

MTD Sales
826.06 L

Brand Share %
12.00 %

Information:

MTD : 01-09-2026 To 12-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.00 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	323.26	20.80 %
Fridge	168.08	13.38 %
Air-Cond	164.48	6.37 %
Wash-Mac	125.71	11.26 %
D-Freez	23.03	54.85 %
W.Heater	8.96	13.09 %
Oven	3.38	14.40 %
Chimney	3.07	8.06 %
Small-Ap	2.12	10.26 %
Vac-Clea	1.55	9.40 %
W-Disp	1.30	6.96 %
Gas-Stov	1.14	0.79 %
Total	826.06	12.00 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	145.41	12.28 %
SOUTH-03	99.42	11.53 %
TRICHY-01	99.13	10.19 %
CHENNAI-02	93.16	11.71 %
CHENNAI-01	90.41	8.86 %
SOUTH ARCOT	75.24	14.95 %
WEST-02	68.22	16.57 %
NORTH ARCOT	67.77	12.53 %
WEST-01	44.71	14.43 %
WEST-03	42.60	15.19 %
Total	826.06	12.00 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	52.54	20.89 %
Fridge	29.36	13.86 %
Air-Cond	29.23	6.05 %
Wash-Mac	25.24	14.12 %
D-Freez	5.89	72.39 %
Oven	0.87	15.94 %
W.Heater	0.58	8.63 %
Vac-Clea	0.55	14.74 %
Small-Ap	0.37	12.60 %
W-Disp	0.35	21.35 %
Chimney	0.30	5.96 %
Gas-Stov	0.13	0.49 %
Total	145.41	12.28 %

Branch *	MTD Sales L	Brand Share %
NGR1	7.74	11.40 %
TUT1	7.33	6.00 %
TKS2	6.22	11.13 %
MAR1	4.37	11.83 %
RPM1	3.77	6.48 %
TKS1	3.28	9.08 %
ERL2	3.17	11.91 %
VNR2	2.55	6.14 %
TYI1	1.95	8.22 %
TUT2	1.82	3.98 %
VKM1	1.38	10.17 %
ASM1	1.22	6.15 %
TCN1	1.01	4.05 %
UDN1	0.87	4.54 %
WHTV		0.00 %
Total	145.41	12.28 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	40.85	19.90 %
Fridge	20.64	12.89 %
Air-Cond	16.72	5.39 %
Wash-Mac	16.33	11.91 %
D-Freez	2.35	58.32 %
W.Heater	1.49	18.39 %
Chimney	0.37	6.41 %
Oven	0.21	7.79 %
Vac-Clea	0.20	7.17 %
Small-Ap	0.16	6.06 %
Gas-Stov	0.09	0.42 %
Total	99.42	11.53 %

Branch *	MTD Sales L	Brand Share %
MDU1	8.29	7.11 %
DGL1	6.33	10.03 %
MDU2	4.86	9.38 %
MDU6	4.43	10.67 %
ATG1	3.47	10.98 %
KKD3	2.89	8.13 %
MDU3	2.56	10.54 %
TPT1	2.13	10.63 %
MDU5	1.52	11.13 %
DKI1	1.40	7.06 %
TMM1	1.25	4.95 %
MPA1	1.22	6.04 %
SVG1	1.20	6.56 %
MDU4	1.15	6.37 %
BNR1	1.14	7.15 %
PNV2	1.09	8.67 %
KRR1	0.73	2.40 %
MDU7	0.67	2.99 %
PKM1	0.50	5.04 %
ODM1	0.42	5.34 %
USL1	0.06	0.37 %
WHMD	-0.39	8.51 %
Total	99.42	11.53 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	45.70	20.86 %
Fridge	18.73	11.01 %
Air-Cond	17.41	4.11 %
Wash-Mac	13.94	11.77 %
D-Freez	2.30	47.07 %
W.Heater	0.46	5.90 %
Vac-Clea	0.20	12.85 %
Small-Ap	0.15	7.57 %
Oven	0.14	8.28 %
W-Disp	0.09	8.25 %
Total	99.13	10.19 %

