

MTD Sales
1,896.33 L

Brand Share %
13.56 %

Information:

MTD : 01-03-2026 To 18-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **13.56 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	799.79	10.37 %
LED TV	535.88	20.82 %
Fridge	277.21	16.17 %
Wash-Mac	248.17	13.86 %
W.Heater	10.67	14.21 %
D-Freez	10.38	41.27 %
Oven	4.87	12.31 %
W-Disp	4.71	50.30 %
Chimney	4.65	11.20 %
Dummy-WH		100.00 %
Dummy-AC		13.05 %
Total	1,896.33	13.56 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	310.20	14.15 %
CHENNAI-01	249.52	12.24 %
SOUTH-03	230.17	13.06 %
CHENNAI-02	222.70	13.60 %
WEST-02	221.10	15.88 %
TRICHY-01	199.99	10.47 %
NORTH ARCOT	168.30	17.33 %
WEST-01	148.55	12.80 %
SOUTH ARCOT	145.79	15.94 %
Total	1,896.33	13.56 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	122.67	11.20 %
LED TV	88.47	18.55 %
Wash-Mac	52.63	16.43 %
Fridge	40.54	15.16 %
D-Freez	2.78	39.49 %
W.Heater	1.27	13.74 %
Oven	1.00	12.52 %
W-Disp	0.43	48.34 %
Chimney	0.39	6.17 %
Total	310.20	14.15 %

Branch *	MTD Sales L	Brand Share %
TUT1	20.87	4.55 %
TKS2	10.20	12.62 %
VNR2	9.87	12.96 %
TUT2	8.64	10.75 %
PKD1	6.25	11.98 %
RPM1	6.17	8.83 %
ASM1	3.45	11.24 %
MMT1	2.65	11.22 %
UDN1	1.21	4.64 %
S2SD	0.60	2.11 %
Total	310.20	14.15 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	112.25	9.46 %
LED TV	68.06	21.35 %
Fridge	33.51	13.49 %
Wash-Mac	28.64	11.45 %
W.Heater	2.37	14.32 %
D-Freez	1.70	36.74 %
Oven	1.19	14.93 %
W-Disp	1.10	49.78 %
Chimney	0.69	18.46 %
Dummy-AC		100.00 %
Total	249.52	12.24 %

Branch *	MTD Sales L	Brand Share %
CH42	11.79	12.60 %
CH16	11.06	9.29 %
CH08	10.77	9.60 %
CH14	10.30	7.73 %
CH05	9.07	6.04 %
CH19	7.11	8.80 %
CH49	6.78	6.52 %
CH35	6.74	12.32 %
CH48	5.75	7.32 %
CH38	5.23	13.20 %
CH47	5.20	9.16 %
CH22	4.70	5.00 %
CZWH	4.29	10.17 %
CH45	4.23	6.18 %
CGL1	0.37	0.89 %
WHC3	0.21	1.39 %
CH40	0.20	2.21 %
CH29	0.13	1.45 %
WCHN	-0.99	10.13 %
Total	249.52	12.24 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	95.40	9.80 %
LED TV	63.12	19.49 %
Wash-Mac	38.98	16.60 %
Fridge	29.22	14.12 %
D-Freez	0.99	42.80 %
Chimney	0.95	11.60 %
W.Heater	0.69	9.27 %
W-Disp	0.60	48.96 %
Oven	0.21	4.73 %
Total	230.17	13.06 %

Branch *	MTD Sales L	Brand Share %
MDU1	18.80	8.95 %
DGL1	10.73	9.14 %
ATG1	8.19	12.99 %
KRR1	7.03	11.35 %
MDU3	6.01	8.33 %
CBM1	5.98	12.86 %
TEN1	5.28	13.50 %
MPA1	4.61	7.72 %
TMM1	3.92	7.54 %
DKI1	3.64	8.03 %
TPT1	3.54	8.85 %
BNR1	2.94	10.73 %
PNI1	2.74	9.20 %
KYK1	2.04	9.18 %
MDU7	1.84	3.05 %
MNM1	1.39	7.95 %
TEN2	1.38	3.50 %
SVG1	1.36	3.35 %
PKM1	1.21	6.17 %
SZSD	0.31	3.77 %
WHMD		0.00 %
Total	230.17	13.06 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	105.17	11.01 %
LED TV	60.49	20.70 %
Fridge	30.94	17.42 %
Wash-Mac	22.25	11.42 %
W.Heater	1.32	13.97 %
Oven	0.91	20.71 %
Chimney	0.66	36.52 %
D-Freez	0.58	51.89 %
W-Disp	0.37	47.25 %
Dummy-WH		100.00 %
Dummy-AC		10.53 %
Total	222.70	13.60 %

