



TN : HAIER Sales Performance 17/04/2026 9:08 AM

MTD Sales
3,432.19 L

Brand Share %
14.22 %

Information:

MTD : 01-04-2026 To 16-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **14.22 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	2,208.47	12.69 %
LED TV	602.97	19.23 %
Fridge	334.41	19.20 %
Wash-Mac	234.63	14.07 %
D-Freez	30.47	60.13 %
W.Heater	5.07	14.24 %
W-Disp	5.01	28.25 %
Chimney	4.90	9.61 %
Oven	4.51	13.40 %
Vac-Clea	1.77	24.88 %
Total	3,432.19	14.22 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	586.56	15.27 %
TRICHY-01	417.13	12.90 %
WEST-02	409.36	16.90 %
SOUTH-03	389.40	12.61 %
CHENNAI-02	385.23	14.07 %
CHENNAI-01	380.97	11.45 %
NORTH ARCOT	296.26	17.12 %
SOUTH ARCOT	285.48	16.64 %
WEST-01	281.81	13.82 %
Total	3,432.19	14.22 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	401.98	14.57 %
LED TV	84.33	16.55 %
Fridge	55.03	19.32 %
Wash-Mac	39.95	15.39 %
D-Freez	2.90	40.18 %
W.Heater	0.92	18.16 %
Oven	0.84	11.86 %
Chimney	0.26	3.89 %
W-Disp	0.21	14.70 %
Vac-Clea	0.13	11.06 %
Total	586.56	15.27 %

Branch *	MTD Sales L	Brand Share %
TVL1	63.28	13.43 %
TUT1	32.29	8.16 %
VNR2	14.77	11.08 %
RPM1	14.36	12.21 %
TCN1	11.23	10.65 %
ASM1	6.67	11.57 %
MMT1	6.52	9.39 %
UDN1	6.39	10.07 %
STU2	6.02	12.49 %
S2SD	0.96	1.71 %
Total	586.56	15.27 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	278.27	11.51 %
LED TV	74.86	18.12 %
Fridge	35.87	18.64 %
Wash-Mac	21.04	10.93 %
D-Freez	6.13	62.39 %
W-Disp	0.44	53.06 %
Oven	0.30	10.60 %
Chimney	0.17	5.33 %
W.Heater	0.04	2.07 %
Total	417.13	12.90 %

Branch *	MTD Sales L	Brand Share %
TRY1	69.20	9.72 %
MVM1	25.67	13.72 %
TVR2	20.93	12.87 %
KUM1	18.14	10.12 %
PTK1	15.99	12.85 %
TRY3	11.32	8.19 %
TNJ1	11.14	6.50 %
AYR1	8.52	12.64 %
TRY2	7.25	8.76 %
TTP1	6.84	11.29 %
TYR1	4.61	4.24 %
NMM1	2.69	6.45 %
MSI1	1.75	2.61 %
TZSD	0.22	3.05 %
WTRZ	-0.91	5.14 %
Total	417.13	12.90 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	267.53	15.68 %
LED TV	61.28	20.26 %
Fridge	41.67	21.36 %
Wash-Mac	33.19	16.92 %
D-Freez	3.95	85.37 %
W.Heater	0.68	19.23 %
Oven	0.40	13.71 %
Chimney	0.31	3.77 %
Vac-Clea	0.19	46.42 %
W-Disp	0.16	7.95 %
Total	409.36	16.90 %

Branch *	MTD Sales L	Brand Share %
ERD1	33.64	13.70 %
SLM1	15.46	6.69 %
SLM3	14.23	13.76 %
NKL2	12.61	10.02 %
SLM2	9.83	9.87 %
KRI1	9.62	10.78 %
VPD1	6.78	13.09 %
OML1	4.44	7.96 %
APN1	2.79	7.64 %
SGG1	2.63	12.29 %
VKL1	2.57	9.52 %
WZWH	0.83	10.39 %
WHPD	-1.48	11.12 %
Total	409.36	16.90 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	234.87	10.63 %
LED TV	66.81	17.15 %
Fridge	48.07	19.79 %
Wash-Mac	33.61	15.04 %
D-Freez	3.71	54.21 %
Chimney	0.83	10.77 %
W-Disp	0.63	50.48 %
W.Heater	0.38	12.34 %
Oven	0.26	9.13 %
Vac-Clea	0.21	22.25 %
Total	389.40	12.61 %

Branch *	MTD Sales L	Brand Share %
MDU1	33.06	8.32 %
MDU2	24.41	12.13 %
DGL1	21.26	12.22 %
MDU6	18.69	11.38 %
TPT1	12.69	12.76 %
ATG1	11.87	11.09 %
MDU3	11.08	10.80 %
KRR1	10.33	6.22 %
SVG1	9.48	12.98 %
MDU4	8.29	11.11 %
DGL2	8.28	11.34 %
TEN1	6.75	12.42 %
PNI1	5.48	12.02 %
DKI1	5.38	7.71 %
MPA1	4.55	3.28 %
ODM1	3.85	11.84 %
TMM1	2.72	2.73 %
PKM1	2.57	11.32 %
MDU7	2.11	2.04 %
MNM1	2.06	5.61 %
TEN2	0.67	1.79 %
SZSD	0.61	2.72 %
Total	389.40	12.61 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	243.08	12.37 %
LED TV	74.52	19.56 %
Fridge	37.23	19.73 %
Wash-Mac	26.31	14.00 %
D-Freez	1.34	60.46 %
W-Disp	1.07	49.71 %
Oven	0.66	22.31 %
W.Heater	0.60	14.02 %
Chimney	0.41	11.33 %
Total	385.23	14.07 %

