	6.15 %
Fridge	24.62	13.64 %
Wash-Mac	21.63	14.03 %
D-Freez	5.04	73.26 %
Oven	0.82	17.15 %
W.Heater	0.52	8.25 %
Small-Ap	0.37	15.27 %
W-Disp	0.27	17.95 %
Chimney	0.14	3.31 %
Gas-Stov	0.13	0.60 %
Vac-Clea	0.12	4.77 %
Total	126.05	12.26 %

Branch *	MTD Sales L	Brand Share %
NGR1	7.18	11.68 %
TUT1	5.90	5.33 %
TKS2	5.40	11.32 %
RPM1	2.84	6.13 %
ERL2	2.81	11.63 %
SDI1	2.53	10.97 %
VNR2	2.27	6.04 %
TKS1	2.19	7.35 %
TUT2	1.46	3.51 %
STU2	1.46	11.42 %
TYI1	1.37	6.93 %
VKM1	1.24	10.73 %
ASM1	1.22	7.15 %
TCN1	1.01	4.56 %
UDN1	0.53	3.30 %
WHTV		0.00 %
Total	126.05	12.26 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	42.04	21.89 %
Air-Cond	16.73	4.62 %
Fridge	15.69	11.01 %
Wash-Mac	11.47	11.02 %
D-Freez	2.30	49.26 %
W.Heater	0.39	5.84 %
Vac-Clea	0.20	14.92 %
Oven	0.14	8.28 %
W-Disp	0.09	8.25 %
Small-Ap	0.05	3.36 %
Total	89.10	10.65 %

Branch *	MTD Sales L	Brand Share %
TRY1	7.04	5.49 %
MVM1	6.60	11.38 %
PBR2	4.74	11.67 %
KUM1	4.29	8.60 %
TRY4	3.72	11.44 %
TNJ2	3.51	11.03 %
MDI1	3.35	11.06 %
TVR2	3.22	7.19 %
KIK1	2.94	7.95 %
JKM1	2.67	11.66 %
TNJ1	2.53	5.96 %
TYR1	1.85	8.84 %
TRY3	1.25	4.44 %
AYR1	1.14	6.00 %
TRY2	1.03	10.58 %
PBR1	0.50	3.73 %
TZSD	0.40	-19.13 %
MSI1	0.15	0.97 %
WTRZ		0.00 %
Total	89.10	10.65 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	37.23	22.70 %
Air-Cond	18.20	6.79 %
Fridge	14.57	12.47 %
Wash-Mac	9.39	8.13 %
W.Heater	0.83	12.98 %
Chimney	0.64	21.53 %
Oven	0.50	14.97 %
Small-Ap	0.49	21.77 %
D-Freez	0.35	13.21 %
Gas-Stov	0.24	2.63 %
W-Disp	0.16	8.69 %
Total	82.57	11.89 %

Branch *	MTD Sales L	Brand Share %
WHC3	8.92	-9900.83 %
CH03	4.93	6.56 %
CH15	4.33	6.15 %
CH21	3.57	7.92 %
CH44	2.98	12.02 %
CH06	2.48	9.51 %
CH18	1.92	4.95 %
CH34	1.22	4.48 %
CH43	1.01	5.78 %
CH33	0.99	4.19 %
MJR1	0.87	5.34 %
CH31	0.60	8.85 %
CH41	0.60	2.74 %
CH27	0.37	3.29 %
CH32	0.20	4.42 %
CH01	0.14	5.96 %
CH37		0.00 %
MC06		0.00 %
WCHN	-2.04	8.51 %
Total	82.57	11.89 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	33.39	19.56 %
Fridge	16.14	11.97 %
Air-Cond	15.32	5.68 %
Wash-Mac	13.57	11.64 %
D-Freez	1.98	54.10 %
W.Heater	1.02	16.15 %
Chimney	0.37	6.98 %
Vac-Clea	0.20	8.04 %
Small-Ap	0.16	7.70 %
Gas-Stov	0.09	0.53 %
Oven	0.07	3.46 %
Total	82.31	11.23 %

Branch *	MTD Sales L	Brand Share %
MDU1	7.88	7.52 %
DGL1	5.81	9.85 %
MDU2	4.08	9.14 %
MDU6	3.81	10.46 %
KKD3	2.74	8.26 %
DGL2	2.03	11.18 %
TPT1	1.97	10.98 %
MDU3	1.90	9.48 %
MDU5	1.52	11.86 %
DKI1	1.35	7.51 %
BNR1	1.14	8.07 %
PNV2	1.09	9.44 %
TMM1	1.00	4.41 %
SVG1	0.95	5.49 %
MDU4	0.91	5.50 %
KRR1	0.73	2.96 %
MPA1	0.69	3.87 %
MDU7	0.67	3.35 %
PKM1	0.44	5.44 %
ODM1	0.42	6.67 %
USL1	0.06	0.43 %
WHMD	-0.39	8.51 %
Total	82.31	11.23 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	27.06	16.00 %
Air-Cond	25.46	6.67 %
Fridge	14.05	8.55 %
Wash-Mac	10.86	7.36 %
D-Freez	1.85	59.58 %
W.Heater	1.37	9.96 %
Small-Ap	0.32	10.97 %
Chimney	0.30	8.02 %
Oven	0.29	11.44 %
W-Disp	0.26	9.86 %
Total	81.82	9.00 %

