

MTD Sales
1,299.39 L

Brand Share %
11.79 %

Information:

MTD : 01-09-2026 To 18-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.79 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	508.37	19.91 %
Fridge	263.42	12.94 %
Air-Cond	251.01	6.25 %
Wash-Mac	208.77	11.30 %
D-Freez	32.79	55.91 %
W.Heater	13.40	12.73 %
Oven	5.21	14.03 %
Chimney	4.69	8.11 %
Small-Ap	3.38	10.49 %
Gas-Stov	3.13	1.37 %
W-Disp	3.02	12.38 %
Vac-Clea	2.19	9.77 %
Total	1,299.39	11.79 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	227.48	11.78 %
CHENNAI-02	151.48	10.78 %
CHENNAI-01	150.69	9.09 %
TRICHY-01	149.53	10.03 %
SOUTH-03	148.16	11.55 %
SOUTH ARCOT	118.58	14.72 %
WEST-02	116.63	17.59 %
NORTH ARCOT	106.13	12.52 %
WEST-01	65.85	13.16 %
WEST-03	64.86	14.94 %
Total	1,299.39	11.79 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	83.92	19.50 %
Fridge	47.10	13.96 %
Air-Cond	45.81	5.99 %
Wash-Mac	38.75	12.65 %
D-Freez	6.36	71.83 %
Oven	1.42	15.46 %
W.Heater	1.12	9.02 %
Vac-Clea	0.86	14.67 %
Small-Ap	0.74	14.96 %
W-Disp	0.52	23.56 %
Gas-Stov	0.45	1.09 %
Chimney	0.44	5.98 %
Total	227.48	11.78 %

Branch *	MTD Sales L	Brand Share %
TUT1	12.92	5.85 %
NGR1	10.97	10.64 %
TKS2	9.18	10.39 %
MAR1	5.87	9.95 %
TKS1	5.52	9.89 %
RPM1	5.34	5.56 %
VNR2	3.51	5.71 %
TYI1	3.34	8.49 %
ASM1	2.77	9.05 %
TUT2	2.65	3.42 %
VKM1	2.62	11.35 %
TCN1	2.25	5.66 %
UDN1	2.06	6.68 %
WHTV		0.00 %
Total	227.48	11.78 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	65.71	19.22 %
Air-Cond	36.21	6.53 %
Fridge	23.91	10.15 %
Wash-Mac	20.63	9.28 %
W.Heater	1.28	12.14 %
D-Freez	0.81	20.49 %
Oven	0.73	14.15 %
Chimney	0.64	14.59 %
Small-Ap	0.60	14.27 %
Gas-Stov	0.49	2.73 %
W-Disp	0.33	10.95 %
Vac-Clea	0.13	5.36 %
Total	151.48	10.78 %

Branch *	MTD Sales L	Brand Share %
CH03	9.44	6.37 %
CH12	8.44	10.36 %
CH15	8.22	5.49 %
CH21	6.15	7.08 %
CH18	5.84	7.20 %
CH06	5.14	9.51 %
CH35	4.17	10.86 %
MJR1	3.34	8.84 %
CH34	2.57	4.66 %
CH43	2.43	7.26 %
CH33	1.61	3.46 %
CH41	1.35	2.58 %
CH31	0.72	7.10 %
CH27	0.67	2.98 %
CH32	0.42	6.18 %
CH37	0.39	1.91 %
CH01	0.14	3.69 %
MC06		0.00 %
WCHN	-3.25	7.23 %
Total	151.48	10.78 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	51.35	15.86 %
Air-Cond	43.86	6.44 %
Fridge	26.63	8.86 %
Wash-Mac	19.01	7.13 %
D-Freez	4.24	63.23 %
W.Heater	1.95	8.97 %
Chimney	1.02	17.79 %
Gas-Stov	0.76	2.54 %
Small-Ap	0.63	9.24 %
W-Disp	0.62	13.79 %
Oven	0.60	11.82 %
Total	150.69	9.09 %

Branch *	MTD Sales L	Brand Share %
CH14	11.54	11.55 %
CH16	8.88	7.34 %
CH07	7.45	10.63 %
CH19	6.91	7.88 %
CH05	5.35	4.99 %
CH42	5.17	6.73 %
CZWH	3.55	9.28 %
CH45	3.50	5.21 %
CH25	3.36	5.18 %
CH49	2.55	2.88 %
CH22	2.47	5.18 %
MRM1	2.07	5.93 %
CH48	2.03	2.95 %
CGL1	1.57	4.21 %
CH47	1.34	1.28 %
CH39	1.21	4.01 %
CH26	0.52	3.31 %
MC09	0.14	1.42 %
CH29		0.00 %
CH40		0.00 %
Total	150.69	9.09 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	72.26	20.88 %
Fridge	26.92	10.08 %
Wash-Mac	24.78	13.02 %
Air-Cond	20.41	3.27 %
D-Freez	3.37	52.40 %
W.Heater	0.97	7.45 %
Small-Ap	0.20	7.05 %
Vac-Clea	0.20	12.06 %
Oven	0.20	6.90 %
Chimney	0.13	2.10 %
W-Disp	0.09	6.83 %
Total	149.53	10.03 %