Branch *	MTD Sales L	Brand Share %
CH15	29.27	11.60 %
CH03	24.25	8.08 %
CH12	20.11	12.05 %
CH24	20.05	14.17 %
CH17	17.63	13.88 %
CH06	9.73	9.99 %
CH43	9.70	13.67 %
CH51	9.29	9.62 %
CH34	8.93	9.07 %
MJR1	7.80	8.50 %
CH44	7.77	9.75 %
CH46	5.28	9.27 %
MC06	1.02	7.87 %
CH27	0.73	1.78 %
CH32	0.57	3.53 %
CH01		0.00 %
MC05		0.00 %
Total	385.23	14.07 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	228.62	9.67 %
LED TV	82.14	19.33 %
Fridge	37.30	14.10 %
Wash-Mac	26.06	10.85 %
D-Freez	1.98	51.02 %
Chimney	1.37	18.32 %
W-Disp	1.20	18.79 %
Vac-Clea	0.82	27.18 %
W.Heater	0.80	11.59 %
Oven	0.69	8.90 %
Total	380.97	11.45 %

Branch *	MTD Sales L	Brand Share %
CH47	25.17	10.02 %
CH14	20.08	8.82 %
CH08	18.21	10.62 %
CH16	15.63	8.21 %
CH42	15.03	10.71 %
CH05	14.80	6.76 %
CH48	14.00	10.51 %
CH35	10.17	12.04 %
CH38	9.20	11.40 %
CH45	7.79	6.52 %
CH19	7.20	4.77 %
CH22	7.11	7.86 %
SKL1	6.67	8.78 %
KNR1	4.48	8.50 %
CZWH	3.77	8.18 %
CH49	3.65	2.80 %
WHC3	2.54	7.21 %
CGL1	1.65	2.42 %
MC10	0.19	13.24 %
CH29		0.00 %
CH40		0.00 %
MC09		0.00 %
WCHN	-9.22	12.84 %
Total	380.97	11.45 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	190.58	14.73 %
LED TV	50.91	26.05 %
Fridge	29.18	28.22 %
Wash-Mac	16.97	14.40 %
D-Freez	5.78	65.88 %
Chimney	1.13	24.34 %
W-Disp	0.64	39.98 %
W.Heater	0.54	15.61 %
Oven	0.52	30.19 %
Total	296.26	17.12 %

Branch *	MTD Sales L	Brand Share %
KPM2	16.06	9.36 %
TRR1	14.36	12.33 %
VEL2	12.51	8.11 %
AKM1	12.29	13.33 %
TRL1	10.43	8.62 %
GDM1	7.24	10.07 %
CYR1	3.07	7.68 %
UGI1	1.75	9.61 %
WHVL	-1.09	7.46 %
Total	296.26	17.12 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	174.97	14.31 %
LED TV	62.22	24.84 %
Fridge	23.33	18.62 %
Wash-Mac	20.88	19.54 %
D-Freez	2.91	75.47 %
Oven	0.42	30.35 %
W.Heater	0.26	13.23 %
Vac-Clea	0.19	50.85 %
W-Disp	0.15	23.08 %
Chimney	0.13	6.40 %
Total	285.48	16.64 %

Branch *	MTD Sales L	Brand Share %
CUD1	15.01	8.36 %
KLM1	11.38	12.48 %
TRK1	7.61	9.01 %
TVM2	5.54	14.02 %
WHUT	-1.50	10.08 %
Total	285.48	16.64 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	188.57	12.91 %
LED TV	45.88	17.02 %
Fridge	26.72	18.51 %
Wash-Mac	16.62	11.58 %
D-Freez	1.77	51.52 %
W.Heater	0.84	15.41 %
W-Disp	0.50	35.64 %
Oven	0.42	10.08 %
Chimney	0.28	3.86 %
Vac-Clea	0.21	41.81 %
Total	281.81	13.82 %

Branch *	MTD Sales L	Brand Share %
CBE2	38.51	9.09 %
CBE4	17.04	12.86 %
MPM1	11.03	12.12 %
UMP1	7.42	13.21 %
GBM1	6.55	11.72 %
AVI1	5.93	8.49 %
PPI1	3.79	12.37 %
KMR1	2.58	2.44 %
SUL1	1.52	3.06 %
KMD1	1.48	4.20 %
KGM1	1.15	2.96 %
ANR1	0.92	4.66 %
KGI1	0.67	6.10 %
WZSD	0.42	9.88 %
SYM2	0.39	1.04 %
WHCB	-3.28	13.05 %
Total	281.81	13.82 %