

MTD Sales
1,189.38 L

Brand Share %
11.78 %

Information:

MTD : 01-09-2026 To 16-09-2026

* 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	470.87	20.13 %
Fridge	241.82	12.92 %
Air-Cond	221.99	6.05 %
Wash-Mac	193.13	11.38 %
D-Freez	30.14	56.28 %
W.Heater	12.33	12.64 %
Oven	4.59	13.98 %
Chimney	4.00	7.36 %
Small-Ap	3.07	10.47 %
Gas-Stov	2.70	1.29 %
W-Disp	2.69	11.90 %
Vac-Clea	2.06	10.09 %
Total	1,189.38	11.78 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	212.14	11.95 %
SOUTH-03	138.35	11.51 %
CHENNAI-02	137.79	10.90 %
TRICHY-01	137.16	9.96 %
CHENNAI-01	133.85	8.87 %
SOUTH ARCOT	106.84	14.82 %
WEST-02	104.39	17.10 %
NORTH ARCOT	100.04	12.72 %
WEST-01	59.97	13.30 %
WEST-03	58.83	14.65 %
Total	1,189.38	11.78 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	78.61	19.93 %
Fridge	43.93	13.96 %
Air-Cond	42.47	6.04 %
Wash-Mac	36.17	12.92 %
D-Freez	6.12	71.06 %
Oven	1.06	13.26 %
W.Heater	1.02	9.41 %
Vac-Clea	0.73	14.98 %
Small-Ap	0.63	14.69 %
W-Disp	0.52	25.45 %
Gas-Stov	0.45	1.17 %
Chimney	0.44	6.14 %
Total	212.14	11.95 %

Branch *	MTD Sales L	Brand Share %
TUT1	12.34	6.05 %
KVT1	11.98	11.29 %
NGR1	9.88	10.44 %
TKS2	8.85	10.99 %
MAR1	5.87	10.75 %
RPM1	5.34	5.73 %
TKS1	4.93	9.91 %
VNR2	3.51	6.07 %
TYI1	3.34	9.38 %
TUT2	2.50	3.52 %
ASM1	2.48	8.75 %
TCN1	2.25	6.24 %
UDN1	2.06	7.40 %
WHTV		0.00 %
Total	212.14	11.95 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	55.74	19.82 %
Fridge	29.93	13.19 %
Wash-Mac	26.07	12.87 %
Air-Cond	20.12	4.72 %
D-Freez	3.14	62.42 %
W.Heater	1.66	16.21 %
Chimney	0.64	8.10 %
Small-Ap	0.26	8.26 %
Gas-Stov	0.21	0.72 %
Oven	0.21	6.56 %
Vac-Clea	0.20	6.39 %
W-Disp	0.17	4.73 %
Total	138.35	11.51 %

Branch *	MTD Sales L	Brand Share %
MDU1	11.79	6.87 %
MDU2	7.48	9.46 %
DGL1	7.34	8.56 %
MDU6	6.42	11.47 %
KKD3	4.76	9.90 %
MDU3	4.30	11.32 %
ATG1	4.20	10.16 %
MDU4	3.21	10.97 %
TPT1	3.12	11.09 %
TEN2	2.55	10.61 %
MPA1	2.27	7.41 %
MDU5	2.16	11.42 %
TMM1	1.57	4.69 %
DKI1	1.54	5.97 %
BNR1	1.52	8.00 %
PNV2	1.40	8.79 %
PKM1	0.76	5.68 %
KRR1	0.73	1.82 %
MDU7	0.64	1.90 %
ODM1	0.42	4.49 %
USL1	0.06	0.28 %
WHMD	-0.39	6.13 %
Total	138.35	11.51 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	60.53	19.56 %
Air-Cond	31.71	6.54 %
Fridge	22.01	10.22 %
Wash-Mac	18.81	9.12 %
W.Heater	1.28	12.58 %
D-Freez	0.81	21.62 %
Oven	0.68	15.11 %
Chimney	0.64	14.60 %
Small-Ap	0.54	14.14 %
W-Disp	0.33	12.15 %
Gas-Stov	0.31	1.88 %
Vac-Clea	0.13	5.36 %
Total	137.79	10.90 %

Branch *	MTD Sales L	Brand Share %
WHC3	9.45	-231.50 %
CH03	8.53	6.63 %
CH15	7.94	5.81 %
CH12	7.91	10.42 %
CH21	5.26	6.79 %
CH18	4.47	5.95 %
CH06	4.07	8.36 %
CH35	3.87	10.38 %
MJR1	3.09	9.05 %
CH34	2.57	5.39 %
CH43	2.37	7.82 %
CH41	1.35	2.94 %
CH33	1.19	2.84 %
CH27	0.67	3.21 %
CH31	0.60	6.25 %
CH32	0.20	3.61 %
CH01	0.14	3.69 %
CH37		0.00 %
MC06		0.00 %
WCHN	-2.74	7.93 %
Total	137.79	10.90 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	67.74	21.25 %
Fridge	24.71	10.03 %
Wash-Mac	22.71	13.04 %
Air-Cond	17.72	3.06 %
D-Freez	2.80	47.74 %
W.Heater	0.84	7.02 %
Vac-Clea	0.20	12.85 %
Oven	0.20	7.29 %
Small-Ap	0.15	5.79 %
W-Disp	0.09	7.27 %
Total	137.16	9.96 %

