

MTD Sales
1,241.65 L

Brand Share %
11.77 %

Information:

MTD : 01-09-2026 To 17-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.77 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	489.06	20.00 %
Fridge	252.92	12.94 %
Air-Cond	235.41	6.15 %
Wash-Mac	199.50	11.24 %
D-Freez	31.50	56.11 %
W.Heater	13.02	12.84 %
Oven	4.80	13.72 %
Chimney	4.13	7.43 %
Small-Ap	3.28	10.65 %
W-Disp	2.95	12.33 %
Gas-Stov	2.91	1.33 %
Vac-Clea	2.19	10.21 %
Total	1,241.65	11.77 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	221.43	11.93 %
CHENNAI-02	144.28	10.82 %
SOUTH-03	143.34	11.54 %
TRICHY-01	141.68	9.96 %
CHENNAI-01	141.02	8.94 %
SOUTH ARCOT	113.71	14.77 %
WEST-02	108.88	17.14 %
NORTH ARCOT	103.27	12.65 %
WEST-03	62.37	14.89 %
WEST-01	61.68	12.95 %
Total	1,241.65	11.77 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	82.00	19.79 %
Fridge	45.93	13.95 %
Air-Cond	45.05	6.18 %
Wash-Mac	36.92	12.54 %
D-Freez	6.36	71.83 %
Oven	1.16	13.54 %
W.Heater	1.06	8.97 %
Vac-Clea	0.86	15.95 %
Small-Ap	0.68	14.58 %
W-Disp	0.52	23.56 %
Gas-Stov	0.45	1.12 %
Chimney	0.44	5.98 %
Total	221.43	11.93 %

Branch *	MTD Sales L	Brand Share %
TUT1	12.74	6.06 %
NGR1	10.52	10.80 %
TKS2	9.13	11.02 %
MAR1	5.87	10.62 %
TKS1	5.47	10.43 %
RPM1	5.34	5.64 %
ERL2	4.62	11.57 %
VNR2	3.51	5.84 %
TYI1	3.34	8.93 %
TUT2	2.65	3.60 %
ASM1	2.48	8.57 %
TCN1	2.25	5.96 %
UDN1	2.06	6.92 %
WHTV		0.00 %
Total	221.43	11.93 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	62.61	19.41 %
Air-Cond	33.69	6.48 %
Fridge	23.05	10.26 %
Wash-Mac	20.00	9.26 %
W.Heater	1.28	12.53 %
D-Freez	0.81	20.49 %
Oven	0.73	15.36 %
Chimney	0.64	15.18 %
Small-Ap	0.60	14.61 %
Gas-Stov	0.40	2.32 %
W-Disp	0.33	11.80 %
Vac-Clea	0.13	5.36 %
Total	144.28	10.82 %

Branch *	MTD Sales L	Brand Share %
CH03	9.02	6.75 %
CH12	8.31	10.45 %
CH15	7.94	5.65 %
CH21	6.15	7.52 %
CH18	5.07	6.52 %
CH06	4.07	7.97 %
CH35	3.87	10.22 %
MJR1	3.34	9.24 %
CH34	2.57	5.27 %
CH43	2.43	7.65 %
CH41	1.35	2.82 %
CH33	1.19	2.74 %
CH31	0.72	7.39 %
CH27	0.67	3.10 %
CH37	0.39	1.93 %
CH32	0.20	3.21 %
CH01	0.14	3.69 %
MC06		0.00 %
WCHN	-2.74	7.09 %
Total	144.28	10.82 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	58.18	19.99 %
Fridge	30.76	13.06 %
Wash-Mac	27.16	12.89 %
Air-Cond	20.12	4.61 %
D-Freez	3.73	66.36 %
W.Heater	1.69	16.09 %
Chimney	0.64	8.10 %
Small-Ap	0.26	7.79 %
Gas-Stov	0.21	0.69 %
Oven	0.21	6.04 %
Vac-Clea	0.20	5.98 %
W-Disp	0.17	4.44 %
Total	143.34	11.54 %

Branch *	MTD Sales L	Brand Share %
MDU1	11.79	6.81 %
MDU2	8.35	10.15 %
DGL1	8.05	9.01 %
MDU6	6.80	11.73 %
KKD3	4.91	9.91 %
MDU3	4.30	10.93 %
ATG1	4.20	9.96 %
TPT1	3.37	11.42 %
MDU4	3.21	10.56 %
MPA1	2.27	7.36 %
MDU5	2.16	10.68 %
DKI1	1.70	5.99 %
PNV2	1.67	9.74 %
TMM1	1.57	4.55 %
BNR1	1.52	7.30 %
KRR1	0.85	2.05 %
MDU7	0.76	2.14 %
PKM1	0.76	5.45 %
ODM1	0.42	4.47 %
USL1	0.06	0.27 %
WHMD	-0.55	7.97 %
Total	143.34	11.54 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	69.74	21.06 %
Fridge	25.67	10.08 %
Wash-Mac	23.69	13.02 %
Air-Cond	17.72	2.98 %
D-Freez	3.13	50.51 %
W.Heater	0.97	7.77 %
Vac-Clea	0.20	12.85 %
Oven	0.20	6.90 %
Small-Ap	0.15	5.56 %
Chimney	0.13	2.10 %
W-Disp	0.09	7.27 %
Total	141.68	9.96 %

