

MTD Sales
1,080.82 L

Brand Share %
11.79 %

Information:

MTD : 01-09-2026 To 14-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.79 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	434.07	20.52 %
Fridge	220.03	12.95 %
Air-Cond	196.94	5.85 %
Wash-Mac	174.80	11.44 %
D-Freez	28.13	56.34 %
W.Heater	10.78	12.58 %
Oven	3.88	13.64 %
Chimney	3.50	7.10 %
Small-Ap	2.81	10.85 %
Vac-Clea	2.06	10.91 %
W-Disp	2.01	9.82 %
Gas-Stov	1.81	0.99 %
Total	1,080.82	11.79 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	194.38	12.16 %
TRICHY-01	126.35	10.17 %
CHENNAI-02	124.72	10.88 %
CHENNAI-01	122.17	8.85 %
SOUTH-03	121.21	11.24 %
WEST-02	96.20	17.04 %
SOUTH ARCOT	95.21	14.60 %
NORTH ARCOT	91.16	12.50 %
WEST-01	55.08	13.44 %
WEST-03	54.34	14.76 %
Total	1,080.82	11.79 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	72.08	20.43 %
Fridge	39.04	14.02 %
Air-Cond	39.00	6.04 %
Wash-Mac	34.09	13.76 %
D-Freez	6.12	71.06 %
Oven	1.01	15.34 %
W.Heater	0.81	8.80 %
Vac-Clea	0.73	15.07 %
Small-Ap	0.63	16.29 %
W-Disp	0.35	19.65 %
Chimney	0.30	4.54 %
Gas-Stov	0.22	0.67 %
Total	194.38	12.16 %

Branch *	MTD Sales L	Brand Share %
TUT1	11.81	6.44 %
KVT1	10.32	11.36 %
NGR1	8.95	10.32 %
TKS2	8.48	11.71 %
RPM1	5.20	6.26 %
MAR1	4.95	10.31 %
TKS1	4.63	9.91 %
TYI1	3.19	10.01 %
VNR2	3.06	5.83 %
TUT2	2.50	3.72 %
ASM1	2.33	8.61 %
TCN1	2.25	6.71 %
VKM1	1.81	10.34 %
UDN1	1.65	6.69 %
WHTV		0.00 %
Total	194.38	12.16 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	61.27	21.73 %
Fridge	23.75	10.78 %
Wash-Mac	19.87	12.77 %
Air-Cond	17.72	3.32 %
D-Freez	2.56	48.41 %
W.Heater	0.59	6.28 %
Vac-Clea	0.20	12.85 %
Small-Ap	0.15	6.24 %
Oven	0.14	6.62 %
W-Disp	0.09	7.77 %
Total	126.35	10.17 %

Branch *	MTD Sales L	Brand Share %
TRY1	10.18	5.23 %
MVM1	9.40	11.56 %
PBR2	7.01	11.63 %
KUM1	6.72	8.97 %
TRY4	5.65	11.09 %
MDI1	5.07	11.67 %
TNJ2	4.46	9.04 %
TVR2	4.28	6.59 %
KIK1	3.90	7.94 %
JKM1	3.71	11.62 %
TNJ1	3.58	5.34 %
TTP1	2.84	11.27 %
TYR1	2.84	9.65 %
TRY3	2.26	5.94 %
AYR1	2.25	7.86 %
TRY2	1.41	11.36 %
PBR1	0.87	3.61 %
MSI1	0.40	1.70 %
TZSD	0.40	-20.05 %
WTRZ		0.00 %
Total	126.35	10.17 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	56.61	20.09 %
Air-Cond	24.72	5.67 %
Fridge	21.43	10.82 %
Wash-Mac	17.11	9.21 %
W.Heater	1.14	12.64 %
D-Freez	1.08	27.76 %
Oven	0.68	16.15 %
Chimney	0.64	15.05 %
Small-Ap	0.54	16.60 %
W-Disp	0.33	13.10 %
Gas-Stov	0.31	2.05 %
Vac-Clea	0.13	5.48 %
Total	124.72	10.88 %

Branch *	MTD Sales L	Brand Share %
WHC3	9.98	-419.20 %
CH03	8.26	6.85 %
CH12	7.69	11.16 %
CH15	5.72	4.99 %
CH21	5.26	7.19 %
CH06	3.67	8.38 %
CH18	3.41	4.99 %
CH35	3.20	9.01 %
CH34	2.57	5.68 %
MJR1	2.40	8.41 %
CH43	2.03	7.40 %
CH33	1.19	3.12 %
CH41	0.91	2.13 %
CH31	0.60	6.56 %
CH27	0.37	2.23 %
CH32	0.20	3.90 %
CH01	0.14	4.42 %
CH37		0.00 %
MC06		0.00 %
WCHN	-2.04	7.04 %
Total	124.72	10.88 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	45.18	16.50 %
Air-Cond	31.42	5.61 %
Fridge	21.14	8.34 %
Wash-Mac	16.35	7.34 %
D-Freez	4.08	66.46 %
W.Heater	1.72	9.17 %
Chimney	0.59	13.12 %
Small-Ap	0.53	10.65 %
W-Disp	0.44	12.83 %
Oven	0.38	10.24 %
Gas-Stov	0.35	1.42 %
Total	122.17	8.85 %

