



TN : HAIER Sales Performance 17/03/2026 9:08 AM

MTD Sales
1,738.68 L

Brand Share %
13.48 %

Information:

MTD : 01-03-2026 To 16-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **13.48 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	726.91	10.22 %
LED TV	496.03	20.99 %
Fridge	248.36	15.65 %
Wash-Mac	235.04	14.18 %
W.Heater	9.93	14.22 %
D-Freez	9.68	43.01 %
Oven	4.51	12.59 %
Chimney	4.12	10.78 %
W-Disp	4.10	49.55 %
Dummy-WH		100.00 %
Dummy-AC		9.09 %
Total	1,738.68	13.48 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	279.03	14.12 %
CHENNAI-01	236.14	12.41 %
SOUTH-03	210.57	12.97 %
CHENNAI-02	203.20	13.45 %
WEST-02	200.51	15.64 %
TRICHY-01	181.56	10.24 %
NORTH ARCOT	156.26	17.47 %
WEST-01	137.40	12.59 %
SOUTH ARCOT	134.02	15.91 %
Total	1,738.68	13.48 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	107.60	10.97 %
LED TV	78.73	18.45 %
Wash-Mac	51.41	17.35 %
Fridge	35.71	14.65 %
D-Freez	2.63	43.30 %
W.Heater	1.13	12.79 %
Oven	1.00	14.14 %
W-Disp	0.43	58.32 %
Chimney	0.39	7.02 %
Total	279.03	14.12 %

Branch *	MTD Sales L	Brand Share %
TUT1	17.08	4.21 %
TKS2	8.94	12.11 %
VNR2	8.92	12.84 %
TUT2	7.86	11.13 %
RPM1	5.78	9.33 %
PKD1	5.09	11.12 %
ASM1	3.45	11.98 %
MMT1	2.37	10.68 %
UDN1	1.21	4.97 %
S2SD	0.60	2.65 %
Total	279.03	14.12 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	107.94	9.74 %
LED TV	64.99	21.69 %
Fridge	30.57	13.19 %
Wash-Mac	26.06	11.28 %
W.Heater	2.16	14.12 %
D-Freez	1.70	37.95 %
Oven	1.07	14.78 %
W-Disp	0.95	50.01 %
Chimney	0.69	20.43 %
Total	236.14	12.41 %

Branch *	MTD Sales L	Brand Share %
CH42	11.39	12.93 %
CH08	10.77	10.32 %
CH14	9.97	8.00 %
CH16	9.88	8.97 %
CH05	8.77	6.21 %
CH19	6.87	8.95 %
CH35	6.64	12.86 %
CH49	6.64	6.86 %
CH47	5.56	11.03 %
CH48	5.22	7.39 %
CH38	4.58	12.85 %
CH22	4.41	4.89 %
CZWH	4.29	10.47 %
CH45	4.07	6.25 %
CGL1	0.37	0.95 %
WHC3	0.21	1.63 %
CH40	0.20	2.21 %
CH29	0.13	1.45 %
WCHN	-0.99	10.13 %
Total	236.14	12.41 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	85.60	9.54 %
LED TV	59.34	20.01 %
Wash-Mac	36.42	16.63 %
Fridge	26.08	13.73 %
D-Freez	0.99	49.78 %
Chimney	0.82	10.68 %
W.Heater	0.66	11.09 %
W-Disp	0.45	41.59 %
Oven	0.21	5.43 %
Total	210.57	12.97 %

Branch *	MTD Sales L	Brand Share %
MDU1	18.13	9.33 %
DGL1	9.93	9.13 %
MDU6	9.01	12.70 %
ATG1	7.15	12.19 %
KRR1	6.73	11.60 %
MDU3	5.57	8.29 %
MPA1	4.28	7.76 %
TMM1	3.73	7.52 %
DKI1	3.54	8.59 %
TPT1	2.93	8.15 %
BNR1	2.65	10.49 %
PNI1	2.63	10.66 %
MDU7	1.84	3.28 %
KYK1	1.78	8.42 %
TEN2	1.38	3.66 %
SVG1	1.36	3.55 %
MNM1	1.27	7.98 %
PKM1	1.08	5.86 %
SZSD	0.31	3.77 %
WHMD		0.00 %
Total	210.57	12.97 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	94.27	10.66 %
LED TV	56.72	21.14 %
Fridge	28.19	17.20 %
Wash-Mac	20.89	11.72 %
W.Heater	1.19	13.22 %
Oven	0.79	18.49 %
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 %
Total	203.20	13.45 %