Branch *	MTD Sales L	Brand Share %
TRY1	12.40	5.65 %
MVM1	9.90	10.46 %
PBR2	7.63	10.06 %
KUM1	7.34	8.80 %
TRY4	6.18	11.05 %
PDK2	5.67	11.50 %
TNJ2	5.22	8.79 %
KIK1	5.19	8.45 %
TVR2	4.99	6.94 %
TNJ1	4.68	6.25 %
TYR1	2.98	8.62 %
TTP1	2.84	10.20 %
TRY3	2.56	6.00 %
AYR1	2.25	7.27 %
PBR1	0.87	3.36 %
MSI1	0.40	1.55 %
TZSD	0.40	-19.56 %
WTRZ		0.00 %
Total	141.68	9.96 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	47.84	15.51 %
Air-Cond	40.07	6.22 %
Fridge	25.38	8.78 %
Wash-Mac	18.32	7.23 %
D-Freez	4.08	64.54 %
W.Heater	1.95	9.16 %
Gas-Stov	0.76	2.64 %
Chimney	0.75	14.76 %
Small-Ap	0.63	10.40 %
W-Disp	0.62	14.24 %
Oven	0.60	12.76 %
Total	141.02	8.94 %

Branch *	MTD Sales L	Brand Share %
CH14	10.14	10.54 %
CH16	8.47	7.53 %
CH07	7.45	11.13 %
CH19	6.49	7.69 %
CH05	5.07	4.91 %
CH42	4.90	6.72 %
CZWH	3.55	9.42 %
CH45	3.50	5.50 %
CH25	3.20	5.22 %
CH49	2.55	3.05 %
CH48	2.03	3.06 %
CGL1	1.57	4.36 %
MRM1	1.54	4.60 %
CH22	1.34	3.14 %
CH47	1.34	1.34 %
CH39	1.21	4.41 %
CH26	0.52	3.46 %
MC09	0.14	1.65 %
CH29		0.00 %
CH40		0.00 %
Total	141.02	8.94 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	44.94	23.87 %
Fridge	25.69	17.60 %
Air-Cond	24.93	9.50 %
Wash-Mac	11.27	8.40 %
D-Freez	4.86	55.97 %
W.Heater	1.27	15.51 %
Oven	0.36	15.55 %
Chimney	0.29	13.32 %
W-Disp	0.09	5.48 %
Total	113.71	14.77 %

Branch *	MTD Sales L	Brand Share %
CUD1	7.45	9.31 %
KLM1	5.26	10.62 %
SJI2	4.17	8.47 %
NVL2	3.62	9.91 %
ULP1	3.48	9.89 %
WHNV		0.00 %
Total	113.71	14.77 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	37.51	22.16 %
Fridge	29.15	20.28 %
Wash-Mac	22.54	16.10 %
Air-Cond	13.98	10.14 %
D-Freez	2.46	60.26 %
W.Heater	1.48	23.37 %
Oven	0.55	26.33 %
Gas-Stov	0.35	1.78 %
Chimney	0.26	4.02 %
W-Disp	0.26	7.01 %
Vac-Clea	0.22	42.81 %
Small-Ap	0.11	6.69 %
Total	108.88	17.14 %

Branch *	MTD Sales L	Brand Share %
SLM1	6.71	10.95 %
PMP1	0.60	5.57 %
TRM1	0.23	0.56 %
Total	108.88	17.14 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	38.96	20.85 %
Air-Cond	21.39	7.37 %
Fridge	20.15	13.20 %
Wash-Mac	14.19	9.95 %
D-Freez	3.87	50.82 %
W.Heater	1.99	23.55 %
Chimney	0.81	15.07 %
Oven	0.63	27.98 %
Small-Ap	0.48	16.49 %
W-Disp	0.43	26.02 %
Vac-Clea	0.37	39.91 %
Total	103.27	12.65 %

Branch *	MTD Sales L	Brand Share %
KPM2	7.74	9.17 %
TRR1	4.50	8.83 %
VEL3	3.57	6.63 %
VEL2	2.20	4.10 %
TRL1	1.72	3.14 %
PLR1	1.69	9.72 %
TRT1	1.24	5.55 %
NASD		0.00 %
Total	103.27	12.65 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	24.57	25.57 %
Fridge	11.86	15.41 %
Wash-Mac	11.67	12.74 %
Air-Cond	11.33	8.58 %
D-Freez	1.73	60.26 %
W.Heater	0.51	13.24 %
Gas-Stov	0.26	2.72 %
W-Disp	0.18	28.78 %
Oven	0.15	18.58 %
Small-Ap	0.11	11.57 %
Total	62.37	14.89 %

Branch *	MTD Sales L	Brand Share %
RSP1	2.73	10.08 %
ERD1	2.29	3.67 %
TPR3	0.45	7.46 %
TPR4	0.30	4.03 %
W3SD	-0.86	-62.52 %
Total	62.37	14.89 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	22.71	16.62 %
Fridge	15.29	15.04 %
Wash-Mac	13.73	12.39 %
Air-Cond	7.11	8.60 %
W.Heater	0.81	9.82 %
Gas-Stov	0.47	2.78 %
D-Freez	0.47	24.23 %
Small-Ap	0.26	11.06 %
W-Disp	0.26	13.81 %
Oven	0.21	6.71 %
Vac-Clea	0.20	8.76 %
Chimney	0.16	2.11 %
Total	61.68	12.95 %

Branch *	MTD Sales L	Brand Share %
CBE2	6.19	6.78 %
KMR1	4.29	9.21 %
CBE6	3.27	9.61 %
CBE1	3.03	10.83 %
PLI1	1.83	5.78 %
SUL1	1.27	6.11 %
KMD1	0.74	6.35 %
MPM1	0.69	3.03 %
KGI1	0.52	6.29 %
ANR1	0.14	4.73 %
WHCB	-0.74	6.37 %
Total	61.68	12.95 %