

MTD Sales
1,904.92 L

Brand Share %
12.40 %

Information:

MTD : 01-05-2026 To 15-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.40 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	881.20	8.97 %
LED TV	522.79	21.37 %
Fridge	319.08	20.33 %
Wash-Mac	148.85	10.98 %
D-Freez	20.96	50.23 %
Chimney	3.73	8.61 %
W.Heater	2.84	7.98 %
W-Disp	2.70	17.93 %
Oven	2.22	9.77 %
Vac-Clea	0.54	8.59 %
Total	1,904.92	12.40 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	298.62	12.78 %
CHENNAI-01	289.49	12.09 %
TRICHY-01	253.30	11.52 %
SOUTH-03	232.43	11.97 %
CHENNAI-02	210.63	10.52 %
WEST-02	204.98	15.71 %
SOUTH ARCOT	147.83	12.94 %
NORTH ARCOT	142.29	13.02 %
WEST-01	125.35	13.22 %
Total	1,904.92	12.40 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	135.69	9.81 %
LED TV	81.19	19.08 %
Fridge	53.02	20.43 %
Wash-Mac	23.89	9.79 %
D-Freez	3.38	53.85 %
W.Heater	0.53	15.22 %
Oven	0.44	9.28 %
Chimney	0.33	5.08 %
W-Disp	0.15	13.17 %
Total	298.62	12.78 %

Branch *	MTD Sales L	Brand Share %
TVL1	22.92	8.72 %
TUT1	17.69	6.75 %
NGR1	15.53	11.33 %
TUT2	11.91	11.00 %
VLY1	10.87	11.09 %
TKS2	8.95	10.72 %
RPM1	8.71	11.69 %
VNR2	8.21	9.42 %
PKD1	6.47	11.46 %
TKS1	5.95	9.92 %
TYI1	4.17	9.33 %
ASM1	3.85	11.67 %
VKM1	3.74	11.01 %
MMT1	2.77	8.02 %
UDN1	2.75	8.15 %
STU2	0.35	1.11 %
S2SD	0.10	0.54 %
Total	298.62	12.78 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	152.02	9.36 %
LED TV	69.39	20.61 %
Fridge	41.55	18.33 %
Wash-Mac	22.37	12.25 %
D-Freez	1.68	27.15 %
Chimney	1.07	21.74 %
W-Disp	0.76	17.44 %
Oven	0.33	7.18 %
W.Heater	0.32	7.37 %
Total	289.49	12.09 %

Branch *	MTD Sales L	Brand Share %
CH05	17.55	9.84 %
CH08	13.86	11.21 %
CH16	11.32	9.84 %
CH14	10.95	6.41 %
CH48	9.89	10.22 %
CH19	8.36	6.81 %
CH47	7.93	5.42 %
CH42	7.35	7.02 %
CH45	6.43	7.78 %
CH22	6.41	9.45 %
AVD1	6.21	10.11 %
KNR1	4.90	11.60 %
CH38	4.48	9.43 %
SKL1	4.02	8.99 %
WHC3	2.56	8.60 %
CH49	1.76	1.77 %
CGL1	0.85	1.57 %
CH40	0.06	0.75 %
CH29		0.00 %
MC09		0.00 %
MC10		0.00 %
WCHN	-6.38	9.39 %
Total	289.49	12.09 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	140.17	9.11 %
LED TV	57.33	18.37 %
Fridge	34.57	18.52 %
Wash-Mac	16.44	11.24 %
D-Freez	4.66	66.73 %
Oven	0.10	6.43 %
W.Heater	0.03	2.47 %
W-Disp		0.00 %
Total	253.30	11.52 %

Branch *	MTD Sales L	Brand Share %
TRY1	28.28	7.41 %
TVR2	14.26	11.80 %
KUM1	12.11	10.44 %
TNJ2	8.18	7.29 %
TRY4	7.46	11.72 %
TRY3	6.43	9.77 %
TNJ1	4.08	3.04 %
TYR1	3.93	6.40 %
KRN1	3.66	11.24 %
MSI1	3.43	8.75 %
TRY2	2.20	6.06 %
NMM1	0.91	2.73 %
TZSD	0.01	0.45 %
Total	253.30	11.52 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	96.24	7.98 %
LED TV	62.72	18.78 %
Fridge	46.41	22.77 %
Wash-Mac	21.20	11.90 %
D-Freez	4.47	79.14 %
W-Disp	0.46	37.13 %
W.Heater	0.33	16.16 %
Chimney	0.27	3.38 %
Oven	0.18	8.13 %
Vac-Clea	0.14	9.03 %
Total	232.43	11.97 %

