

MTD Sales
1,828.51 L

Brand Share %
12.33 %

Information:

MTD : 01-05-2026 To 14-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.33 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	858.62	8.95 %
LED TV	500.27	21.46 %
Fridge	299.73	20.29 %
Wash-Mac	138.15	10.86 %
D-Freez	20.60	51.80 %
Chimney	3.25	8.00 %
W.Heater	2.78	7.98 %
W-Disp	2.63	20.07 %
Oven	1.94	9.06 %
Vac-Clea	0.54	8.78 %
Total	1,828.51	12.33 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	282.66	12.66 %
CHENNAI-01	279.52	12.13 %
TRICHY-01	244.97	11.50 %
SOUTH-03	225.83	12.00 %
CHENNAI-02	201.58	10.41 %
WEST-02	193.35	15.44 %
SOUTH ARCOT	141.20	12.66 %
NORTH ARCOT	139.44	13.16 %
WEST-01	119.95	13.09 %
Total	1,828.51	12.33 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	131.43	9.78 %
LED TV	75.74	18.76 %
Fridge	50.01	20.89 %
Wash-Mac	20.65	9.20 %
D-Freez	3.38	56.50 %
W.Heater	0.53	15.24 %
Oven	0.44	9.61 %
Chimney	0.33	6.10 %
W-Disp	0.15	13.17 %
Total	282.66	12.66 %

Branch *	MTD Sales L	Brand Share %
TVL1	21.34	8.47 %
TUT1	17.54	6.97 %
NGR1	14.45	11.00 %
TUT2	11.62	10.95 %
VLY1	9.86	10.54 %
TKS2	8.95	11.04 %
RPM1	8.49	11.74 %
VNR2	7.62	9.27 %
TKS1	5.63	9.74 %
PKD1	5.37	10.12 %
ASM1	3.85	12.09 %
TY11	3.81	9.08 %
VKM1	3.32	10.52 %
MMT1	2.77	8.22 %
UDN1	2.48	7.68 %
STU2	0.35	1.13 %
S2SD	0.10	0.54 %
Total	282.66	12.66 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	147.38	9.33 %
LED TV	67.41	21.61 %
Fridge	39.05	18.21 %
Wash-Mac	21.45	12.28 %
D-Freez	1.68	28.21 %
Chimney	1.07	21.72 %
W-Disp	0.76	23.22 %
Oven	0.39	8.84 %
W.Heater	0.32	7.63 %
Total	279.52	12.13 %

Branch *	MTD Sales L	Brand Share %
CH05	17.85	10.35 %
CH08	13.43	11.46 %
CH16	11.32	9.96 %
CH14	10.19	6.21 %
CH48	9.58	10.40 %
CH47	7.93	5.66 %
CH19	7.83	6.69 %
CH42	6.45	6.38 %
CH45	6.43	8.04 %
CH22	6.41	9.59 %
AVD1	6.01	10.16 %
KNR1	4.90	12.18 %
CH38	4.48	9.52 %
SKL1	4.02	9.13 %
CH49	1.76	1.85 %
CGL1	0.85	1.65 %
CH40	0.06	0.75 %
CH29		0.00 %
MC09		0.00 %
MC10		0.00 %
WCHN	-6.07	9.47 %
Total	279.52	12.13 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	138.34	9.17 %
LED TV	55.86	18.66 %
Fridge	30.91	17.96 %
Wash-Mac	15.13	11.18 %
D-Freez	4.66	68.79 %
Oven	0.04	2.57 %
W.Heater	0.03	2.67 %
W-Disp		0.00 %
Total	244.97	11.50 %

Branch *	MTD Sales L	Brand Share %
TRY1	27.81	7.44 %
TVR2	13.64	11.60 %
KUM1	11.99	10.61 %
TNJ2	7.64	6.98 %
TRY4	6.96	11.16 %
TRY3	6.25	10.01 %
TNJ1	4.08	3.16 %
TYR1	3.93	6.53 %
KRN1	3.51	11.18 %
MSI1	3.43	8.96 %
TRY2	1.79	5.09 %
NMM1	0.77	2.39 %
TZSD	0.01	0.45 %
Total	244.97	11.50 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	94.21	7.99 %
LED TV	61.33	19.06 %
Fridge	44.67	22.89 %
Wash-Mac	19.96	11.97 %
D-Freez	4.47	79.14 %
W-Disp	0.38	33.06 %
W.Heater	0.33	16.16 %
Oven	0.18	8.13 %
Chimney	0.14	1.96 %
Vac-Clea	0.14	9.03 %
Total	225.83	12.00 %