Branch *	MTD Sales L	Brand Share %
CH14	5.48	10.52 %
CH16	4.06	6.38 %
CH19	3.33	7.59 %
CH45	2.77	7.05 %
CH25	2.65	6.88 %
CH42	2.64	6.33 %
CZWH	2.43	8.78 %
CH05	2.31	4.19 %
KNR1	2.04	10.87 %
CH49	1.41	2.95 %
CH48	0.93	2.50 %
CH39	0.91	5.41 %
MRM1	0.89	4.76 %
CH22	0.76	3.19 %
CGL1	0.47	2.28 %
CH26	0.38	4.74 %
CH47	0.17	0.29 %
MC09	0.14	2.29 %
CH29		0.00 %
CH40		0.00 %
Total	81.82	9.00 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	26.22	24.89 %
Air-Cond	16.46	10.38 %
Fridge	15.16	17.16 %
Wash-Mac	7.13	9.67 %
D-Freez	3.53	55.45 %
W.Heater	0.94	17.48 %
Chimney	0.29	24.19 %
Oven	0.18	11.43 %
W-Disp	0.09	5.99 %
Total	70.01	15.53 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.70	8.93 %
NVL2	3.03	11.72 %
KLM1	2.96	9.70 %
SJI2	2.67	10.25 %
WHNV		0.00 %
WHUT	-0.15	2.50 %
Total	70.01	15.53 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	22.11	23.10 %
Fridge	16.67	22.85 %
Wash-Mac	12.24	17.22 %
Air-Cond	7.10	9.91 %
D-Freez	1.24	60.77 %
W.Heater	0.67	18.42 %
Oven	0.31	28.23 %
Chimney	0.26	6.21 %
Vac-Clea	0.22	49.95 %
Gas-Stov	0.12	1.18 %
W-Disp	0.08	2.49 %
Small-Ap	0.05	5.77 %
Total	61.07	18.12 %

Branch *	MTD Sales L	Brand Share %
SLM2	2.14	11.41 %
SLM3	1.95	7.75 %
PMP1	0.14	2.08 %
TRM1	0.12	0.80 %
WHKP	-0.08	5.97 %
Total	61.07	18.12 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	21.44	21.04 %
Air-Cond	15.80	8.98 %
Fridge	11.11	12.99 %
Wash-Mac	7.26	9.27 %
D-Freez	1.63	44.30 %
W.Heater	1.32	26.88 %
Chimney	0.62	19.57 %
Oven	0.30	31.20 %
Vac-Clea	0.19	25.46 %
Small-Ap	0.11	6.72 %
Total	59.76	12.84 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.69	10.38 %
VEL4	3.62	10.61 %
TRR1	2.35	8.66 %
VEL3	2.23	7.51 %
AKM1	1.81	8.97 %
TRL1	1.46	4.59 %
VEL2	1.00	3.50 %
ARC2	0.99	7.73 %
PLR1	0.89	8.04 %
CPT1	0.81	10.84 %
TRT1	0.76	8.11 %
NASD		0.00 %
Total	59.76	12.84 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	15.50	19.22 %
Fridge	9.09	16.19 %
Wash-Mac	7.83	12.54 %
Air-Cond	5.68	10.65 %
W.Heater	0.50	9.78 %
D-Freez	0.47	27.14 %
Gas-Stov	0.23	2.41 %
Small-Ap	0.21	12.86 %
Chimney	0.16	3.82 %
Oven	0.16	10.29 %
W-Disp	0.08	12.93 %
Total	39.91	14.33 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.95	7.62 %
KMR1	2.08	7.82 %
CBE6	1.49	6.81 %
PLI1	1.42	7.60 %
CBE1	1.19	7.54 %
MPM1	0.64	4.86 %
KMD1	0.59	8.31 %
SUL1	0.42	4.52 %
KGI1	0.17	3.56 %
ANR1		0.00 %
WHCB	-0.74	9.99 %
Total	39.91	14.33 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	14.65	26.14 %
Air-Cond	7.11	8.69 %
Wash-Mac	7.05	14.21 %
Fridge	6.16	15.10 %
D-Freez	1.23	62.01 %
W.Heater	0.38	15.31 %
Gas-Stov	0.26	4.51 %
Small-Ap	0.11	14.64 %
W-Disp	0.09	18.86 %
Oven	0.06	18.39 %
Total	37.10	15.34 %

Branch *	MTD Sales L	Brand Share %
NKL2	2.38	10.24 %
AVI1	1.55	11.66 %
ERD1	1.28	4.19 %
PDR1	0.88	11.59 %
KMM1	0.79	11.60 %
KGM1	0.62	7.53 %
TPR4	0.30	6.83 %
TPR3	0.27	7.68 %
W3SD		0.00 %
Total	37.10	15.34 %