Branch *	MTD Sales L	Brand Share %
CH15	16.80	10.89 %
CH03	9.52	6.78 %
CH12	9.52	9.45 %
CH21	8.73	10.30 %
CH51	8.35	12.75 %
MJR1	5.31	9.81 %
CH34	5.25	9.80 %
CH06	4.20	7.45 %
CH46	2.99	10.50 %
CH27	1.35	6.04 %
CH32	0.43	3.92 %
CH01		0.00 %
MC06		0.00 %
Total	203.20	13.45 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	80.75	12.67 %
LED TV	52.26	23.32 %
Fridge	34.12	16.92 %
Wash-Mac	30.57	15.14 %
W.Heater	1.20	22.18 %
D-Freez	0.54	56.28 %
Chimney	0.54	7.73 %
Oven	0.32	8.56 %
W-Disp	0.22	46.34 %
Total	200.51	15.64 %

Branch *	MTD Sales L	Brand Share %
SLM1	9.52	7.67 %
ERD1	8.95	10.62 %
SLM3	7.28	11.76 %
SLM2	4.75	10.60 %
MCR1	4.43	10.77 %
EPI1	4.28	13.15 %
KRI1	4.19	10.20 %
HSR1	3.91	8.93 %
TRM1	3.55	10.00 %
DPR2	3.22	12.08 %
PDR1	3.01	12.32 %
APN1	2.72	11.51 %
CMI1	1.92	10.42 %
VKL1	1.73	10.39 %
SGG1	0.56	4.75 %
WHKP		0.00 %
WHPD		0.00 %
Total	200.51	15.64 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	79.43	7.42 %
LED TV	53.11	15.32 %
Fridge	27.70	15.11 %
Wash-Mac	19.60	12.12 %
W.Heater	0.70	16.90 %
D-Freez	0.46	43.24 %
W-Disp	0.44	64.01 %
Oven	0.12	7.25 %
Total	181.56	10.24 %

Branch *	MTD Sales L	Brand Share %
TRY1	31.65	7.47 %
PBR2	12.10	11.90 %
MVM1	12.09	13.21 %
PTK1	9.13	9.91 %
TNJ2	8.88	10.27 %
TVR2	7.46	8.28 %
TRY4	7.14	10.86 %
KUM1	6.58	6.04 %
JKM1	5.43	11.09 %
TRY3	4.45	9.05 %
TTP1	4.34	13.42 %
PBR1	3.27	11.78 %
TNJ1	3.17	3.68 %
NMM1	2.30	8.91 %
APM1	1.63	10.37 %
MSI1	0.33	1.03 %
TYR1	0.20	0.41 %
ORU1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	181.56	10.24 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	65.83	13.37 %
LED TV	47.33	28.30 %
Fridge	21.61	20.45 %
Wash-Mac	17.03	15.43 %
D-Freez	1.35	45.71 %
W.Heater	1.05	10.89 %
Chimney	0.88	30.36 %
Oven	0.67	30.79 %
W-Disp	0.51	33.54 %
Total	156.26	17.47 %

Branch *	MTD Sales L	Brand Share %
TRL1	10.68	11.90 %
KPM2	9.67	10.22 %
VEL2	7.64	12.07 %
TRT1	4.09	11.48 %
AKM1	3.95	9.88 %
ARC2	3.89	12.40 %
GDM1	3.51	13.23 %
CYR1	2.02	10.23 %
UGI1	1.50	11.45 %
CPT1	1.39	7.27 %
Total	156.26	17.47 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	57.42	9.84 %
LED TV	37.02	21.43 %
Fridge	24.32	15.73 %
Wash-Mac	15.99	9.93 %
W.Heater	1.61	21.23 %
D-Freez	0.39	25.51 %
W-Disp	0.29	59.18 %
Oven	0.22	4.91 %
Chimney	0.13	2.35 %
Total	137.40	12.59 %

Branch *	MTD Sales L	Brand Share %
CBE2	17.88	7.78 %
TPR2	7.23	9.01 %
MPM1	4.65	10.96 %
KMR1	3.04	4.93 %
TPR3	2.77	12.42 %
PPI1	2.75	13.44 %
AVI1	2.06	6.93 %
SUL1	1.49	4.28 %
CBE5	1.28	6.59 %
KMD1	1.17	6.80 %
KGI1	0.84	7.37 %
ANR1	0.60	8.36 %
GBM1	0.46	2.22 %
SYM2	0.33	1.66 %
KGM1	0.13	0.67 %
WZSD		0.00 %
Total	137.40	12.59 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	48.07	10.45 %
LED TV	46.52	28.87 %
Fridge	20.06	17.87 %
Wash-Mac	17.07	17.36 %
D-Freez	1.24	48.65 %
W-Disp	0.44	64.34 %
Chimney	0.28	15.16 %
W.Heater	0.22	5.70 %
Oven	0.11	8.95 %
Total	134.02	15.91 %

Branch *	MTD Sales L	Brand Share %
POY1	11.90	12.54 %
CUD1	8.56	11.08 %
SJI2	5.76	12.53 %
CDM1	5.62	12.02 %
KLM1	5.39	10.47 %
NVL2	4.99	9.95 %
ULP1	3.97	11.34 %
TVM1	3.02	11.99 %
WHUT		0.00 %
Total	134.02	15.91 %