

MTD Sales
1,359.76 L

Brand Share %
11.70 %

Information:

MTD : 01-09-2026 To 19-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.70 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	526.94	19.59 %
Fridge	275.06	12.87 %
Air-Cond	266.93	6.28 %
Wash-Mac	220.36	11.32 %
D-Freez	33.86	55.94 %
W.Heater	13.91	12.24 %
Oven	5.40	13.81 %
Chimney	4.69	7.77 %
Small-Ap	3.59	10.49 %
Gas-Stov	3.13	1.31 %
W-Disp	3.02	12.20 %
Vac-Clea	2.86	11.71 %
Total	1,359.76	11.70 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	235.89	11.73 %
CHENNAI-02	162.09	10.78 %
CHENNAI-01	161.49	9.09 %
TRICHY-01	157.61	10.17 %
SOUTH-03	155.05	11.28 %
SOUTH ARCOT	124.28	14.55 %
WEST-02	119.86	17.36 %
NORTH ARCOT	108.70	12.34 %
WEST-01	68.16	12.95 %
WEST-03	66.63	14.76 %
Total	1,359.76	11.70 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	86.48	19.33 %
Fridge	49.16	13.98 %
Air-Cond	47.69	5.98 %
Wash-Mac	40.62	12.78 %
D-Freez	6.36	70.24 %
Oven	1.42	14.47 %
W.Heater	1.12	8.61 %
Vac-Clea	0.86	13.42 %
Small-Ap	0.79	14.91 %
W-Disp	0.52	23.56 %
Gas-Stov	0.45	1.04 %
Chimney	0.44	5.83 %
Total	235.89	11.73 %

Branch *	MTD Sales L	Brand Share %
KVT1	16.27	11.69 %
TUT1	14.03	6.14 %
NGR1	11.12	10.54 %
TKS2	9.60	10.50 %
MAR1	6.73	10.95 %
TKS1	5.95	10.15 %
RPM1	5.34	5.46 %
VNR2	3.51	5.60 %
TYI1	3.34	8.34 %
ASM1	2.77	8.74 %
TUT2	2.65	3.24 %
VKM1	2.62	11.09 %
TCN1	2.50	5.86 %
UDN1	2.06	6.35 %
WHTV		0.00 %
Total	235.89	11.73 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	68.37	18.88 %
Air-Cond	38.86	6.48 %
Fridge	27.03	10.83 %
Wash-Mac	22.73	9.63 %
W.Heater	1.28	9.72 %
Oven	0.83	15.64 %
D-Freez	0.81	20.49 %
Chimney	0.64	13.24 %
Small-Ap	0.60	13.46 %
Gas-Stov	0.49	2.58 %
W-Disp	0.33	10.95 %
Vac-Clea	0.13	5.36 %
Total	162.09	10.78 %

Branch *	MTD Sales L	Brand Share %
CH03	10.63	6.86 %
CH15	9.40	5.88 %
CH12	8.73	10.41 %
CH21	6.15	6.80 %
CH18	6.14	7.19 %
CH06	5.29	9.26 %
CH35	4.43	11.09 %
MJR1	3.46	8.50 %
CH34	2.86	5.01 %
CH33	2.76	5.65 %
CH43	2.66	7.21 %
CH41	1.35	2.36 %
CH31	0.72	6.73 %
CH27	0.67	2.59 %
CH37	0.54	2.58 %
CH32	0.42	6.18 %
CH01	0.14	3.41 %
MC06		0.00 %
WCHN	-4.29	8.10 %
Total	162.09	10.78 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	55.57	16.37 %
Air-Cond	46.53	6.28 %
Fridge	28.25	8.86 %
Wash-Mac	21.09	7.38 %
D-Freez	4.24	59.54 %
W.Heater	2.16	9.06 %
Chimney	1.02	16.05 %
Gas-Stov	0.76	2.41 %
Small-Ap	0.63	8.75 %
W-Disp	0.62	13.18 %
Oven	0.60	11.60 %
Total	161.49	9.09 %

