

MTD Sales  
**1,497.28 L**

Brand Share %  
**13.93 %**

Information:

MTD : 01-03-2026 To 15-03-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **13.93 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	601.42	10.59 %
LED TV	444.89	22.22 %
Fridge	211.83	14.85 %
Wash-Mac	210.30	14.11 %
W.Heater	9.08	14.54 %
D-Freez	8.40	42.42 %
W-Disp	3.88	52.90 %
Oven	3.78	12.16 %
Chimney	3.69	10.95 %
Dummy-WH		100.00 %
Dummy-AC		9.52 %
<b>Total</b>	<b>1,497.28</b>	<b>13.93 %</b>

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	216.83	12.99 %
SOUTH-01	215.57	15.59 %
CHENNAI-02	192.53	13.56 %
WEST-02	175.05	16.42 %
SOUTH-03	173.76	13.70 %
TRICHY-01	162.31	10.31 %
WEST-01	125.83	12.48 %
NORTH ARCOT	125.59	17.77 %
SOUTH ARCOT	109.80	16.75 %
<b>Total</b>	<b>1,497.28</b>	<b>13.93 %</b>

## CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	99.29	10.72 %
LED TV	61.64	22.10 %
Fridge	25.70	11.86 %
Wash-Mac	24.56	11.30 %
W.Heater	1.99	13.93 %
D-Freez	1.31	32.04 %
W-Disp	0.95	54.72 %
Oven	0.84	13.38 %
Chimney	0.55	17.09 %
<b>Total</b>	<b>216.83</b>	<b>12.99 %</b>

Branch *	MTD Sales L	Brand Share %
CH42	10.17	13.49 %
CH14	9.84	8.30 %
CH08	8.87	12.05 %
CH05	8.56	6.55 %
CH16	7.65	7.73 %
CH19	6.65	9.31 %
CH35	5.80	11.70 %
CH49	5.67	6.63 %
MRM1	5.48	13.33 %
CH47	5.16	10.72 %
CH48	4.68	7.04 %
CH22	4.41	7.38 %
CZWH	4.29	11.86 %
CH38	3.95	12.58 %
CH45	3.86	7.29 %
CGL1	0.26	0.83 %
CH40	0.20	2.75 %
CH29	0.13	1.54 %
WHC3	0.04	0.35 %
WCHN	-0.99	10.13 %
<b>Total</b>	<b>216.83</b>	<b>12.99 %</b>

### SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	78.53	12.11 %
LED TV	64.38	23.32 %
Wash-Mac	40.98	17.14 %
Fridge	26.91	13.67 %
D-Freez	2.08	44.87 %
Oven	0.94	17.89 %
W.Heater	0.91	11.66 %
W-Disp	0.43	73.70 %
Chimney	0.39	10.92 %
<b>Total</b>	<b>215.57</b>	<b>15.59 %</b>

Branch *	MTD Sales L	Brand Share %
TUT1	10.96	6.04 %
VNR2	7.74	13.87 %
TKS2	7.45	12.41 %
TUT2	6.20	11.87 %
RPM1	5.21	9.97 %
PKD1	4.22	12.41 %
VNR1	2.79	11.40 %
STU2	2.58	13.46 %
ASM1	2.10	9.73 %
MMT1	1.86	11.15 %
UDN1	1.11	6.51 %
S2SD	0.58	2.83 %
<b>Total</b>	<b>215.57</b>	<b>15.59 %</b>

### CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	89.43	10.82 %
LED TV	53.26	21.08 %
Fridge	26.33	16.95 %
Wash-Mac	20.45	12.11 %
W.Heater	1.12	13.22 %
Oven	0.79	18.93 %
Chimney	0.39	25.32 %
D-Freez	0.39	41.83 %
W-Disp	0.37	52.84 %
Dummy-WH		100.00 %
Dummy-AC		10.53 %
<b>Total</b>	<b>192.53</b>	<b>13.56 %</b>

Branch *	MTD Sales L	Brand Share %
CH15	15.82	10.87 %
CH12	9.22	9.57 %
CH03	8.96	6.74 %
CH21	7.85	9.88 %
CH51	7.75	12.56 %
MJR1	5.31	10.09 %
CH34	5.25	10.70 %
CH06	3.89	7.31 %
CH46	2.68	10.54 %
CH27	0.92	4.72 %
CH32	0.43	5.34 %
CH01		0.00 %
MC06		0.00 %
<b>Total</b>	<b>192.53</b>	<b>13.56 %</b>

## WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	69.27	13.98 %
LED TV	47.10	24.62 %
Fridge	30.05	16.43 %
Wash-Mac	26.23	14.55 %
W.Heater	0.99	20.77 %
D-Freez	0.54	56.28 %
Chimney	0.38	5.53 %
Oven	0.26	8.02 %
W-Disp	0.22	46.34 %
<b>Total</b>	<b>175.05</b>	<b>16.42 %</b>

Branch *	MTD Sales L	Brand Share %
ERD1	8.60	11.27 %
SLM1	8.02	7.75 %
SLM3	6.77	13.47 %
MCR1	4.22	12.89 %
SLM2	4.12	10.69 %
HSR1	3.78	10.23 %
KRI1	3.47	9.91 %
EPI1	3.30	13.33 %
VPD1	3.22	12.88 %
TRM1	3.10	10.45 %
PDR1	3.01	13.25 %
DPR2	2.63	11.92 %
APN1	1.72	10.32 %
VKL1	1.46	9.61 %
CMI1	1.37	8.96 %
SGG1	0.47	6.32 %
WHKP		0.00 %
WHPD		0.00 %
<b>Total</b>	<b>175.05</b>	<b>16.42 %</b>

## SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	60.52	9.87 %
LED TV	54.00	20.38 %
Wash-Mac	33.99	16.89 %
Fridge	22.45	13.14 %
D-Freez	0.84	45.60 %
Chimney	0.69	10.62 %
W.Heater	0.66	12.03 %
W-Disp	0.45	48.58 %
Oven	0.16	4.67 %
<b>Total</b>	<b>173.76</b>	<b>13.70 %</b>

Branch *	MTD Sales L	Brand Share %
MDU1	16.16	10.22 %
DGL1	8.88	9.66 %
MDU6	6.75	11.85 %
KRR1	6.04	13.67 %
MDU3	5.23	8.44 %
CBM1	4.57	12.46 %
MPA1	2.91	6.56 %
TMM1	2.67	6.54 %
DKI1	2.48	9.10 %
BNR1	2.15	10.65 %
PNI1	2.01	10.66 %
MDU7	1.84	4.08 %
TPT1	1.41	6.58 %
TEN2	1.38	4.25 %
SVG1	1.36	5.94 %
KYK1	1.28	7.06 %
PKM1	1.08	6.44 %
SZSD	0.31	4.16 %
WHMD		0.00 %
<b>Total</b>	<b>173.76</b>	<b>13.70 %</b>

**TRICHY-01**

Property	MTD Sales L	Brand Share %
Air-Cond	67.46	7.20 %
LED TV	49.99	16.11 %
Fridge	24.75	14.62 %
Wash-Mac	18.40	12.38 %
W.Heater	0.70	17.42 %
D-Freez	0.46	43.24 %
W-Disp	0.44	84.76 %
Oven	0.12	7.63 %
<b>Total</b>	<b>162.31</b>	<b>10.31 %</b>

Branch *	MTD Sales L	Brand Share %
TRY1	25.41	6.90 %
PBR2	11.06	11.73 %
MVM1	10.39	13.34 %
PTK1	7.75	9.99 %
TNJ2	7.34	10.61 %
TVR2	7.17	8.60 %
TRY4	6.85	11.35 %
KUM1	6.30	6.25 %
JKM1	4.37	10.30 %
TRY3	4.29	9.51 %
TNJ1	3.17	4.05 %
PBR1	3.01	12.13 %
NMM1	2.11	8.72 %
APM1	1.63	10.37 %
MSI1	0.33	1.20 %
TYR1	0.20	0.46 %
ORU1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
<b>Total</b>	<b>162.31</b>	<b>10.31 %</b>

**WEST-01**

Property	MTD Sales L	Brand Share %
Air-Cond	53.53	9.95 %
LED TV	33.30	21.18 %
Fridge	21.67	15.05 %
Wash-Mac	14.90	9.85 %
W.Heater	1.50	20.99 %
D-Freez	0.39	25.51 %
W-Disp	0.29	59.18 %
Chimney	0.13	2.52 %
Oven	0.11	2.89 %
<b>Total</b>	<b>125.83</b>	<b>12.48 %</b>

Branch *	MTD Sales L	Brand Share %
CBE2	17.54	7.81 %
TPR2	5.88	8.22 %
MPM1	3.58	9.28 %
KMR1	3.04	5.43 %
AVI1	2.06	7.52 %
TPR3	1.75	11.23 %
SUL1	1.49	4.48 %
CBE5	1.28	6.79 %
KMD1	1.17	7.38 %
KGI1	0.84	9.40 %
ANR1	0.60	8.90 %
GBM1	0.46	2.31 %
SYM2	0.33	1.91 %
KGM1	0.13	0.81 %
WZSD		0.00 %
<b>Total</b>	<b>125.83</b>	<b>12.48 %</b>

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	48.95	13.62 %
LED TV	39.94	28.31 %
Fridge	17.66	18.88 %
Wash-Mac	14.83	15.33 %
D-Freez	1.35	53.18 %
W.Heater	0.98	13.86 %
Chimney	0.88	30.36 %
W-Disp	0.51	33.54 %
Oven	0.49	24.52 %
<b>Total</b>	<b>125.59</b>	<b>17.77 %</b>

Branch *	MTD Sales L	Brand Share %
KPM2	7.68	9.95 %
TRL1	6.46	11.93 %
VEL2	5.86	11.63 %
AKM1	3.68	11.64 %
TRT1	3.27	12.10 %
GDM1	3.14	13.26 %
CYR1	1.92	11.70 %
CPT1	1.39	8.59 %
BGR1	1.22	13.68 %
<b>Total</b>	<b>125.59</b>	<b>17.77 %</b>

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	41.28	31.77 %
Air-Cond	34.44	10.33 %
Fridge	16.30	16.88 %
Wash-Mac	15.96	18.31 %
D-Freez	1.04	46.97 %
Chimney	0.28	19.18 %
W.Heater	0.22	6.67 %
W-Disp	0.22	57.20 %
Oven	0.06	4.72 %
<b>Total</b>	<b>109.80</b>	<b>16.75 %</b>

Branch *	MTD Sales L	Brand Share %
CUD1	7.20	11.48 %
CDM1	5.62	12.85 %
SJI2	4.91	12.11 %
VPM2	4.69	13.12 %
NVL2	4.29	11.76 %
ULP1	3.36	11.79 %
KLM1	2.04	6.41 %
WHUT		0.00 %
<b>Total</b>	<b>109.80</b>	<b>16.75 %</b>