

MTD Sales
2,144.01 L

Brand Share %
12.63 %

Information:

MTD : 01-05-2026 To 17-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.63 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	944.43	8.95 %
LED TV	600.36	21.51 %
Fridge	378.87	20.40 %
Wash-Mac	181.09	11.39 %
D-Freez	24.58	53.07 %
Chimney	4.58	9.08 %
W.Heater	3.49	8.87 %
W-Disp	3.11	17.67 %
Oven	2.95	10.80 %
Vac-Clea	0.54	7.14 %
Total	2,144.01	12.63 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	335.39	13.04 %
CHENNAI-01	328.25	12.11 %
TRICHY-01	281.46	11.92 %
SOUTH-03	268.32	12.45 %
CHENNAI-02	244.96	10.61 %
WEST-02	227.96	16.04 %
NORTH ARCOT	160.30	13.38 %
SOUTH ARCOT	157.69	12.98 %
WEST-01	139.68	13.50 %
Total	2,144.01	12.63 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	146.22	9.89 %
LED TV	94.01	19.76 %
Fridge	59.32	19.40 %
Wash-Mac	30.03	10.51 %
D-Freez	3.83	56.98 %
W.Heater	0.96	22.17 %
Oven	0.54	10.08 %
Chimney	0.33	4.47 %
W-Disp	0.15	13.17 %
Total	335.39	13.04 %

Branch *	MTD Sales L	Brand Share %
TVL1	26.17	9.06 %
TUT1	21.52	7.48 %
NGR1	17.54	11.56 %
TUT2	13.62	11.47 %
VLY1	11.57	11.22 %
TKS2	9.84	10.50 %
RPM1	9.38	11.63 %
VNR2	9.02	9.42 %
TKS1	7.43	10.95 %
PKD1	6.95	11.59 %
TYI1	4.38	8.93 %
VKM1	3.89	10.84 %
UDN1	2.89	7.63 %
MMT1	2.77	7.15 %
STU2	0.50	1.44 %
S2SD	0.10	0.47 %
Total	335.39	13.04 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	165.85	9.23 %
LED TV	81.17	20.69 %
Fridge	48.63	17.91 %
Wash-Mac	26.77	12.17 %
D-Freez	3.06	39.47 %
Chimney	1.36	24.83 %
W-Disp	0.76	15.67 %
Oven	0.33	6.52 %
W.Heater	0.32	6.30 %
Total	328.25	12.11 %

Branch *	MTD Sales L	Brand Share %
CH05	18.91	9.59 %
CH16	17.07	9.10 %
CH08	16.90	12.00 %
CH14	12.53	6.72 %
CH19	10.35	7.68 %
CH47	10.27	6.33 %
CH48	10.20	9.60 %
CH35	8.64	12.60 %
CH42	8.14	6.98 %
CH45	7.55	8.12 %
CH22	7.36	9.44 %
AVD1	6.35	9.82 %
KNR1	5.44	10.99 %
CH38	5.44	9.84 %
SKL1	4.85	10.18 %
WHC3	2.56	8.60 %
CH49	1.96	1.81 %
CGL1	0.85	1.47 %
CH40	0.06	0.75 %
CH29		0.00 %
MC09		0.00 %
MC10		0.00 %
WCHN	-6.67	9.57 %
Total	328.25	12.11 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	144.63	9.08 %
LED TV	70.47	19.89 %
Fridge	41.49	18.46 %
Wash-Mac	20.02	11.57 %
D-Freez	4.66	68.44 %
Oven	0.16	7.10 %
W.Heater	0.03	2.36 %
W-Disp		0.00 %
Total	281.46	11.92 %

Branch *	MTD Sales L	Brand Share %
TRY1	29.91	7.29 %
TVR2	15.72	12.04 %
KUM1	13.22	10.72 %
TNJ2	8.98	7.43 %
TRY3	6.95	9.92 %
TNJ1	4.73	3.35 %
TYR1	4.64	7.08 %
MSI1	3.43	8.37 %
TRY2	2.73	7.30 %
NMM1	1.17	3.35 %
TZSD	0.01	0.45 %
Total	281.46	11.92 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	105.06	8.07 %
LED TV	73.89	19.52 %
Fridge	57.31	23.37 %
Wash-Mac	25.66	12.54 %
D-Freez	4.47	74.33 %
Chimney	0.56	6.06 %
W.Heater	0.48	18.92 %
W-Disp	0.46	27.25 %
Oven	0.29	8.81 %
Vac-Clea	0.14	8.88 %
Total	268.32	12.45 %