Branch *	MTD Sales L	Brand Share %
CH16	9.40	6.88 %
CH19	7.70	8.09 %
CH07	7.45	9.92 %
CH42	6.65	7.98 %
CH05	5.49	4.83 %
CH25	4.06	5.91 %
CH45	3.81	5.45 %
CZWH	3.66	8.34 %
CH22	3.04	5.97 %
CH49	2.83	2.97 %
MRM1	2.07	5.84 %
CH48	2.03	2.72 %
CGL1	1.57	4.21 %
CH39	1.49	4.69 %
CH47	1.34	1.18 %
CH26	0.52	3.27 %
MC09	0.14	1.42 %
CH29		0.00 %
CH40		0.00 %
Total	161.49	9.09 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	74.22	20.54 %
Fridge	28.56	10.24 %
Wash-Mac	25.90	12.98 %
Air-Cond	23.12	3.59 %
D-Freez	3.96	56.38 %
W.Heater	1.03	7.55 %
Small-Ap	0.20	6.77 %
Vac-Clea	0.20	12.06 %
Oven	0.20	6.63 %
Chimney	0.13	2.01 %
W-Disp	0.09	6.83 %
Total	157.61	10.17 %

Branch *	MTD Sales L	Brand Share %
TRY1	14.47	5.76 %
MVM1	10.96	10.59 %
PBR2	8.83	10.50 %
NGT1	7.96	11.35 %
KUM1	7.64	8.49 %
KIK1	7.32	10.60 %
TRY4	6.57	11.28 %
TNJ2	5.87	8.66 %
PDK2	5.82	11.14 %
TVR2	5.33	7.04 %
TNJ1	4.68	5.60 %
TTP1	3.18	10.36 %
TYR1	2.98	8.18 %
TRY3	2.71	6.11 %
AYR1	2.25	6.93 %
PBR1	0.87	3.21 %
MSI1	0.40	1.45 %
TZSD	0.40	-7.21 %
WTRZ		0.00 %
Total	157.61	10.17 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	61.80	18.98 %
Fridge	33.59	12.88 %
Wash-Mac	29.22	12.64 %
Air-Cond	22.72	4.72 %
D-Freez	3.91	59.88 %
W.Heater	1.76	14.63 %
Chimney	0.78	9.21 %
Oven	0.35	9.08 %
Small-Ap	0.26	7.44 %
W-Disp	0.24	6.09 %
Gas-Stov	0.21	0.64 %
Vac-Clea	0.20	5.90 %
Total	155.05	11.28 %

Branch *	MTD Sales L	Brand Share %
MDU1	12.52	6.91 %
MDU2	9.03	9.87 %
DGL1	8.13	8.41 %
MDU6	6.97	11.12 %
KKD3	5.48	10.22 %
ATG1	4.32	9.40 %
MDU4	3.40	10.29 %
TPT1	3.37	10.84 %
SVG1	3.35	9.95 %
TEN2	3.15	11.49 %
DKI1	2.72	4.70 %
MPA1	2.51	7.36 %
MDU5	2.23	10.05 %
BNR1	1.94	7.83 %
TMM1	1.80	4.53 %
PNV2	1.67	9.54 %
MDU7	1.12	2.95 %
KRR1	0.85	1.92 %
PKM1	0.76	5.40 %
ODM1	0.42	4.00 %
USL1	0.06	0.23 %
WHMD	-0.55	6.30 %
Total	155.05	11.28 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	48.20	23.19 %
Air-Cond	28.26	9.61 %
Fridge	27.18	17.06 %
Wash-Mac	12.40	8.30 %
D-Freez	5.95	60.88 %
W.Heater	1.34	15.33 %
Chimney	0.44	16.34 %
Oven	0.41	14.55 %
W-Disp	0.09	5.48 %
Total	124.28	14.55 %