Branch *	MTD Sales L	Brand Share %
TRY1	12.15	5.63 %
MVM1	9.75	10.65 %
NGT1	7.30	11.76 %
PBR2	7.25	10.00 %
KUM1	7.19	8.94 %
TRY4	5.79	10.55 %
PDK2	5.67	11.66 %
MDI1	5.66	11.47 %
KIK1	4.86	8.32 %
TVR2	4.77	6.84 %
TNJ2	4.58	8.10 %
TNJ1	4.30	5.95 %
TTP1	2.84	10.48 %
TYR1	2.84	8.45 %
TRY3	2.56	6.07 %
AYR1	2.25	7.27 %
TRY2	1.41	11.23 %
PBR1	0.87	3.36 %
MSI1	0.40	1.60 %
TZSD	0.40	-11.64 %
WTRZ		0.00 %
Total	137.16	9.96 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	47.09	15.80 %
Air-Cond	36.94	6.00 %
Fridge	23.04	8.35 %
Wash-Mac	17.64	7.29 %
D-Freez	4.08	66.46 %
W.Heater	1.92	9.43 %
Chimney	0.75	14.76 %
Gas-Stov	0.65	2.32 %
W-Disp	0.62	15.03 %
Oven	0.60	13.80 %
Small-Ap	0.53	9.34 %
Total	133.85	8.87 %

Branch *	MTD Sales L	Brand Share %
CH14	9.54	10.48 %
CH16	7.42	6.86 %
CH07	6.73	10.64 %
CH19	5.85	7.38 %
CH42	4.90	7.07 %
CH05	4.77	4.79 %
CH45	3.50	5.74 %
CH25	3.20	5.70 %
CH49	2.55	3.17 %
CZWH	2.43	7.10 %
CH48	2.03	3.17 %
MRM1	1.54	4.68 %
CH47	1.34	1.39 %
CGL1	1.27	3.72 %
CH22	1.01	2.47 %
CH39	0.91	3.44 %
CH26	0.52	3.86 %
MC09	0.14	1.65 %
CH29		0.00 %
CH40		0.00 %
Total	133.85	8.87 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	41.63	23.84 %
Fridge	24.10	17.62 %
Air-Cond	23.26	9.45 %
Wash-Mac	11.06	8.76 %
D-Freez	4.86	57.60 %
W.Heater	1.19	15.06 %
Oven	0.36	17.03 %
Chimney	0.29	13.32 %
W-Disp	0.09	5.48 %
Total	106.84	14.82 %

Branch *	MTD Sales L	Brand Share %
CUD1	7.01	9.03 %
KLM1	4.70	9.84 %
SJI2	4.17	8.71 %
NVL2	3.62	10.31 %
ULP1	3.35	10.07 %
WHNV		0.00 %
Total	106.84	14.82 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	35.25	21.88 %
Fridge	28.36	20.70 %
Wash-Mac	21.85	16.03 %
Air-Cond	13.29	9.99 %
D-Freez	2.46	63.05 %
W.Heater	1.42	22.88 %
Oven	0.55	26.33 %
Gas-Stov	0.35	1.86 %
Chimney	0.26	4.14 %
W-Disp	0.26	7.32 %
Vac-Clea	0.22	42.81 %
Small-Ap	0.11	6.78 %
Total	104.39	17.10 %

Branch *	MTD Sales L	Brand Share %
SLM1	6.71	11.31 %
BMD1	1.87	10.84 %
PMP1	0.60	5.84 %
TRM1	0.23	0.58 %
Total	104.39	17.10 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	38.37	21.30 %
Fridge	19.90	13.51 %
Air-Cond	19.80	7.08 %
Wash-Mac	13.85	10.07 %
D-Freez	3.87	53.76 %
W.Heater	1.80	22.07 %
Chimney	0.81	15.58 %
Oven	0.63	27.98 %
Small-Ap	0.48	16.68 %
Vac-Clea	0.37	39.91 %
W-Disp	0.18	12.70 %
Total	100.04	12.72 %

Branch *	MTD Sales L	Brand Share %
KPM2	7.74	9.52 %
TRR1	4.50	9.04 %
AKM1	3.75	11.19 %
VEL3	3.57	6.79 %
VEL2	2.20	4.22 %
ARC2	2.18	11.43 %
PLR1	1.69	9.82 %
TRL1	1.55	2.99 %
TRT1	1.24	5.87 %
NASD		0.00 %
Total	100.04	12.72 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	22.40	17.55 %
Fridge	14.38	14.94 %
Wash-Mac	13.41	12.82 %
Air-Cond	7.11	8.96 %
W.Heater	0.68	8.54 %
Gas-Stov	0.47	2.93 %
D-Freez	0.47	24.23 %
Small-Ap	0.26	11.06 %
W-Disp	0.26	15.01 %
Vac-Clea	0.20	8.76 %
Chimney	0.16	2.15 %
Oven	0.16	5.34 %
Total	59.97	13.30 %

Branch *	MTD Sales L	Brand Share %
CBE2	6.19	7.29 %
KMR1	4.29	9.58 %
CBE6	3.16	9.39 %
PLI1	1.83	6.11 %
SUL1	1.07	5.45 %
KMD1	0.74	6.42 %
MPM1	0.69	3.34 %
KGI1	0.52	6.76 %
ANR1	0.14	4.49 %
WHCB	-0.74	6.68 %
Total	59.97	13.30 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	23.51	25.20 %
Wash-Mac	11.55	13.21 %
Fridge	11.46	15.34 %
Air-Cond	9.57	7.65 %
D-Freez	1.52	57.13 %
W.Heater	0.51	14.06 %
Gas-Stov	0.26	2.83 %
W-Disp	0.18	28.78 %
Oven	0.15	21.54 %
Small-Ap	0.11	11.77 %
Total	58.83	14.65 %

Branch *	MTD Sales L	Brand Share %
RSP1	2.58	10.10 %
ERD1	2.15	3.63 %
KGM1	1.14	9.24 %
TPR3	0.45	7.46 %
TPR4	0.30	4.12 %
W3SD	-0.86	-62.52 %
Total	58.83	14.65 %