Branch *	MTD Sales L	Brand Share %
TRY1	13.69	5.69 %
MVM1	10.39	10.34 %
PBR2	8.31	10.22 %
NGT1	7.66	11.53 %
KUM1	7.49	8.66 %
KIK1	6.37	9.59 %
TRY4	6.33	11.09 %
PDK2	5.82	11.49 %
TNJ2	5.60	8.70 %
TVR2	4.99	6.74 %
TNJ1	4.68	5.99 %
TTP1	3.18	10.69 %
TYR1	2.98	8.43 %
TRY3	2.71	6.26 %
AYR1	2.25	7.14 %
PBR1	0.87	3.23 %
MSI1	0.40	1.49 %
TZSD	0.40	-10.07 %
WTRZ		0.00 %
Total	149.53	10.03 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	59.91	20.03 %
Fridge	31.94	13.09 %
Wash-Mac	27.68	12.77 %
Air-Cond	21.26	4.70 %
D-Freez	3.73	60.65 %
W.Heater	1.69	15.48 %
Chimney	0.78	9.41 %
Oven	0.26	7.45 %
Small-Ap	0.26	7.71 %
W-Disp	0.24	6.34 %
Gas-Stov	0.21	0.67 %
Vac-Clea	0.20	5.97 %
Total	148.16	11.55 %

Branch *	MTD Sales L	Brand Share %
MDU1	12.05	6.84 %
MDU2	8.35	9.87 %
DGL1	8.13	8.84 %
MDU6	6.80	11.42 %
KKD3	4.91	9.52 %
MDU3	4.47	11.14 %
ATG1	4.32	9.98 %
TPT1	3.37	11.37 %
SVG1	3.35	11.71 %
MDU4	3.26	10.39 %
MPA1	2.51	7.79 %
MDU5	2.16	9.91 %
DKI1	1.83	6.37 %
PNV2	1.67	9.74 %
TMM1	1.57	4.27 %
BNR1	1.52	6.83 %
KRR1	0.85	1.95 %
MDU7	0.76	2.11 %
PKM1	0.76	5.44 %
ODM1	0.42	4.35 %
USL1	0.06	0.24 %
WHMD	-0.55	7.24 %
Total	148.16	11.55 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	46.58	23.62 %
Fridge	26.89	17.65 %
Air-Cond	25.52	9.34 %
Wash-Mac	11.91	8.41 %
D-Freez	5.40	58.55 %
W.Heater	1.34	16.02 %
Chimney	0.44	16.34 %
Oven	0.41	15.85 %
W-Disp	0.09	5.48 %
Total	118.58	14.72 %

Branch *	MTD Sales L	Brand Share %
CUD1	7.96	9.63 %
KLM1	5.56	10.81 %
SJI2	4.17	8.17 %
ULP1	3.81	10.40 %
NVL2	3.62	9.45 %
WHNV		0.00 %
Total	118.58	14.72 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	40.81	22.62 %
Fridge	30.54	20.14 %
Wash-Mac	24.21	16.78 %
Air-Cond	15.14	10.79 %
D-Freez	2.46	60.26 %
W.Heater	1.60	23.71 %
Oven	0.55	24.91 %
Gas-Stov	0.49	2.34 %
Chimney	0.26	3.91 %
W-Disp	0.26	7.01 %
Vac-Clea	0.22	29.97 %
Small-Ap	0.11	6.46 %
Total	116.63	17.59 %

Branch *	MTD Sales L	Brand Share %
SLM1	6.71	10.54 %
BMD1	2.17	11.68 %
PMP1	0.76	6.80 %
TRM1	0.23	0.55 %
Total	116.63	17.59 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	39.10	20.25 %
Air-Cond	22.63	7.50 %
Fridge	20.89	13.06 %
Wash-Mac	14.87	10.11 %
D-Freez	3.87	47.91 %
W.Heater	2.05	22.67 %
Chimney	0.81	15.07 %
Oven	0.63	27.98 %
Small-Ap	0.48	16.44 %
W-Disp	0.43	26.02 %
Vac-Clea	0.37	39.91 %
Total	106.13	12.52 %

Branch *	MTD Sales L	Brand Share %
KPM2	7.74	8.96 %
TRR1	4.50	8.53 %
VEL3	3.57	6.41 %
VEL2	2.20	3.99 %
CPT1	1.80	11.73 %
TRL1	1.72	2.96 %
PLR1	1.69	9.42 %
TRT1	1.24	5.37 %
NASD		0.00 %
WHVL	-0.44	11.78 %
Total	106.13	12.52 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	23.57	16.46 %
Fridge	15.97	14.99 %
Wash-Mac	15.10	13.12 %
Air-Cond	8.25	9.27 %
W.Heater	0.87	10.28 %
Gas-Stov	0.47	2.62 %
D-Freez	0.47	24.23 %
Oven	0.26	7.58 %
Small-Ap	0.26	11.03 %
W-Disp	0.26	13.81 %
Vac-Clea	0.20	8.39 %
Chimney	0.16	2.05 %
Total	65.85	13.16 %

Branch *	MTD Sales L	Brand Share %
CBE2	7.28	7.64 %
KMR1	4.29	8.49 %
CBE6	3.27	9.43 %
PLI1	1.83	5.56 %
SUL1	1.57	7.27 %
KMD1	0.74	6.07 %
MPM1	0.69	2.91 %
KGI1	0.52	5.99 %
ANR1	0.14	4.17 %
WHCB	-0.92	7.63 %
Total	65.85	13.16 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	25.17	25.53 %
Fridge	12.64	15.65 %
Air-Cond	11.92	8.84 %
Wash-Mac	11.84	12.22 %
D-Freez	2.08	64.49 %
W.Heater	0.51	13.15 %
Gas-Stov	0.26	2.63 %
W-Disp	0.18	28.78 %
Oven	0.15	18.58 %
Small-Ap	0.11	11.57 %
Total	64.86	14.94 %

Branch *	MTD Sales L	Brand Share %
RSP1	3.07	10.96 %
ERD1	2.43	3.89 %
SYM2	2.22	11.69 %
KGM1	1.63	11.54 %
TPR3	0.45	6.96 %
TPR4	0.30	3.70 %
W3SD	-0.86	-62.52 %
Total	64.86	14.94 %