Branch *	MTD Sales L	Brand Share %
CUD1	9.05	10.47 %
KLM1	6.32	11.07 %
SJI2	4.41	8.37 %
NVL2	3.93	9.53 %
ULP1	3.81	10.32 %
TVM2	2.68	11.62 %
WHNV		0.00 %
Total	124.28	14.55 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	41.72	21.95 %
Fridge	30.97	19.71 %
Wash-Mac	24.93	16.57 %
Air-Cond	16.29	11.24 %
D-Freez	2.46	60.26 %
W.Heater	1.60	23.52 %
Oven	0.55	24.91 %
Gas-Stov	0.49	2.26 %
Chimney	0.26	3.73 %
W-Disp	0.26	7.01 %
Vac-Clea	0.22	29.97 %
Small-Ap	0.11	6.17 %
Total	119.86	17.36 %

Branch *	MTD Sales L	Brand Share %
SLM1	7.04	10.26 %
BMD1	2.17	11.21 %
PMP1	0.76	6.40 %
TRM1	0.23	0.55 %
Total	119.86	17.36 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	40.07	19.96 %
Air-Cond	23.29	7.45 %
Fridge	20.89	12.66 %
Wash-Mac	15.70	10.14 %
D-Freez	3.87	47.91 %
W.Heater	2.12	22.53 %
Chimney	0.81	14.21 %
Oven	0.63	27.98 %
Small-Ap	0.53	17.39 %
W-Disp	0.43	26.02 %
Vac-Clea	0.37	39.91 %
Total	108.70	12.34 %

Branch *	MTD Sales L	Brand Share %
VEL4	7.89	11.43 %
KPM2	7.74	8.77 %
TRR1	4.50	8.22 %
VEL3	3.57	6.18 %
VEL2	2.50	4.34 %
CPT1	1.80	11.35 %
TRL1	1.72	2.88 %
PLR1	1.69	8.61 %
TRT1	1.24	5.17 %
NASD		0.00 %
WHVL	-0.44	9.32 %
Total	108.70	12.34 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	24.44	16.16 %
Fridge	16.28	14.64 %
Wash-Mac	15.39	12.69 %
Air-Cond	8.25	8.83 %
W.Heater	0.99	10.98 %
Vac-Clea	0.87	27.56 %
Gas-Stov	0.47	2.49 %
D-Freez	0.47	24.23 %
Small-Ap	0.32	11.88 %
Oven	0.26	6.77 %
W-Disp	0.26	13.81 %
Chimney	0.16	2.05 %
Total	68.16	12.95 %

Branch *	MTD Sales L	Brand Share %
CBE2	7.28	7.23 %
KMR1	4.78	8.65 %
CBE6	3.70	10.14 %
PLI1	2.05	5.92 %
SUL1	1.57	6.87 %
KMD1	0.74	5.84 %
MPM1	0.69	2.80 %
KGI1	0.52	5.96 %
ANR1	0.14	3.74 %
WHCB	-0.92	6.98 %
Total	68.16	12.95 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	26.08	25.14 %
Fridge	13.16	15.51 %
Wash-Mac	12.39	12.32 %
Air-Cond	11.92	8.59 %
D-Freez	1.82	61.47 %
W.Heater	0.51	12.81 %
Gas-Stov	0.26	2.57 %
W-Disp	0.18	28.78 %
Small-Ap	0.16	15.98 %
Oven	0.15	18.58 %
Total	66.63	14.76 %

Branch *	MTD Sales L	Brand Share %
RSP1	3.22	10.90 %
ERD1	2.43	3.79 %
SYM2	2.22	11.55 %
KGM1	1.63	11.45 %
KMM1	1.60	11.48 %
TPR3	0.45	6.07 %
TPR4	0.30	3.61 %
W3SD	-0.86	-62.52 %
Total	66.63	14.76 %