Branch *	MTD Sales L	Brand Share %
TRY1	8.61	5.50 %
MVM1	6.99	10.62 %
PBR2	5.34	11.88 %
KUM1	4.44	7.40 %
MDI1	3.99	11.54 %
PDK2	3.96	11.87 %
TRY4	3.94	9.84 %
TNJ2	3.51	9.78 %
TVR2	3.37	6.71 %
KIK1	3.33	8.11 %
TNJ1	2.92	5.51 %
TYR1	2.70	11.13 %
TRY3	1.55	4.97 %
AYR1	1.55	7.04 %
TRY2	1.03	9.53 %
PBR1	0.50	3.16 %
TZSD	0.40	-43.54 %
MSI1	0.15	0.84 %
WTRZ		0.00 %
Total	99.13	10.19 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	41.04	21.70 %
Air-Cond	21.08	6.73 %
Fridge	15.93	12.35 %
Wash-Mac	11.55	8.91 %
W.Heater	0.90	12.94 %
Chimney	0.64	19.58 %
D-Freez	0.62	18.94 %
Oven	0.55	14.98 %
Small-Ap	0.49	19.33 %
Gas-Stov	0.22	2.02 %
W-Disp	0.16	7.74 %
Total	93.16	11.71 %

Branch *	MTD Sales L	Brand Share %
WHC3	9.98	-419.20 %
CH03	5.65	6.60 %
CH15	5.21	6.57 %
CH21	3.71	6.97 %
CH44	3.07	11.60 %
CH06	2.54	8.21 %
CH35	2.33	11.71 %
CH18	1.90	4.18 %
CH34	1.59	5.40 %
CH43	1.48	7.67 %
MJR1	1.40	7.31 %
CH46	1.32	11.62 %
CH33	0.99	3.70 %
CH31	0.60	8.37 %
CH41	0.60	2.30 %
CH27	0.37	2.78 %
CH32	0.20	4.31 %
CH01	0.14	4.87 %
CH37		0.00 %
MC06		0.00 %
WCHN	-2.04	7.88 %
Total	93.16	11.71 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	31.33	16.38 %
Air-Cond	26.23	6.16 %
Fridge	15.47	8.37 %
Wash-Mac	12.10	7.36 %
D-Freez	2.30	61.35 %
W.Heater	1.50	9.95 %
Chimney	0.43	11.18 %
Small-Ap	0.37	9.84 %
Oven	0.33	10.62 %
W-Disp	0.26	8.81 %
Gas-Stov	0.09	0.48 %
Total	90.41	8.86 %

Branch *	MTD Sales L	Brand Share %
CH14	5.84	10.29 %
CH07	5.26	11.75 %
CH16	4.81	6.67 %
CH19	3.85	7.88 %
CH45	3.37	7.97 %
CH42	3.31	7.06 %
CH25	2.90	7.08 %
CH05	2.62	4.11 %
CZWH	2.43	8.40 %
SKL1	2.27	11.88 %
CH49	2.09	3.75 %
KNR1	2.04	9.89 %
CH47	1.02	1.51 %
CH48	0.93	2.25 %
CH39	0.91	4.60 %
MRM1	0.89	4.24 %
CH22	0.76	2.71 %
CGL1	0.47	2.04 %
CH26	0.38	4.02 %
MC09	0.14	2.10 %
CH29		0.00 %
CH40		0.00 %
Total	90.41	8.86 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	29.15	24.68 %
Fridge	16.96	17.33 %
Air-Cond	16.08	9.13 %
Wash-Mac	7.50	8.99 %
D-Freez	3.80	57.25 %
W.Heater	1.01	16.72 %
Oven	0.36	19.13 %
Chimney	0.29	21.76 %
W-Disp	0.09	5.45 %
Total	75.24	14.95 %