Branch *	MTD Sales L	Brand Share %
DGL1	24.08	9.53 %
MDU1	18.28	8.39 %
MDU6	9.09	11.97 %
MDU3	5.62	9.63 %
ATG1	5.40	7.39 %
MDU7	5.24	7.88 %
DKI1	4.64	9.89 %
KRR1	4.50	6.22 %
MPA1	4.42	8.10 %
TEN1	4.09	12.17 %
MDU4	4.03	11.64 %
TMM1	3.64	8.20 %
DGL2	3.48	7.93 %
CBM1	2.36	8.30 %
KYK1	2.32	8.37 %
PKM1	1.90	10.69 %
MNM1	1.73	9.96 %
ODM1	1.57	8.28 %
SZSD	0.43	7.48 %
TEN2	0.30	0.94 %
WHMD	-0.22	1.23 %
Total	225.83	12.00 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	105.32	7.65 %
LED TV	50.33	20.61 %
Fridge	30.88	17.89 %
Wash-Mac	12.71	9.55 %
Chimney	0.94	34.67 %
W-Disp	0.56	29.46 %
D-Freez	0.38	19.44 %
W.Heater	0.25	13.95 %
Oven	0.22	17.58 %
Total	201.58	10.41 %

Branch *	MTD Sales L	Brand Share %
CH15	14.32	7.50 %
CH24	12.39	11.53 %
CH03	11.93	5.76 %
CH12	11.20	8.54 %
CH17	10.25	10.87 %
CH18	9.31	9.99 %
CH33	7.60	11.93 %
CH20	6.90	8.86 %
CH34	5.84	9.19 %
MJR1	5.48	7.89 %
CH50	4.75	6.38 %
CH36	3.40	9.44 %
CH31	2.82	7.32 %
CH46	2.02	5.95 %
CH44	1.82	3.10 %
MC06	0.41	6.06 %
CH01		0.00 %
CH32		0.00 %
MC05		0.00 %
CH27		0.00 %
Total	201.58	10.41 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	83.57	11.67 %
LED TV	54.70	24.71 %
Fridge	38.64	25.07 %
Wash-Mac	15.47	10.55 %
D-Freez	0.31	16.40 %
Oven	0.23	12.09 %
Vac-Clea	0.19	57.11 %
W.Heater	0.16	6.88 %
W-Disp	0.08	7.35 %
Total	193.35	15.44 %

Branch *	MTD Sales L	Brand Share %
ERD1	11.80	11.37 %
SLM1	9.43	7.76 %
NKL2	6.29	10.83 %
SLM2	5.98	9.09 %
KRI1	3.31	7.22 %
VPD1	3.08	9.02 %
WHPD	-1.81	9.67 %
Total	193.35	15.44 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	59.05	8.08 %
LED TV	54.08	29.67 %
Fridge	15.26	15.74 %
Wash-Mac	10.26	12.20 %
D-Freez	2.04	59.86 %
Vac-Clea	0.21	42.73 %
Oven	0.17	17.56 %
W-Disp	0.08	14.36 %
W.Heater	0.05	0.36 %
Total	141.20	12.66 %

Branch *	MTD Sales L	Brand Share %
CUD1	7.98	6.63 %
PRT1	7.67	11.80 %
KLM1	6.58	10.97 %
TRK1	6.37	10.36 %
POY1	6.12	5.77 %
VCM2	3.28	8.32 %
ULP1	3.28	6.62 %
VCM1	0.87	5.79 %
WHUT	-1.25	7.36 %
Total	141.20	12.66 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	59.99	8.61 %
LED TV	36.65	23.76 %
Fridge	28.95	26.50 %
Wash-Mac	9.83	11.26 %
D-Freez	2.44	45.30 %
Chimney	0.76	46.84 %
W.Heater	0.43	21.74 %
W-Disp	0.24	16.48 %
Oven	0.15	11.07 %
Total	139.44	13.16 %

Branch *	MTD Sales L	Brand Share %
VEL2	8.80	8.79 %
VEL1	8.23	11.81 %
KPM2	6.28	5.72 %
TRR1	4.80	7.71 %
TRL1	2.94	3.28 %
GDM1	2.63	8.79 %
TRT1	2.42	5.39 %
CYR1	1.67	5.95 %
WHVL	-3.07	11.64 %
Total	139.44	13.16 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	44.18	22.97 %
Air-Cond	39.33	8.48 %
Fridge	21.36	17.39 %
Wash-Mac	12.67	10.62 %
D-Freez	1.25	44.84 %
W.Heater	0.67	21.05 %
W-Disp	0.36	32.65 %
Oven	0.11	3.60 %
Chimney	0.01	0.08 %
Total	119.95	13.09 %

Branch *	MTD Sales L	Brand Share %
TPR1	5.51	10.41 %
CBE1	5.15	12.18 %
TPR2	4.06	8.49 %
CBE4	3.73	8.10 %
KMR1	3.24	5.66 %
MPM1	1.99	4.76 %
PPI1	1.67	11.65 %
AVI1	1.60	5.47 %
SUL1	1.02	5.62 %
KGM1	1.01	5.29 %
GBM1	0.82	3.30 %
SYM2	0.53	3.45 %
WZSD	0.26	9.20 %
WHCB	-0.81	3.32 %
Total	119.95	13.09 %