Branch *	MTD Sales L	Brand Share %
CH15	18.36	11.16 %
CH21	11.13	11.27 %
CH03	10.77	7.20 %
CH12	10.30	9.60 %
CH51	8.35	11.73 %
CH43	6.62	13.55 %
MJR1	6.05	10.32 %
CH34	5.46	9.66 %
CH06	5.00	8.45 %
CH46	3.49	11.26 %
CH27	1.35	5.62 %
CH32	0.43	3.59 %
CH01		0.00 %
MC06		0.00 %
Total	222.70	13.60 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	89.25	12.82 %
LED TV	57.57	23.63 %
Fridge	38.40	17.59 %
Wash-Mac	33.08	15.30 %
W.Heater	1.20	21.51 %
D-Freez	0.54	56.28 %
Chimney	0.54	7.13 %
Oven	0.32	8.22 %
W-Disp	0.22	39.45 %
Total	221.10	15.88 %

Branch *	MTD Sales L	Brand Share %
SLM1	11.57	8.51 %
ERD1	10.89	11.56 %
SLM3	7.82	11.58 %
SLM2	5.27	11.16 %
MCR1	4.43	10.36 %
KRI1	4.19	9.64 %
TRM1	4.08	10.55 %
HSR1	3.93	8.12 %
APN1	3.14	11.64 %
PDR1	3.01	11.25 %
CMI1	2.67	13.11 %
VKL1	1.73	10.00 %
SGG1	0.56	4.67 %
WHKP		0.00 %
WHPD		0.00 %
Total	221.10	15.88 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	88.00	7.63 %
LED TV	57.82	15.50 %
Fridge	32.05	16.23 %
Wash-Mac	19.98	11.49 %
W.Heater	0.79	18.14 %
D-Freez	0.61	40.87 %
W-Disp	0.51	67.62 %
Oven	0.23	9.33 %
Total	199.99	10.47 %

Branch *	MTD Sales L	Brand Share %
TRY1	32.40	7.28 %
PBR2	13.33	12.17 %
MVM1	13.21	13.35 %
PTK1	10.58	10.60 %
TNJ2	9.32	10.27 %
KUM1	8.57	7.06 %
TVR2	8.37	8.62 %
TRY4	7.82	10.94 %
JKM1	5.69	11.16 %
TRY3	5.04	8.98 %
TNJ1	3.51	3.78 %
PBR1	3.40	10.33 %
NMM1	2.75	9.85 %
APM1	1.63	9.45 %
MSI1	0.45	1.31 %
TYR1	0.41	0.76 %
ORU1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	199.99	10.47 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	72.48	13.56 %
LED TV	48.87	27.23 %
Fridge	23.91	21.02 %
Wash-Mac	17.94	14.65 %
D-Freez	1.54	46.63 %
W.Heater	1.12	10.92 %
Chimney	1.01	30.98 %
W-Disp	0.74	42.17 %
Oven	0.67	29.16 %
Total	168.30	17.33 %

Branch *	MTD Sales L	Brand Share %
TRL1	11.99	11.53 %
KPM2	10.92	10.45 %
VEL2	8.26	12.28 %
AKM1	4.48	10.48 %
ARC2	4.26	12.32 %
TRT1	4.22	11.06 %
CGM1	3.07	13.23 %
ANI1	2.62	12.59 %
CYR1	2.02	9.61 %
CPT1	1.53	7.59 %
UGI1	1.50	11.28 %
Total	168.30	17.33 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	61.78	10.05 %
LED TV	40.16	21.30 %
Fridge	26.56	16.27 %
Wash-Mac	17.35	10.00 %
W.Heater	1.68	21.09 %
D-Freez	0.39	25.51 %
W-Disp	0.29	59.18 %
Oven	0.22	4.70 %
Chimney	0.13	2.15 %
Total	148.55	12.80 %

Branch *	MTD Sales L	Brand Share %
CBE2	18.23	7.69 %
TPR2	8.69	10.10 %
MPM1	4.65	10.60 %
KMR1	3.37	5.10 %
TPR3	3.07	12.23 %
AVI1	2.36	7.60 %
SUL1	1.73	4.67 %
CBE5	1.28	6.44 %
KMD1	1.17	6.45 %
KGI1	0.84	7.24 %
GBM1	0.73	3.05 %
ANR1	0.70	8.92 %
SYM2	0.33	1.56 %
KGM1	0.13	0.60 %
WZSD		0.00 %
Total	148.55	12.80 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	52.78	10.55 %
LED TV	51.32	28.88 %
Fridge	22.08	18.16 %
Wash-Mac	17.32	16.56 %
D-Freez	1.24	45.06 %
W-Disp	0.44	64.34 %
Chimney	0.28	15.16 %
W.Heater	0.22	5.35 %
Oven	0.11	8.95 %
Total	145.79	15.94 %

Branch *	MTD Sales L	Brand Share %
POY1	13.66	12.74 %
CUD1	9.94	11.62 %
CDM1	6.25	12.11 %
SJI2	6.18	12.96 %
KLM1	5.68	10.43 %
NVL2	5.18	9.97 %
ULP1	4.70	12.51 %
TVM1	3.28	11.62 %
WHUT		0.00 %
Total	145.79	15.94 %