Branch *	MTD Sales L	Brand Share %
POY1	6.32	11.92 %
CUD1	5.69	10.09 %
KLM1	3.50	10.29 %
NVL2	3.17	11.23 %
KKI2	2.99	11.79 %
ULP1	2.75	11.02 %
SJI2	2.67	9.58 %
PRT1	2.62	11.67 %
WHNV		0.00 %
Total	75.24	14.95 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	23.98	21.89 %
Fridge	19.47	21.60 %
Wash-Mac	13.40	15.05 %
Air-Cond	7.69	8.27 %
D-Freez	1.81	62.85 %
W.Heater	0.77	17.88 %
Oven	0.36	26.02 %
Chimney	0.26	5.73 %
Vac-Clea	0.22	49.95 %
Gas-Stov	0.12	0.97 %
W-Disp	0.08	2.49 %
Small-Ap	0.05	5.07 %
Total	68.22	16.57 %

Branch *	MTD Sales L	Brand Share %
SLM1	4.73	11.97 %
SLM2	2.49	10.99 %
SLM3	2.24	7.81 %
OML1	1.50	10.30 %
PMP1	0.14	1.83 %
TRM1	0.12	0.41 %
WHKP	-0.08	5.97 %
Total	68.22	16.57 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	23.38	19.81 %
Air-Cond	16.17	7.85 %
Fridge	13.93	13.88 %
Wash-Mac	9.20	10.38 %
D-Freez	2.26	50.50 %
W.Heater	1.38	24.97 %
Chimney	0.62	17.80 %
Vac-Clea	0.37	40.69 %
Oven	0.30	23.14 %
Small-Ap	0.16	8.79 %
Total	67.77	12.53 %

Branch *	MTD Sales L	Brand Share %
KPM2	5.26	9.86 %
VEL4	5.10	11.39 %
TRR1	2.63	8.13 %
AKM1	2.35	9.77 %
VEL3	2.23	6.74 %
ARC2	1.63	11.24 %
TRL1	1.46	3.85 %
CPT1	1.18	11.88 %
PLR1	1.03	8.70 %
VEL2	1.00	2.87 %
TRT1	0.76	6.30 %
NASD		0.00 %
Total	67.77	12.53 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	17.73	19.81 %
Fridge	10.21	16.07 %
Wash-Mac	8.87	12.79 %
Air-Cond	6.04	10.45 %
W.Heater	0.50	9.59 %
D-Freez	0.47	27.14 %
Small-Ap	0.26	14.33 %
Gas-Stov	0.23	2.05 %
Chimney	0.16	3.33 %
Oven	0.16	8.41 %
W-Disp	0.08	5.28 %
Total	44.71	14.43 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.21	7.39 %
KMR1	2.42	8.36 %
CBE6	1.87	7.71 %
PLI1	1.68	8.44 %
CBE1	1.19	7.04 %
MPM1	0.69	4.94 %
KMD1	0.59	6.98 %
SUL1	0.42	3.87 %
KGI1	0.17	3.19 %
ANR1		0.00 %
WHCB	-0.74	9.38 %
Total	44.71	14.43 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	17.57	27.90 %
Air-Cond	7.82	8.26 %
Wash-Mac	7.58	13.07 %
Fridge	7.37	15.22 %
D-Freez	1.23	55.84 %
W.Heater	0.38	13.50 %
Gas-Stov	0.26	3.56 %
W-Disp	0.18	28.78 %
Small-Ap	0.11	13.25 %
Oven	0.10	29.22 %
Total	42.60	15.19 %

Branch *	MTD Sales L	Brand Share %
RSP1	2.08	11.07 %
ERD1	1.51	3.97 %
SYM2	1.42	11.67 %
KMM1	0.79	10.13 %
KGM1	0.62	6.65 %
TPR4	0.30	6.83 %
TPR3	0.27	7.21 %
Total	42.60	15.19 %