Branch *	MTD Sales L	Brand Share %
DGL1	26.00	9.46 %
MDU1	20.07	8.36 %
MDU6	10.40	11.98 %
ATG1	7.58	9.22 %
MDU3	6.70	10.00 %
MDU7	6.32	8.69 %
MPA1	5.05	8.52 %
DKI1	4.89	9.58 %
TEN1	4.65	11.66 %
DGL2	4.59	9.41 %
KRR1	4.50	5.93 %
TMM1	4.26	7.54 %
ODM1	3.71	7.87 %
CBM1	3.47	10.51 %
MNM1	3.14	12.10 %
KYK1	2.32	7.59 %
PKM1	2.31	11.44 %
SZSD	0.43	7.48 %
TEN2	0.30	0.83 %
WHMD	-1.39	6.27 %
Total	268.32	12.45 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	119.05	7.55 %
LED TV	64.19	20.25 %
Fridge	41.02	18.31 %
Wash-Mac	17.93	10.09 %
Chimney	0.94	28.35 %
W-Disp	0.73	28.02 %
D-Freez	0.57	23.80 %
Oven	0.28	16.51 %
W.Heater	0.25	12.77 %
Total	244.96	10.61 %

Branch *	MTD Sales L	Brand Share %
CH12	16.43	8.76 %
CH15	16.13	7.51 %
CH03	14.81	6.03 %
CH24	14.69	11.65 %
CH17	12.29	11.80 %
CH18	11.03	10.30 %
CH20	7.87	8.69 %
CH34	6.83	9.48 %
CH50	6.58	7.65 %
MJR1	5.70	7.17 %
CH31	4.51	9.63 %
CH36	4.27	10.69 %
CH44	2.80	2.83 %
CH46	2.32	5.78 %
MC06	0.41	5.28 %
CH27	0.30	0.98 %
CH01	0.30	5.91 %
CH32		0.00 %
MC05		0.00 %
Total	244.96	10.61 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	92.28	11.87 %
LED TV	65.06	25.12 %
Fridge	48.05	25.32 %
Wash-Mac	19.53	11.05 %
D-Freez	1.69	47.19 %
Oven	0.45	18.37 %
Chimney	0.31	3.94 %
W.Heater	0.22	7.73 %
Vac-Clea	0.19	41.32 %
W-Disp	0.17	13.22 %
Total	227.96	16.04 %

Branch *	MTD Sales L	Brand Share %
ERD1	13.28	11.70 %
SLM1	10.02	7.67 %
NKL2	7.54	11.42 %
SLM2	7.15	9.86 %
KRI1	4.06	8.25 %
VPD1	3.92	10.25 %
WHPD	-1.81	9.03 %
Total	227.96	16.04 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	64.05	8.39 %
LED TV	42.51	23.42 %
Fridge	36.62	27.76 %
Wash-Mac	12.59	11.85 %
D-Freez	2.58	42.70 %
Chimney	0.94	41.06 %
W.Heater	0.43	18.77 %
W-Disp	0.31	14.39 %
Oven	0.27	13.85 %
Total	160.30	13.38 %

Branch *	MTD Sales L	Brand Share %
VEL2	9.58	8.69 %
VEL1	9.19	11.71 %
KPM2	8.76	6.87 %
TRR1	5.47	7.79 %
TRL1	2.94	2.96 %
GDM1	2.83	8.79 %
TRT1	2.59	4.91 %
CYR1	2.07	6.88 %
WHVL	-3.19	10.85 %
Total	160.30	13.38 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	64.52	8.42 %
LED TV	58.93	28.05 %
Fridge	18.98	16.48 %
Wash-Mac	12.07	12.10 %
D-Freez	2.47	58.54 %
Oven	0.29	19.70 %
Vac-Clea	0.21	42.73 %
W-Disp	0.17	24.65 %
W.Heater	0.05	0.35 %
Total	157.69	12.98 %

Branch *	MTD Sales L	Brand Share %
CUD1	10.42	7.88 %
KLM1	7.91	11.77 %
PRT1	7.80	11.36 %
TRK1	7.07	10.14 %
POY1	6.43	5.80 %
VCM2	4.17	9.41 %
ULP1	4.09	7.46 %
VCM1	0.87	5.09 %
WHUT	-1.61	8.28 %
Total	157.69	12.98 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	50.13	22.57 %
Air-Cond	42.78	8.64 %
Fridge	27.45	18.42 %
Wash-Mac	16.48	11.30 %
D-Freez	1.25	44.84 %
W.Heater	0.74	18.01 %
W-Disp	0.36	25.82 %
Oven	0.34	8.97 %
Chimney	0.15	1.62 %
Total	139.68	13.50 %

Branch *	MTD Sales L	Brand Share %
TPR1	6.14	10.19 %
TPR2	5.00	9.58 %
CBE4	4.70	8.48 %
KMR1	3.35	5.17 %
AVI1	2.62	7.70 %
MPM1	2.13	4.72 %
PPI1	1.67	10.46 %
SUL1	1.25	5.95 %
KGM1	1.01	5.00 %
GBM1	0.82	2.91 %
SYM2	0.53	2.95 %
WZSD	0.26	8.06 %
WHCB	-0.97	3.66 %
Total	139.68	13.50 %