

MTD Sales
920.32 L

Brand Share %
12.01 %

Information:

MTD : 01-09-2026 To 13-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.01 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	364.31	21.10 %
Fridge	188.54	13.26 %
Air-Cond	176.51	6.21 %
Wash-Mac	141.91	11.26 %
D-Freez	25.10	55.50 %
W.Heater	9.40	12.50 %
Oven	3.56	14.02 %
Chimney	3.50	8.29 %
Small-Ap	2.44	10.54 %
Vac-Clea	1.93	10.71 %
W-Disp	1.65	8.48 %
Gas-Stov	1.46	0.90 %
Total	920.32	12.01 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	156.70	12.12 %
SOUTH-03	110.81	11.55 %
TRICHY-01	110.17	10.21 %
CHENNAI-01	101.73	8.90 %
CHENNAI-02	101.17	11.46 %
SOUTH ARCOT	83.96	15.15 %
WEST-02	80.18	16.97 %
NORTH ARCOT	76.48	12.65 %
WEST-01	49.75	13.99 %
WEST-03	49.36	15.54 %
Total	920.32	12.01 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	55.63	20.48 %
Air-Cond	32.95	6.21 %
Fridge	31.32	13.66 %
Wash-Mac	27.05	13.77 %
D-Freez	6.12	73.14 %
Oven	1.01	17.27 %
Vac-Clea	0.73	16.29 %
W.Heater	0.60	8.11 %
Small-Ap	0.42	12.73 %
W-Disp	0.35	21.35 %
Chimney	0.30	5.96 %
Gas-Stov	0.22	0.77 %
Total	156.70	12.12 %

Branch *	MTD Sales L	Brand Share %
KVT1	8.10	11.01 %
NGR1	7.87	10.94 %
TUT1	7.87	6.03 %
TKS2	6.94	11.85 %
RPM1	4.53	6.56 %
MAR1	4.37	11.08 %
TKS1	3.45	8.71 %
VNR2	2.55	5.73 %
TYI1	1.95	7.53 %
TUT2	1.82	3.84 %
VKM1	1.56	10.56 %
UDN1	1.38	6.42 %
ASM1	1.34	6.35 %
TCN1	1.01	3.68 %
WHTV		0.00 %
Total	156.70	12.12 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	45.98	20.40 %
Fridge	23.15	13.01 %
Wash-Mac	19.00	12.24 %
Air-Cond	17.48	5.05 %
D-Freez	2.35	58.32 %
W.Heater	1.49	17.27 %
Chimney	0.64	9.43 %
Small-Ap	0.21	7.56 %
Oven	0.21	7.08 %
Vac-Clea	0.20	6.71 %
Gas-Stov	0.09	0.37 %
Total	110.81	11.55 %

Branch *	MTD Sales L	Brand Share %
MDU1	9.39	7.06 %
DGL1	6.44	9.22 %
MDU2	5.23	8.64 %
MDU6	4.98	10.84 %
KKD3	3.77	9.71 %
ATG1	3.60	10.04 %
TPT1	2.13	10.02 %
TEN2	1.92	11.05 %
SVG1	1.87	9.21 %
MDU5	1.65	10.45 %
MDU4	1.59	7.90 %
DKI1	1.54	7.10 %
BNR1	1.52	8.84 %
TMM1	1.42	5.05 %
MPA1	1.34	6.08 %
PNV2	1.09	8.04 %
KRR1	0.73	2.22 %
MDU7	0.67	2.55 %
PKM1	0.50	4.73 %
ODM1	0.42	5.22 %
USL1	0.06	0.36 %
WHMD	-0.39	8.19 %
Total	110.81	11.55 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	51.36	21.72 %
Fridge	21.40	11.11 %
Air-Cond	17.41	3.69 %
Wash-Mac	16.33	12.34 %
D-Freez	2.56	48.41 %
W.Heater	0.52	6.07 %
Vac-Clea	0.20	12.85 %
Small-Ap	0.15	6.89 %
Oven	0.14	7.79 %
W-Disp	0.09	7.77 %
Total	110.17	10.21 %

Branch *	MTD Sales L	Brand Share %
TRY1	9.48	5.33 %
MVM1	7.50	10.50 %
PBR2	5.81	11.79 %
KUM1	5.47	8.35 %
TRY4	5.14	11.56 %
TVR2	4.21	7.38 %
MDI1	3.99	10.49 %
TNJ2	3.73	9.31 %
KIK1	3.61	8.17 %
TNJ1	3.32	5.74 %
TYR1	2.70	10.50 %
TTP1	2.53	11.79 %
AYR1	2.11	8.67 %
TRY3	1.55	4.60 %
PBR1	0.87	3.98 %
MSI1	0.40	2.01 %
TZSD	0.40	-43.54 %
WTRZ		0.00 %
Total	110.17	10.21 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	37.43	17.03 %
Air-Cond	27.00	5.83 %
Fridge	17.91	8.37 %
Wash-Mac	13.17	7.08 %
D-Freez	2.67	60.37 %
W.Heater	1.59	9.85 %
Chimney	0.59	13.58 %
Small-Ap	0.48	10.79 %
W-Disp	0.35	10.98 %
Oven	0.33	9.87 %
Gas-Stov	0.20	0.96 %
Total	101.73	8.90 %

