

MTD Sales
3,668.61 L

Brand Share %
13.64 %

Information:

MTD : 01-04-2026 To 18-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **13.64 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	2,348.87	12.03 %
LED TV	653.59	19.09 %
Fridge	363.63	18.97 %
Wash-Mac	246.81	13.62 %
D-Freez	32.60	58.25 %
Chimney	5.46	9.34 %
W.Heater	5.43	14.30 %
W-Disp	5.42	27.11 %
Oven	4.83	13.24 %
Vac-Clea	1.97	25.27 %
Total	3,668.61	13.64 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	621.65	14.35 %
TRICHY-01	445.00	12.40 %
WEST-02	436.07	16.35 %
SOUTH-03	423.80	12.08 %
CHENNAI-02	414.72	13.63 %
CHENNAI-01	408.05	11.12 %
NORTH ARCOT	319.41	16.87 %
WEST-01	307.95	13.26 %
SOUTH ARCOT	291.97	15.62 %
Total	3,668.61	13.64 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	420.49	13.36 %
LED TV	95.26	17.06 %
Fridge	58.11	18.68 %
Wash-Mac	41.75	14.70 %
D-Freez	2.90	37.92 %
Oven	1.07	13.89 %
W.Heater	1.04	19.49 %
W-Disp	0.48	28.14 %
Chimney	0.41	4.65 %
Vac-Clea	0.13	11.52 %
Total	621.65	14.35 %

Branch *	MTD Sales L	Brand Share %
TVL1	65.24	12.49 %
TUT1	34.72	7.90 %
KVT1	27.10	13.12 %
TKS2	26.08	13.28 %
VLY1	18.71	13.23 %
VNR2	15.26	10.43 %
RPM1	15.14	11.63 %
TCN1	12.00	10.52 %
MMT1	7.83	9.98 %
ASM1	7.08	10.74 %
UDN1	6.65	9.91 %
STU2	6.42	12.15 %
S2SD	0.96	1.43 %
Total	621.65	14.35 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	296.64	10.94 %
LED TV	79.98	18.01 %
Fridge	38.92	18.67 %
Wash-Mac	21.97	10.66 %
D-Freez	6.34	63.18 %
W-Disp	0.44	42.39 %
Oven	0.30	10.21 %
Vac-Clea	0.20	47.35 %
Chimney	0.17	5.06 %
W.Heater	0.04	1.88 %
Total	445.00	12.40 %

Branch *	MTD Sales L	Brand Share %
TRY1	74.11	9.48 %
TVR2	21.99	12.38 %
TNJ2	21.38	13.49 %
KUM1	19.00	9.74 %
PTK1	16.59	11.80 %
TNJ1	13.18	6.63 %
TRY3	11.44	7.48 %
PBR1	10.69	13.49 %
AYR1	9.50	12.29 %
TTP1	8.11	12.22 %
TRY2	8.06	7.96 %
TYR1	4.61	3.97 %
NMM1	3.18	6.89 %
MSI1	2.08	2.79 %
TZSD	0.22	3.05 %
WTRZ	-1.15	6.04 %
Total	445.00	12.40 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	283.73	14.98 %
LED TV	66.32	20.35 %
Fridge	44.48	20.72 %
Wash-Mac	35.70	17.01 %
D-Freez	4.09	85.82 %
W.Heater	0.68	18.85 %
Oven	0.40	12.54 %
Chimney	0.31	3.54 %
Vac-Clea	0.19	46.42 %
W-Disp	0.16	7.34 %
Total	436.07	16.35 %

Branch *	MTD Sales L	Brand Share %
ERD1	36.29	13.45 %
SLM1	17.53	6.56 %
SLM3	16.23	13.47 %
NKL2	13.34	9.77 %
SLM2	10.80	10.08 %
KRI1	10.72	10.89 %
VPD1	7.22	12.29 %
OML1	4.79	7.91 %
APN1	3.10	7.88 %
SGG1	2.76	11.16 %
VKL1	2.57	8.99 %
WZWH	0.83	9.43 %
WHPD	-1.83	12.20 %
Total	436.07	16.35 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	257.17	10.14 %
LED TV	72.07	16.69 %
Fridge	51.88	19.23 %
Wash-Mac	35.80	14.72 %
D-Freez	4.54	53.47 %
Chimney	0.83	8.65 %
W-Disp	0.63	47.27 %
W.Heater	0.41	11.84 %
Oven	0.26	8.58 %
Vac-Clea	0.21	21.28 %
Total	423.80	12.08 %

Branch *	MTD Sales L	Brand Share %
MDU1	35.19	8.11 %
MDU2	25.77	11.60 %
DGL1	24.56	12.77 %
MDU6	20.63	11.27 %
TPT1	13.67	12.74 %
ATG1	13.08	10.82 %
MDU3	12.27	10.21 %
KRR1	10.33	5.71 %
SVG1	9.77	11.54 %
MDU4	9.62	11.26 %
DGL2	8.98	11.40 %
TEN1	7.65	11.99 %
PNI1	6.42	11.79 %
DKI1	6.37	8.30 %
MPA1	4.55	3.11 %
ODM1	4.19	12.10 %
TMM1	3.11	2.75 %
PKM1	2.92	11.06 %
MNM1	2.58	6.40 %
TEN2	2.11	2.07 %
MDU7	2.11	1.73 %
SZSD	0.61	2.54 %
Total	423.80	12.08 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	258.13	11.84 %
LED TV	81.28	19.30 %
Fridge	43.50	20.07 %
Wash-Mac	27.59	13.26 %
D-Freez	1.34	50.32 %
W-Disp	1.07	44.84 %
W.Heater	0.74	14.99 %
Oven	0.66	20.38 %
Chimney	0.41	10.79 %
Total	414.72	13.63 %