Branch *	MTD Sales L	Brand Share %
CH14	9.20	10.72 %
CH07	6.43	11.46 %
CH16	6.38	6.39 %
CH19	5.50	7.72 %
CH42	4.58	7.11 %
CH05	4.02	4.61 %
CH45	3.50	6.27 %
CH25	3.04	5.81 %
KNR1	2.87	10.22 %
CH49	2.47	3.48 %
CZWH	2.43	8.40 %
CH48	1.33	2.22 %
CH47	1.28	1.46 %
CGL1	1.27	4.06 %
MRM1	1.11	3.67 %
CH22	1.01	2.74 %
CH39	0.91	3.78 %
CH26	0.52	4.00 %
MC09	0.14	1.71 %
CH29		0.00 %
CH40		0.00 %
Total	122.17	8.85 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	48.18	19.28 %
Fridge	26.49	12.80 %
Wash-Mac	22.85	12.80 %
Air-Cond	17.84	4.64 %
D-Freez	2.90	60.56 %
W.Heater	1.55	16.46 %
Chimney	0.64	8.88 %
Small-Ap	0.26	8.73 %
Oven	0.21	6.81 %
Vac-Clea	0.20	6.71 %
Gas-Stov	0.09	0.34 %
Total	121.21	11.24 %

Branch *	MTD Sales L	Brand Share %
MDU1	10.09	6.80 %
DGL1	6.83	9.09 %
MDU2	5.85	8.25 %
MDU6	5.64	10.96 %
KKD3	4.22	9.79 %
ATG1	4.08	10.40 %
TEN2	2.32	11.52 %
MDU4	2.31	9.18 %
MDU5	2.01	11.25 %
SVG1	1.99	8.68 %
NTM1	1.64	11.65 %
DKI1	1.54	6.47 %
BNR1	1.52	8.64 %
TMM1	1.42	4.76 %
MPA1	1.34	4.94 %
PNV2	1.09	7.14 %
KRR1	0.73	1.92 %
PKM1	0.50	4.19 %
MDU7	0.43	1.45 %
ODM1	0.42	4.76 %
USL1	0.06	0.29 %
WHMD	-0.39	7.14 %
Total	121.21	11.24 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	34.24	22.66 %
Fridge	24.90	19.94 %
Wash-Mac	20.05	16.04 %
Air-Cond	12.31	9.84 %
D-Freez	2.12	59.50 %
W.Heater	1.11	20.83 %
Oven	0.41	20.94 %
Gas-Stov	0.35	2.11 %
Chimney	0.26	4.28 %
Vac-Clea	0.22	49.95 %
W-Disp	0.17	5.04 %
Small-Ap	0.05	4.46 %
Total	96.20	17.04 %

Branch *	MTD Sales L	Brand Share %
SLM1	5.14	9.49 %
SLM3	4.21	11.36 %
BMD1	1.58	10.31 %
PMP1	0.45	4.77 %
TRM1	0.23	0.60 %
Total	96.20	17.04 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	37.78	24.10 %
Fridge	21.47	17.16 %
Air-Cond	19.91	8.85 %
Wash-Mac	9.86	8.78 %
D-Freez	4.24	57.50 %
W.Heater	1.19	16.62 %
Oven	0.36	17.03 %
Chimney	0.29	17.94 %
W-Disp	0.09	5.71 %
Total	95.21	14.60 %

Branch *	MTD Sales L	Brand Share %
POY1	7.37	11.47 %
CUD1	7.01	9.54 %
KLM1	4.09	9.11 %
SJI2	3.58	8.82 %
NVL2	3.48	10.60 %
KKI2	3.27	11.08 %
ULP1	3.12	10.11 %
WHNV		0.00 %
Total	95.21	14.60 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	34.81	21.17 %
Air-Cond	18.72	7.07 %
Fridge	18.13	13.15 %
Wash-Mac	13.04	10.35 %
D-Freez	3.04	53.53 %
W.Heater	1.68	22.76 %
Chimney	0.62	12.72 %
Oven	0.39	24.31 %
Vac-Clea	0.37	40.69 %
Small-Ap	0.27	11.24 %
W-Disp	0.09	8.15 %
Total	91.16	12.50 %

Branch *	MTD Sales L	Brand Share %
KPM2	6.98	9.37 %
TRR1	4.24	9.39 %
AKM1	3.60	11.02 %
VEL3	3.57	7.75 %
ARC2	2.18	11.43 %
PLR1	1.69	10.11 %
TRL1	1.55	3.13 %
VEL2	1.31	2.63 %
TRT1	1.04	5.51 %
NASD		0.00 %
Total	91.16	12.50 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	21.37	18.01 %
Fridge	13.40	15.67 %
Wash-Mac	11.66	12.37 %
Air-Cond	6.42	8.65 %
W.Heater	0.50	7.60 %
D-Freez	0.47	24.23 %
Small-Ap	0.26	12.68 %
W-Disp	0.26	15.01 %
Gas-Stov	0.23	1.62 %
Vac-Clea	0.20	11.84 %
Chimney	0.16	2.51 %
Oven	0.16	5.95 %
Total	55.08	13.44 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.46	7.14 %
KMR1	3.91	10.00 %
CBE6	3.04	9.64 %
PLI1	1.68	6.46 %
MPM1	0.69	3.73 %
SUL1	0.63	3.74 %
KMD1	0.59	5.61 %
KGI1	0.52	7.38 %
ANR1		0.00 %
WHCB	-0.74	8.56 %
Total	55.08	13.44 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	22.55	26.69 %
Fridge	10.29	15.13 %
Wash-Mac	9.92	12.44 %
Air-Cond	8.89	7.61 %
D-Freez	1.52	57.13 %
W.Heater	0.48	14.22 %
Gas-Stov	0.26	3.11 %
W-Disp	0.18	28.78 %
Oven	0.15	37.52 %
Small-Ap	0.11	12.89 %
Total	54.34	14.76 %

Branch *	MTD Sales L	Brand Share %
RSP1	2.58	10.95 %
ERD1	1.72	3.16 %
KGM1	0.74	6.65 %
TPR3	0.45	8.48 %
TPR4	0.30	4.79 %
Total	54.34	14.76 %