

MTD Sales
2,020.89 L

Brand Share %
12.45 %

Information:

MTD : 01-05-2026 To 16-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.45 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	914.06	8.93 %
LED TV	556.14	21.25 %
Fridge	350.28	20.36 %
Wash-Mac	163.74	11.09 %
D-Freez	22.94	51.88 %
Chimney	4.42	9.55 %
W.Heater	3.27	8.71 %
W-Disp	2.95	17.55 %
Oven	2.55	9.95 %
Vac-Clea	0.54	7.94 %
Total	2,020.89	12.45 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	317.23	12.90 %
CHENNAI-01	307.80	12.04 %
TRICHY-01	267.72	11.68 %
SOUTH-03	253.30	12.16 %
CHENNAI-02	224.60	10.36 %
WEST-02	214.52	15.74 %
SOUTH ARCOT	153.86	13.00 %
NORTH ARCOT	150.69	13.25 %
WEST-01	131.18	13.35 %
Total	2,020.89	12.45 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	141.37	9.86 %
LED TV	85.66	19.06 %
Fridge	56.99	20.02 %
Wash-Mac	27.55	10.34 %
D-Freez	3.76	56.51 %
W.Heater	0.88	22.00 %
Oven	0.54	10.52 %
Chimney	0.33	4.96 %
W-Disp	0.15	13.17 %
Total	317.23	12.90 %

Branch *	MTD Sales L	Brand Share %
TVL1	24.11	8.69 %
TUT1	19.52	7.12 %
NGR1	17.20	11.65 %
TUT2	12.14	10.79 %
VLY1	10.87	10.79 %
TKS2	9.56	10.57 %
RPM1	8.94	11.48 %
VNR2	8.21	9.06 %
TKS1	7.12	11.10 %
PKD1	6.77	11.72 %
ASM1	4.28	12.19 %
TY11	4.17	9.07 %
VKM1	3.74	10.69 %
UDN1	2.89	7.98 %
MMT1	2.77	7.39 %
STU2	0.35	1.07 %
S2SD	0.10	0.47 %
Total	317.23	12.90 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	158.95	9.26 %
LED TV	74.14	20.42 %
Fridge	45.46	18.16 %
Wash-Mac	23.77	11.89 %
D-Freez	2.71	37.58 %
Chimney	1.36	25.17 %
W-Disp	0.76	16.52 %
Oven	0.33	6.69 %
W.Heater	0.32	6.64 %
Total	307.80	12.04 %

Branch *	MTD Sales L	Brand Share %
CH05	18.40	9.98 %
CH16	15.72	9.03 %
CH08	15.26	11.42 %
CH14	11.06	6.31 %
CH48	10.20	10.17 %
CH19	9.29	7.24 %
CH47	8.53	5.62 %
CH42	7.65	7.01 %
CH45	7.18	8.31 %
CH22	6.61	8.92 %
AVD1	6.35	9.82 %
KNR1	4.90	10.80 %
CH38	4.60	9.15 %
SKL1	4.57	9.84 %
WHC3	2.56	8.60 %
CH49	1.96	1.91 %
CGL1	0.85	1.50 %
CH40	0.06	0.75 %
CH29		0.00 %
MC09		0.00 %
MC10		0.00 %
WCHN	-6.67	9.57 %
Total	307.80	12.04 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	142.85	9.10 %
LED TV	63.23	18.97 %
Fridge	38.84	18.70 %
Wash-Mac	17.94	10.98 %
D-Freez	4.66	66.73 %
Oven	0.16	8.10 %
W.Heater	0.03	2.47 %
W-Disp		0.00 %
Total	267.72	11.68 %

Branch *	MTD Sales L	Brand Share %
TRY1	29.10	7.33 %
TVR2	15.00	11.81 %
KUM1	13.22	10.90 %
TNJ2	8.74	7.45 %
TRY3	6.95	10.14 %
TNJ1	4.33	3.12 %
TYR1	4.05	6.50 %
MSI1	3.43	8.53 %
TRY2	2.46	6.69 %
NMM1	0.91	2.64 %
TZSD	0.01	0.45 %
Total	267.72	11.68 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	101.75	7.95 %
LED TV	70.37	19.44 %
Fridge	51.22	22.62 %
Wash-Mac	23.79	12.38 %
D-Freez	4.47	76.84 %
W-Disp	0.46	27.25 %
W.Heater	0.41	17.82 %
Chimney	0.39	4.63 %
Oven	0.29	9.39 %
Vac-Clea	0.14	9.03 %
Total	253.30	12.16 %

