

MTD Sales
1,137.87 L

Brand Share %
11.78 %

Information:

MTD : 01-09-2026 To 15-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.78 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	453.02	20.26 %
Fridge	231.68	12.97 %
Air-Cond	209.98	5.95 %
Wash-Mac	184.09	11.40 %
D-Freez	29.21	56.44 %
W.Heater	11.75	12.88 %
Oven	4.32	14.18 %
Chimney	3.85	7.38 %
Small-Ap	3.07	11.03 %
Gas-Stov	2.48	1.27 %
W-Disp	2.35	10.84 %
Vac-Clea	2.06	10.20 %
Total	1,137.87	11.78 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	202.77	12.05 %
TRICHY-01	132.09	10.08 %
CHENNAI-02	131.28	10.81 %
CHENNAI-01	130.18	8.94 %
SOUTH-03	128.61	11.29 %
SOUTH ARCOT	102.47	14.84 %
WEST-02	99.92	17.02 %
NORTH ARCOT	96.49	12.73 %
WEST-01	57.61	13.22 %
WEST-03	56.45	14.78 %
Total	1,137.87	11.78 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	74.90	20.12 %
Fridge	41.24	13.95 %
Air-Cond	40.52	6.02 %
Wash-Mac	35.59	13.52 %
D-Freez	6.12	71.06 %
Oven	1.06	15.19 %
W.Heater	0.93	9.16 %
Vac-Clea	0.73	14.98 %
Small-Ap	0.63	15.66 %
W-Disp	0.52	25.45 %
Chimney	0.30	4.19 %
Gas-Stov	0.22	0.63 %
Total	202.77	12.05 %

Branch *	MTD Sales L	Brand Share %
TUT1	12.22	6.31 %
KVT1	10.69	11.02 %
NGR1	9.46	10.31 %
TKS2	8.48	10.97 %
MAR1	5.81	11.65 %
RPM1	5.20	5.81 %
TKS1	4.78	9.91 %
VNR2	3.51	6.22 %
TYI1	3.34	9.70 %
TUT2	2.50	3.63 %
ASM1	2.48	9.04 %
TCN1	2.25	6.51 %
UDN1	2.06	7.60 %
VKM1	1.94	10.50 %
WHTV		0.00 %
Total	202.77	12.05 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	64.69	21.34 %
Fridge	24.28	10.34 %
Wash-Mac	21.36	12.99 %
Air-Cond	17.72	3.20 %
D-Freez	2.80	49.50 %
W.Heater	0.66	6.30 %
Vac-Clea	0.20	12.85 %
Small-Ap	0.15	6.11 %
Oven	0.14	6.07 %
W-Disp	0.09	7.27 %
Total	132.09	10.08 %

Branch *	MTD Sales L	Brand Share %
TRY1	10.44	5.19 %
MVM1	9.40	11.04 %
PBR2	7.25	11.20 %
KUM1	6.89	8.76 %
TRY4	5.79	10.89 %
PDK2	5.23	11.33 %
TVR2	4.71	6.91 %
TNJ2	4.58	8.65 %
TNJ1	4.30	6.08 %
KIK1	3.97	7.27 %
TTP1	2.84	10.81 %
TYR1	2.84	9.29 %
TRY3	2.56	6.28 %
AYR1	2.25	7.51 %
TRY2	1.41	11.36 %
PBR1	0.87	3.43 %
MSI1	0.40	1.66 %
TZSD	0.40	-20.52 %
WTRZ		0.00 %
Total	132.09	10.08 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	58.36	19.51 %
Air-Cond	28.17	6.06 %
Fridge	21.56	10.42 %
Wash-Mac	18.26	9.26 %
W.Heater	1.22	13.02 %
D-Freez	1.08	27.76 %
Oven	0.68	16.14 %
Chimney	0.64	15.05 %
Small-Ap	0.54	15.05 %
W-Disp	0.33	12.15 %
Gas-Stov	0.31	1.99 %
Vac-Clea	0.13	5.42 %
Total	131.28	10.81 %

Branch *	MTD Sales L	Brand Share %
CH03	8.53	6.79 %
CH12	7.69	10.68 %
CH15	6.78	5.21 %
CH50	6.69	11.76 %
CH21	5.26	6.93 %
CH18	3.72	5.20 %
CH06	3.67	8.02 %
CH35	3.20	8.84 %
MJR1	2.83	8.86 %
CH34	2.57	5.45 %
CH43	2.37	8.01 %
CH41	1.35	3.06 %
CH33	1.19	2.87 %
CH27	0.67	3.56 %
CH31	0.60	6.35 %
CH32	0.20	3.61 %
CH01	0.14	4.42 %
CH37		0.00 %
MC06		0.00 %
WCHN	-2.74	8.55 %
Total	131.28	10.81 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	46.94	16.18 %
Air-Cond	34.48	5.81 %
Fridge	22.80	8.56 %
Wash-Mac	17.06	7.32 %
D-Freez	4.08	66.46 %
W.Heater	1.92	9.75 %
Chimney	0.75	15.71 %
Gas-Stov	0.65	2.50 %
W-Disp	0.53	13.73 %
Small-Ap	0.53	9.63 %
Oven	0.43	10.82 %
Total	130.18	8.94 %