Branch *	MTD Sales L	Brand Share %
CH15	30.02	10.66 %
CH03	25.90	7.85 %
CH12	22.45	12.24 %
CH17	19.01	13.63 %
CH51	12.68	11.66 %
CH43	10.24	12.59 %
CH06	9.73	8.99 %
CH34	9.58	8.62 %
CH44	8.07	9.04 %
MJR1	7.80	7.60 %
CH46	5.88	9.37 %
CH27	1.10	2.38 %
MC06	1.02	7.90 %
CH32	0.57	3.09 %
MC05		0.00 %
Total	414.72	13.63 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	242.89	9.30 %
LED TV	88.20	18.92 %
Fridge	41.56	14.35 %
Wash-Mac	27.60	10.50 %
D-Freez	2.47	48.92 %
Chimney	1.65	19.28 %
W-Disp	1.20	17.69 %
W.Heater	0.88	12.14 %
Vac-Clea	0.82	24.98 %
Oven	0.77	9.55 %
Total	408.05	11.12 %

Branch *	MTD Sales L	Brand Share %
CH47	27.87	10.28 %
CH08	21.70	11.88 %
CH14	21.57	8.65 %
CH05	16.31	6.53 %
CH16	15.63	7.29 %
CH42	15.47	10.18 %
CH48	14.84	9.58 %
CH35	11.04	12.12 %
CH38	9.46	11.03 %
CH45	8.43	6.45 %
CH22	8.04	8.02 %
CH19	7.71	4.51 %
SKL1	7.13	8.60 %
CZWH	5.27	7.91 %
KNR1	5.23	8.97 %
CH49	4.13	2.87 %
WHC3	2.54	7.21 %
CGL1	1.79	2.44 %
MC10	0.19	10.72 %
CH29		0.00 %
CH40		0.00 %
MC09		0.00 %
WCHN	-9.78	13.02 %
Total	408.05	11.12 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	207.42	14.66 %
LED TV	54.94	25.40 %
Fridge	30.55	27.20 %
Wash-Mac	17.41	13.64 %
D-Freez	6.12	65.61 %
Chimney	1.26	23.76 %
W-Disp	0.64	35.30 %
W.Heater	0.54	14.35 %
Oven	0.52	27.87 %
Total	319.41	16.87 %

Branch *	MTD Sales L	Brand Share %
KPM2	17.39	9.26 %
TRR1	14.62	11.64 %
AKM1	13.35	13.33 %
VEL2	12.65	7.43 %
TRL1	10.43	7.71 %
GDM1	8.03	10.17 %
CYR1	3.07	7.28 %
UGI1	2.77	12.63 %
WHVL	-2.45	13.48 %
Total	319.41	16.87 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	205.24	12.11 %
LED TV	50.60	17.47 %
Fridge	30.11	18.90 %
Wash-Mac	17.72	11.45 %
D-Freez	1.89	50.01 %
W.Heater	0.84	15.08 %
W-Disp	0.64	37.37 %
Oven	0.42	8.84 %
Chimney	0.28	3.64 %
Vac-Clea	0.21	35.46 %
Total	307.95	13.26 %

Branch *	MTD Sales L	Brand Share %
CBE2	41.98	8.61 %
CBE4	18.00	12.23 %
CBE6	12.81	13.60 %
MPM1	12.37	10.90 %
UMP1	8.34	13.53 %
GBM1	7.77	12.62 %
AVI1	6.08	8.12 %
KMD1	2.96	7.39 %
KMR1	2.78	2.26 %
SUL1	1.70	2.95 %
KGM1	1.49	3.02 %
ANR1	1.07	5.04 %
KGI1	0.88	7.35 %
WZSD	0.42	9.88 %
SYM2	0.39	0.87 %
WHCB	-3.28	12.88 %
Total	307.95	13.26 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	177.16	13.26 %
LED TV	64.95	24.00 %
Fridge	24.52	18.23 %
Wash-Mac	21.27	18.31 %
D-Freez	2.91	69.21 %
Oven	0.42	25.81 %
W.Heater	0.26	12.53 %
Vac-Clea	0.19	50.85 %
W-Disp	0.15	14.82 %
Chimney	0.13	5.45 %
Total	291.97	15.62 %

Branch *	MTD Sales L	Brand Share %
CUD1	15.14	7.95 %
CDM1	14.30	13.33 %
KLM1	11.58	11.60 %
TRK1	7.83	8.57 %
TVM2	6.00	13.33 %
WHUT	-1.91	10.97 %
Total	291.97	15.62 %