Branch *	MTD Sales L	Brand Share %
DGL1	24.84	9.29 %
MDU1	19.13	8.25 %
MDU6	10.15	11.93 %
MDU3	6.63	10.38 %
ATG1	6.33	7.93 %
MDU7	6.32	8.86 %
DKI1	4.77	9.45 %
TEN1	4.65	11.92 %
DGL2	4.59	9.54 %
MPA1	4.54	7.78 %
KRR1	4.50	5.99 %
TMM1	3.89	7.18 %
ODM1	3.01	6.51 %
CBM1	2.89	9.24 %
MNM1	2.52	10.19 %
KYK1	2.32	7.74 %
PKM1	2.31	11.53 %
SZSD	0.43	7.48 %
TEN2	0.30	0.85 %
WHMD	-1.39	6.27 %
Total	253.30	12.16 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	111.87	7.45 %
LED TV	57.21	19.96 %
Fridge	36.74	17.89 %
Wash-Mac	16.08	9.87 %
Chimney	0.94	32.64 %
W-Disp	0.73	29.76 %
D-Freez	0.57	26.54 %
W.Heater	0.25	12.77 %
Oven	0.22	13.32 %
Total	224.60	10.36 %

Branch *	MTD Sales L	Brand Share %
CH15	15.46	7.62 %
CH12	14.81	8.41 %
CH24	14.03	11.91 %
CH03	13.46	5.79 %
CH17	11.66	11.60 %
CH18	10.46	10.34 %
CH20	7.87	9.14 %
CH34	5.97	8.80 %
MJR1	5.56	7.37 %
CH50	5.45	6.83 %
CH36	3.52	9.51 %
CH31	3.43	8.37 %
CH44	2.80	2.99 %
CH46	2.20	5.94 %
MC06	0.41	5.77 %
CH27	0.20	0.68 %
CH01		0.00 %
CH32		0.00 %
MC05		0.00 %
Total	224.60	10.36 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	89.26	11.74 %
LED TV	60.80	24.69 %
Fridge	44.83	25.57 %
Wash-Mac	17.74	10.83 %
D-Freez	0.62	24.65 %
Oven	0.45	20.37 %
Chimney	0.31	4.03 %
W.Heater	0.22	8.18 %
Vac-Clea	0.19	41.32 %
W-Disp	0.08	6.95 %
Total	214.52	15.74 %

Branch *	MTD Sales L	Brand Share %
ERD1	12.98	11.60 %
SLM1	10.02	7.81 %
NKL2	7.42	11.54 %
SLM2	6.88	9.89 %
VPD1	3.60	9.78 %
KRI1	3.57	7.41 %
WHPD	-1.81	9.03 %
Total	214.52	15.74 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	63.93	8.47 %
LED TV	57.62	28.67 %
Fridge	17.63	16.09 %
Wash-Mac	11.69	12.27 %
D-Freez	2.47	58.54 %
Vac-Clea	0.21	42.73 %
Oven	0.17	14.35 %
W-Disp	0.08	14.36 %
W.Heater	0.05	0.36 %
Total	153.86	13.00 %

Branch *	MTD Sales L	Brand Share %
CUD1	9.31	7.29 %
PRT1	7.80	11.53 %
KLM1	7.25	11.48 %
TRK1	6.87	10.15 %
POY1	6.35	5.82 %
VCM2	4.17	9.58 %
ULP1	4.09	7.53 %
VCM1	0.87	5.24 %
WHUT	-1.61	8.28 %
Total	153.86	13.00 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	62.25	8.49 %
LED TV	38.95	23.23 %
Fridge	34.34	27.82 %
Wash-Mac	10.76	10.85 %
D-Freez	2.44	41.31 %
Chimney	0.94	41.06 %
W.Heater	0.43	19.57 %
W-Disp	0.31	15.62 %
Oven	0.27	14.68 %
Total	150.69	13.25 %

Branch *	MTD Sales L	Brand Share %
VEL2	9.13	8.48 %
VEL1	8.94	11.86 %
KPM2	7.86	6.55 %
TRR1	5.67	8.38 %
TRL1	2.94	3.09 %
GDM1	2.63	8.45 %
TRT1	2.42	5.13 %
CYR1	1.67	5.77 %
WHVL	-3.07	10.88 %
Total	150.69	13.25 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	48.16	23.15 %
Air-Cond	41.82	8.67 %
Fridge	24.23	17.58 %
Wash-Mac	14.43	10.76 %
D-Freez	1.25	44.84 %
W.Heater	0.67	18.79 %
W-Disp	0.36	25.82 %
Chimney	0.15	2.07 %
Oven	0.11	3.18 %
Total	131.18	13.35 %

Branch *	MTD Sales L	Brand Share %
TPR1	5.62	9.96 %
CBE4	4.70	9.27 %
TPR2	4.39	8.85 %
KMR1	3.24	5.36 %
AVI1	2.50	7.63 %
MPM1	1.99	4.51 %
PPI1	1.67	11.54 %
SUL1	1.25	6.34 %
KGM1	1.01	5.10 %
GBM1	0.82	3.10 %
SYM2	0.53	3.06 %
WZSD	0.26	8.06 %
WHCB	-0.81	3.17 %
Total	131.18	13.35 %