Branch *	MTD Sales L	Brand Share %
DGL1	24.46	9.50 %
MDU1	18.62	8.33 %
MDU6	9.37	11.82 %
MDU3	6.10	10.10 %
ATG1	5.40	6.98 %
MDU7	5.37	7.79 %
DKI1	4.77	9.96 %
KRR1	4.50	6.13 %
MPA1	4.42	7.87 %
MDU4	4.24	11.89 %
TMM1	3.89	7.84 %
DGL2	3.80	8.30 %
CBM1	2.48	8.50 %
KYK1	2.32	8.37 %
SGP1	2.27	11.98 %
PKM1	2.02	11.17 %
MNM1	1.73	9.43 %
ODM1	1.70	8.91 %
SZSD	0.43	7.48 %
TEN2	0.30	0.90 %
WHMD	-1.39	6.58 %
Total	232.43	11.97 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	107.68	7.65 %
LED TV	53.94	20.83 %
Fridge	32.45	17.78 %
Wash-Mac	14.03	9.92 %
Chimney	0.94	34.67 %
D-Freez	0.57	26.54 %
W-Disp	0.56	27.13 %
W.Heater	0.25	13.65 %
Oven	0.22	16.37 %
Total	210.63	10.52 %

Branch *	MTD Sales L	Brand Share %
CH15	14.86	7.57 %
CH24	13.22	11.87 %
CH03	12.83	5.97 %
CH12	12.48	9.39 %
CH17	11.35	11.78 %
CH18	9.44	9.83 %
CH20	6.90	8.58 %
CH34	5.84	8.94 %
MJR1	5.48	7.41 %
CH50	5.04	6.51 %
CH36	3.40	9.28 %
CH31	3.01	7.64 %
CH46	2.20	6.14 %
CH44	1.82	3.08 %
MC06	0.41	6.06 %
CH01		0.00 %
CH32		0.00 %
MC05		0.00 %
CH27		0.00 %
Total	210.63	10.52 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	86.41	11.74 %
LED TV	58.42	25.23 %
Fridge	41.83	25.29 %
Wash-Mac	16.87	10.85 %
Oven	0.45	20.37 %
D-Freez	0.31	14.74 %
W.Heater	0.22	8.72 %
Vac-Clea	0.19	41.32 %
Chimney	0.19	2.59 %
W-Disp	0.08	6.95 %
Total	204.98	15.71 %

Branch *	MTD Sales L	Brand Share %
ERD1	12.68	11.73 %
SLM1	10.02	8.04 %
NKL2	7.00	11.40 %
SLM2	6.25	9.15 %
VPD1	3.60	10.03 %
KRI1	3.31	7.18 %
WHPD	-1.81	9.03 %
Total	204.98	15.71 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	61.84	8.33 %
LED TV	56.26	29.90 %
Fridge	16.28	16.06 %
Wash-Mac	10.71	12.20 %
D-Freez	2.22	55.88 %
Vac-Clea	0.21	42.73 %
Oven	0.17	14.27 %
W-Disp	0.08	14.36 %
W.Heater	0.05	0.36 %
Total	147.83	12.94 %

Branch *	MTD Sales L	Brand Share %
CUD1	8.59	6.97 %
PRT1	7.80	11.78 %
KLM1	6.89	11.15 %
TRK1	6.37	10.12 %
POY1	6.12	5.69 %
VCM2	3.60	8.92 %
ULP1	3.53	6.99 %
VCM1	0.87	5.65 %
WHUT	-1.61	8.83 %
Total	147.83	12.94 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	60.28	8.46 %
LED TV	37.23	23.11 %
Fridge	30.39	26.87 %
Wash-Mac	10.15	10.94 %
D-Freez	2.44	43.10 %
Chimney	0.94	47.88 %
W.Heater	0.43	20.78 %
W-Disp	0.24	13.07 %
Oven	0.21	12.56 %
Total	142.29	13.02 %

Branch *	MTD Sales L	Brand Share %
VEL2	8.80	8.55 %
VEL1	8.61	11.80 %
KPM2	6.79	5.91 %
TRR1	5.03	7.81 %
TRL1	2.94	3.18 %
GDM1	2.63	8.79 %
TRT1	2.42	5.39 %
CYR1	1.67	5.84 %
WHVL	-3.07	11.29 %
Total	142.29	13.02 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	46.32	23.33 %
Air-Cond	40.86	8.62 %
Fridge	22.58	17.27 %
Wash-Mac	13.19	10.38 %
D-Freez	1.25	44.84 %
W.Heater	0.67	20.39 %
W-Disp	0.36	32.65 %
Oven	0.11	3.60 %
Chimney	0.01	0.07 %
Total	125.35	13.22 %

Branch *	MTD Sales L	Brand Share %
TPR1	5.62	10.30 %
CBE4	4.37	9.00 %
TPR2	4.06	8.36 %
KMR1	3.24	5.49 %
AVI1	2.19	7.10 %
MPM1	1.99	4.61 %
PPI1	1.67	11.64 %
SUL1	1.02	5.44 %
KGM1	1.01	5.24 %
GBM1	0.82	3.29 %
SYM2	0.53	3.23 %
WZSD	0.26	8.06 %
WHCB	-0.81	3.26 %
Total	125.35	13.22 %