Branch *	MTD Sales L	Brand Share %
CH14	6.31	10.04 %
CH07	5.63	11.37 %
CH16	5.10	6.58 %
CH19	3.94	7.18 %
CH42	3.85	7.26 %
CH45	3.37	7.07 %
CH25	3.04	6.52 %
CH05	3.01	4.16 %
KNR1	2.72	11.04 %
CZWH	2.43	8.40 %
CH49	2.23	3.76 %
CH47	1.02	1.38 %
CH22	1.01	3.29 %
CH48	0.98	2.07 %
CGL1	0.97	3.54 %
CH39	0.91	4.29 %
MRM1	0.89	3.78 %
CH26	0.52	5.09 %
MC09	0.14	2.02 %
CH29		0.00 %
CH40		0.00 %
Total	101.73	8.90 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	45.06	21.77 %
Air-Cond	21.48	6.23 %
Fridge	17.62	11.92 %
Wash-Mac	13.30	9.12 %
W.Heater	0.90	11.75 %
Chimney	0.64	19.58 %
D-Freez	0.62	18.94 %
Oven	0.55	14.98 %
Small-Ap	0.54	19.81 %
W-Disp	0.24	10.98 %
Gas-Stov	0.22	1.78 %
Total	101.17	11.46 %

Branch *	MTD Sales L	Brand Share %
WHC3	9.98	-419.20 %
CH03	6.30	7.00 %
CH15	5.35	5.80 %
CH21	3.71	6.72 %
CH06	2.76	7.89 %
CH35	2.51	9.84 %
CH18	2.18	4.27 %
CH43	1.94	8.71 %
MJR1	1.72	8.20 %
CH34	1.59	5.07 %
CH46	1.32	10.05 %
CH33	0.99	3.35 %
CH31	0.60	7.72 %
CH41	0.51	1.63 %
CH27	0.37	2.51 %
CH32	0.20	4.29 %
CH01	0.14	4.87 %
CH37		0.00 %
MC06		0.00 %
WCHN	-2.04	7.69 %
Total	101.17	11.46 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	32.92	24.63 %
Fridge	18.87	17.69 %
Air-Cond	18.12	9.43 %
Wash-Mac	8.16	8.89 %
D-Freez	4.01	58.57 %
W.Heater	1.14	17.80 %
Oven	0.36	19.13 %
Chimney	0.29	19.83 %
W-Disp	0.09	5.71 %
Total	83.96	15.15 %

Branch *	MTD Sales L	Brand Share %
CUD1	6.47	10.17 %
POY1	6.45	11.70 %
KLM1	3.57	9.49 %
SJI2	3.34	10.50 %
NVL2	3.17	10.79 %
KKI2	2.99	11.61 %
PRT1	2.84	11.55 %
ULP1	2.75	10.36 %
WHNV		0.00 %
Total	83.96	15.15 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	27.29	21.77 %
Fridge	22.11	21.30 %
Wash-Mac	15.99	15.56 %
Air-Cond	10.57	9.99 %
D-Freez	2.12	63.77 %
W.Heater	0.77	16.18 %
Oven	0.41	22.44 %
Chimney	0.26	4.82 %
Gas-Stov	0.23	1.59 %
Vac-Clea	0.22	49.95 %
W-Disp	0.17	5.04 %
Small-Ap	0.05	4.86 %
Total	80.18	16.97 %

Branch *	MTD Sales L	Brand Share %
SLM1	4.88	11.21 %
SLM2	3.03	11.84 %
SLM3	2.93	9.19 %
TRM1	0.23	0.67 %
PMP1	0.14	1.53 %
Total	80.18	16.97 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	28.07	21.01 %
Air-Cond	16.95	7.61 %
Fridge	15.80	13.65 %
Wash-Mac	9.99	9.89 %
D-Freez	2.67	52.33 %
W.Heater	1.51	23.42 %
Chimney	0.62	17.10 %
Vac-Clea	0.37	40.69 %
Oven	0.30	23.14 %
Small-Ap	0.22	9.89 %
Total	76.48	12.65 %

Branch *	MTD Sales L	Brand Share %
VEL4	5.89	11.85 %
KPM2	5.87	9.95 %
VEL3	3.01	8.41 %
TRR1	2.84	7.67 %
AKM1	2.35	9.10 %
GDM1	2.17	11.66 %
TRL1	1.46	3.51 %
VEL2	1.31	3.20 %
PLR1	1.29	9.27 %
TRT1	1.04	7.68 %
PTU1	0.38	10.09 %
NASD		0.00 %
Total	76.48	12.65 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	19.08	18.97 %
Fridge	11.86	15.86 %
Wash-Mac	10.24	12.54 %
Air-Cond	6.42	10.01 %
W.Heater	0.50	8.09 %
D-Freez	0.47	24.23 %
Small-Ap	0.26	13.48 %
Gas-Stov	0.23	1.79 %
Vac-Clea	0.20	11.84 %
W-Disp	0.17	10.17 %
Chimney	0.16	2.79 %
Oven	0.16	6.59 %
Total	49.75	13.99 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.03	7.66 %
KMR1	3.33	9.93 %
CBE1	2.16	10.76 %
CBE6	1.87	6.91 %
PLI1	1.68	7.17 %
MPM1	0.69	4.63 %
SUL1	0.63	4.90 %
KMD1	0.59	6.51 %
KGI1	0.17	2.73 %
ANR1		0.00 %
WHCB	-0.74	9.38 %
Total	49.75	13.99 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	21.50	29.52 %
Wash-Mac	8.68	13.01 %
Fridge	8.50	14.40 %
Air-Cond	8.13	8.01 %
D-Freez	1.52	57.13 %
W.Heater	0.38	12.65 %
Gas-Stov	0.26	3.32 %
W-Disp	0.18	28.78 %
Small-Ap	0.11	13.13 %
Oven	0.10	29.22 %
Total	49.36	15.54 %

Branch *	MTD Sales L	Brand Share %
RSP1	2.38	11.14 %
SYM2	1.55	11.78 %
ERD1	1.51	3.57 %
KGM1	0.74	7.36 %
TPR4	0.30	5.79 %
TPR3	0.27	5.89 %
Total	49.36	15.54 %