



# TN : HAIER Sales Performance 20/03/2026 9:08 AM

MTD Sales  
1,967.95 L

Brand Share %  
13.55 %

Information:

MTD : 01-03-2026 To 19-03-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **13.55 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	827.17	10.35 %
LED TV	555.36	20.66 %
Fridge	293.23	16.42 %
Wash-Mac	255.98	13.71 %
W.Heater	10.91	14.08 %
D-Freez	10.81	40.82 %
W-Disp	4.93	51.44 %
Oven	4.92	12.07 %
Chimney	4.65	10.74 %
Dummy-WH		100.00 %
Dummy-AC		13.05 %
<b>Total</b>	<b>1,967.95</b>	<b>13.55 %</b>

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	317.92	13.84 %
CHENNAI-01	257.63	12.11 %
SOUTH-03	241.95	13.18 %
CHENNAI-02	233.58	13.62 %
WEST-02	230.88	16.07 %
TRICHY-01	209.18	10.59 %
NORTH ARCOT	174.56	17.40 %
WEST-01	151.30	12.70 %
SOUTH ARCOT	150.95	16.00 %
<b>Total</b>	<b>1,967.95</b>	<b>13.55 %</b>

## SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	125.41	10.87 %
LED TV	89.83	18.18 %
Wash-Mac	54.26	16.20 %
Fridge	41.97	14.96 %
D-Freez	3.21	40.09 %
W.Heater	1.41	14.63 %
Oven	1.00	12.20 %
W-Disp	0.43	53.21 %
Chimney	0.39	5.83 %
<b>Total</b>	<b>317.92</b>	<b>13.84 %</b>

Branch *	MTD Sales L	Brand Share %
TUT1	22.02	4.64 %
TKS2	11.14	13.12 %
VNR2	9.87	12.40 %
TUT2	8.70	10.05 %
RPM1	6.40	8.45 %
PKD1	6.25	11.46 %
ASM1	3.45	10.39 %
MMT1	2.84	11.60 %
UDN1	1.40	5.11 %
S2SD	0.60	1.89 %
WHTV		0.00 %
<b>Total</b>	<b>317.92</b>	<b>13.84 %</b>

### CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	115.43	9.37 %
LED TV	70.87	20.72 %
Fridge	34.73	13.58 %
Wash-Mac	29.55	11.28 %
W.Heater	2.37	13.86 %
D-Freez	1.70	36.74 %
Oven	1.19	14.48 %
W-Disp	1.10	49.78 %
Chimney	0.69	17.65 %
Dummy-AC		100.00 %
<b>Total</b>	<b>257.63</b>	<b>12.11 %</b>

Branch *	MTD Sales L	Brand Share %
CH42	12.02	12.41 %
CH16	11.56	9.42 %
CH08	11.39	9.75 %
CH14	10.94	7.88 %
CH05	9.33	6.02 %
CH35	7.29	12.71 %
CH19	7.21	8.71 %
CH49	7.00	6.49 %
CH47	6.12	10.29 %
CH48	6.01	7.35 %
CH38	5.23	12.97 %
CH22	4.70	4.89 %
CH45	4.57	6.31 %
CZWH	4.38	9.02 %
CGL1	0.37	0.87 %
CH29	0.33	3.68 %
WHC3	0.21	1.12 %
CH40	0.20	2.13 %
WCHN	-0.99	7.52 %
<b>Total</b>	<b>257.63</b>	<b>12.11 %</b>

### SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	99.50	9.87 %
LED TV	66.34	19.43 %
Wash-Mac	40.07	16.31 %
Fridge	32.57	15.08 %
D-Freez	0.99	37.03 %
Chimney	0.95	11.11 %
W.Heater	0.73	9.37 %
W-Disp	0.60	48.96 %
Oven	0.21	4.34 %
<b>Total</b>	<b>241.95</b>	<b>13.18 %</b>

Branch *	MTD Sales L	Brand Share %
MDU1	19.71	8.96 %
DGL1	12.09	9.96 %
MDU6	10.83	12.97 %
KRR1	7.11	11.16 %
CBM1	6.47	13.33 %
MDU3	6.11	8.11 %
TEN1	5.28	12.94 %
MPA1	4.61	7.38 %
TPT1	3.95	9.70 %
DKI1	3.93	8.28 %
TMM1	3.92	7.32 %
PNI1	2.98	9.50 %
BNR1	2.94	10.46 %
KYK1	2.23	9.26 %
MDU7	1.84	2.90 %
MNM1	1.75	9.48 %
TEN2	1.64	3.90 %
SVG1	1.36	3.31 %
PKM1	1.21	5.89 %
SZSD	0.34	2.92 %
WHMD		0.00 %
<b>Total</b>	<b>241.95</b>	<b>13.18 %</b>

## CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	109.99	11.02 %
LED TV	62.86	20.41 %
Fridge	34.05	18.15 %
Wash-Mac	22.77	11.19 %
W.Heater	1.38	14.46 %
Oven	0.91	20.71 %
Chimney	0.66	33.73 %
D-Freez	0.58	51.89 %
W-Disp	0.37	47.25 %
Dummy-WH		100.00 %
Dummy-AC		10.53 %
<b>Total</b>	<b>233.58</b>	<b>13.62 %</b>

Branch *	MTD Sales L	Brand Share %
CH15	19.41	11.26 %
CH21	12.08	11.88 %
CH03	11.60	7.02 %
CH12	10.40	9.20 %
CH51	8.35	11.36 %
CH43	6.72	13.18 %
MJR1	6.05	9.87 %
CH06	5.63	9.30 %
CH34	5.57	9.63 %
CH46	3.49	10.79 %
CH27	1.46	5.65 %
CH32	0.43	3.56 %
CH01		0.00 %
MC06		0.00 %
<b>Total</b>	<b>233.58</b>	<b>13.62 %</b>

## WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	92.12	12.95 %
LED TV	60.83	24.05 %
Fridge	40.84	17.87 %
Wash-Mac	34.27	15.22 %
W.Heater	1.20	20.93 %
D-Freez	0.54	56.28 %
Chimney	0.54	7.13 %
Oven	0.32	7.98 %
W-Disp	0.22	39.45 %
<b>Total</b>	<b>230.88</b>	<b>16.07 %</b>

Branch *	MTD Sales L	Brand Share %
SLM1	12.72	9.12 %
ERD1	11.02	11.40 %
SLM3	7.82	11.44 %
SLM2	5.50	11.45 %
MCR1	5.07	11.68 %
KRI1	4.19	9.45 %
TRM1	4.08	10.29 %
HSR1	3.93	7.93 %
APN1	3.27	11.96 %
PDR1	3.01	10.87 %
CMI1	2.67	13.11 %
VKL1	1.73	9.73 %
SGG1	0.56	4.37 %
WHKP		0.00 %
WHPD	-0.12	4.17 %
<b>Total</b>	<b>230.88</b>	<b>16.07 %</b>

**TRICHY-01**

Property	MTD Sales L	Brand Share %
Air-Cond	92.26	7.74 %
LED TV	59.55	15.51 %
Fridge	33.98	16.52 %
Wash-Mac	21.26	11.72 %
W.Heater	0.79	17.49 %
D-Freez	0.61	40.87 %
W-Disp	0.51	61.32 %
Oven	0.23	9.33 %
<b>Total</b>	<b>209.18</b>	<b>10.59 %</b>

Branch *	MTD Sales L	Brand Share %
TRY1	35.05	7.66 %
MVM1	13.91	13.55 %
PBR2	13.60	12.22 %
PTK1	10.58	10.49 %
TNJ2	9.32	9.96 %
KUM1	9.20	7.36 %
TVR2	8.49	8.60 %
TRY4	7.95	10.93 %
JKM1	5.69	11.09 %
TRY3	5.18	8.91 %
PBR1	3.54	10.00 %
TNJ1	3.51	3.51 %
NMM1	2.75	9.63 %
APM1	2.10	11.20 %
MSI1	0.45	1.25 %
TYR1	0.41	0.74 %
ORU1	0.22	0.92 %
TZSD	0.17	5.50 %
WTRZ		0.00 %
<b>Total</b>	<b>209.18</b>	<b>10.59 %</b>

**NORTH ARCOT**

Property	MTD Sales L	Brand Share %
Air-Cond	74.43	13.47 %
LED TV	51.41	27.68 %
Fridge	24.86	21.26 %
Wash-Mac	18.56	14.68 %
D-Freez	1.54	46.63 %
W.Heater	1.12	10.84 %
Chimney	1.01	29.42 %
W-Disp	0.89	46.62 %
Oven	0.72	30.79 %
<b>Total</b>	<b>174.56</b>	<b>17.40 %</b>

Branch *	MTD Sales L	Brand Share %
TRL1	12.22	11.35 %
KPM2	11.11	10.36 %
VEL2	8.55	12.11 %
AKM1	4.67	10.58 %
ARC2	4.46	12.35 %
TRT1	4.22	10.91 %
ANI1	2.73	12.78 %
CYR1	2.02	9.61 %
CPT1	1.71	8.35 %
UGI1	1.50	10.78 %
WHVL	-0.30	9.30 %
<b>Total</b>	<b>174.56</b>	<b>17.40 %</b>

## WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	62.45	10.02 %
LED TV	40.81	20.69 %
Fridge	27.64	16.28 %
Wash-Mac	17.70	9.87 %
W.Heater	1.68	20.50 %
D-Freez	0.39	25.51 %
W-Disp	0.29	59.18 %
Oven	0.22	4.70 %
Chimney	0.13	2.02 %
<b>Total</b>	<b>151.30</b>	<b>12.70 %</b>

Branch *	MTD Sales L	Brand Share %
CBE2	18.23	7.46 %
TPR2	8.69	9.81 %
MPM1	5.02	11.27 %
KMR1	3.37	4.83 %
TPR3	3.36	13.23 %
AVI1	2.58	8.04 %
SUL1	1.73	4.65 %
CBE5	1.28	6.44 %
KMD1	1.17	6.14 %
KGI1	0.84	7.39 %
ANR1	0.81	10.29 %
GBM1	0.73	2.98 %
SYM2	0.33	1.51 %
KGM1	0.13	0.57 %
WZSD		0.00 %
<b>Total</b>	<b>151.30</b>	<b>12.70 %</b>

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	55.58	10.75 %
LED TV	52.86	28.99 %
Fridge	22.59	18.11 %
Wash-Mac	17.55	16.22 %
D-Freez	1.24	45.06 %
W-Disp	0.51	67.67 %
Chimney	0.28	15.16 %
W.Heater	0.22	4.84 %
Oven	0.11	7.72 %
<b>Total</b>	<b>150.95</b>	<b>16.00 %</b>

Branch *	MTD Sales L	Brand Share %
POY1	13.66	12.54 %
CUD1	11.33	12.76 %
SJI2	6.53	13.02 %
CDM1	6.25	12.04 %
KLM1	5.68	10.20 %
NVL2	5.48	10.19 %
ULP1	4.94	12.77 %
TVM1	3.35	11.40 %
WHUT	-0.26	12.22 %
<b>Total</b>	<b>150.95</b>	<b>16.00 %</b>