Branch *	MTD Sales L	Brand Share %
CH14	9.54	10.78 %
CH16	7.42	7.11 %
CH07	6.43	10.53 %
CH19	5.85	7.47 %
CH42	4.90	7.38 %
CH05	4.47	4.80 %
CH45	3.50	6.02 %
KNR1	3.45	11.78 %
CH25	3.20	5.92 %
CH49	2.47	3.26 %
CZWH	2.43	7.10 %
CH48	1.64	2.62 %
CH47	1.28	1.37 %
MRM1	1.28	3.94 %
CGL1	1.27	3.75 %
CH22	1.01	2.58 %
CH39	0.91	3.74 %
CH26	0.52	3.88 %
MC09	0.14	1.71 %
CH29		0.00 %
CH40		0.00 %
Total	130.18	8.94 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	51.19	19.49 %
Fridge	28.15	13.03 %
Wash-Mac	23.81	12.45 %
Air-Cond	19.37	4.76 %
D-Freez	2.90	60.56 %
W.Heater	1.66	16.72 %
Chimney	0.64	8.25 %
Small-Ap	0.26	8.57 %
Gas-Stov	0.21	0.76 %
Oven	0.21	6.56 %
Vac-Clea	0.20	6.39 %
Total	128.61	11.29 %

Branch *	MTD Sales L	Brand Share %
MDU1	10.97	6.76 %
DGL1	6.83	8.50 %
MDU2	6.55	8.71 %
MDU6	5.89	11.18 %
KKD3	4.35	9.51 %
ATG1	4.20	10.38 %
MDU4	2.70	10.10 %
MPA1	2.27	7.76 %
MDU5	2.16	11.71 %
SVG1	2.11	9.00 %
NTM1	1.64	11.34 %
DKI1	1.54	6.10 %
BNR1	1.52	8.20 %
TMM1	1.42	4.46 %
PNV2	1.09	7.14 %
PKM1	0.76	6.02 %
KRR1	0.73	1.89 %
MDU7	0.43	1.37 %
ODM1	0.42	4.55 %
USL1	0.06	0.28 %
WHMD	-0.39	6.75 %
Total	128.61	11.29 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	40.36	24.21 %
Fridge	22.38	17.25 %
Air-Cond	22.30	9.41 %
Wash-Mac	10.94	8.97 %
D-Freez	4.55	57.79 %
W.Heater	1.19	15.59 %
Oven	0.36	17.03 %
Chimney	0.29	14.71 %
W-Disp	0.09	5.48 %
Total	102.47	14.84 %

Branch *	MTD Sales L	Brand Share %
CUD1	7.01	9.28 %
SJI2	4.17	9.07 %
KLM1	4.09	8.82 %
NVL2	3.62	10.52 %
ULP1	3.35	10.44 %
WHNV		0.00 %
Total	102.47	14.84 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	34.95	22.39 %
Fridge	26.64	20.38 %
Wash-Mac	20.26	15.54 %
Air-Cond	12.99	10.01 %
D-Freez	2.12	59.50 %
W.Heater	1.29	23.13 %
Oven	0.55	26.33 %
Gas-Stov	0.35	2.01 %
Chimney	0.26	4.28 %
Vac-Clea	0.22	49.95 %
W-Disp	0.17	5.04 %
Small-Ap	0.11	7.33 %
Total	99.92	17.02 %

Branch *	MTD Sales L	Brand Share %
SLM1	5.80	10.27 %
SLM3	4.21	11.19 %
BMD1	1.58	9.96 %
PMP1	0.60	6.02 %
TRM1	0.23	0.59 %
Total	99.92	17.02 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	36.78	21.14 %
Fridge	19.21	13.54 %
Air-Cond	19.10	7.03 %
Wash-Mac	13.68	10.44 %
D-Freez	3.57	53.81 %
W.Heater	1.74	22.60 %
Chimney	0.81	15.96 %
Oven	0.58	29.00 %
Small-Ap	0.48	17.20 %
Vac-Clea	0.37	40.69 %
W-Disp	0.18	14.17 %
Total	96.49	12.73 %

Branch *	MTD Sales L	Brand Share %
KPM2	7.46	9.49 %
TRR1	4.50	9.39 %
AKM1	3.60	10.85 %
VEL3	3.57	7.33 %
ARC2	2.18	11.43 %
PLR1	1.69	9.99 %
VEL2	1.66	3.26 %
TRL1	1.55	3.03 %
TRT1	1.24	6.12 %
NASD		0.00 %
Total	96.49	12.73 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	21.95	17.72 %
Fridge	14.25	15.35 %
Wash-Mac	12.38	12.26 %
Air-Cond	6.42	8.25 %
W.Heater	0.62	8.76 %
Gas-Stov	0.47	3.09 %
D-Freez	0.47	24.23 %
Small-Ap	0.26	12.39 %
W-Disp	0.26	15.01 %
Vac-Clea	0.20	8.76 %
Chimney	0.16	2.38 %
Oven	0.16	5.34 %
Total	57.61	13.22 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.89	7.16 %
KMR1	4.17	9.65 %
CBE6	3.16	9.66 %
PLI1	1.83	6.55 %
SUL1	0.92	5.24 %
KMD1	0.74	6.50 %
MPM1	0.69	3.49 %
KGI1	0.52	6.96 %
ANR1	0.14	4.49 %
WHCB	-0.74	7.79 %
Total	57.61	13.22 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	22.89	26.07 %
Fridge	11.17	15.68 %
Wash-Mac	10.76	13.12 %
Air-Cond	8.90	7.36 %
D-Freez	1.52	57.13 %
W.Heater	0.51	14.45 %
Gas-Stov	0.26	2.94 %
W-Disp	0.18	28.78 %
Oven	0.15	27.32 %
Small-Ap	0.11	12.89 %
Total	56.45	14.78 %

Branch *	MTD Sales L	Brand Share %
RSP1	2.58	10.45 %
ERD1	2.00	3.49 %
KGM1	1.03	8.85 %
TPR3	0.45	8.48 %
TPR4	0.30	4.54 %
W3SD	-0.31	-12.96 %
Total	56.45	14.78 %