

MTD Sales
2,403.22 L

Brand Share %
12.75 %

Information:

MTD : 01-05-2026 To 20-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.75 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	1,015.22	8.88 %
LED TV	698.84	21.85 %
Fridge	439.50	20.37 %
Wash-Mac	204.66	11.07 %
D-Freez	27.85	53.50 %
Chimney	5.17	8.93 %
Oven	4.05	12.33 %
W.Heater	3.70	8.18 %
W-Disp	3.67	15.45 %
Vac-Clea	0.54	6.78 %
Total	2,403.22	12.75 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	392.00	13.70 %
CHENNAI-01	354.52	11.83 %
TRICHY-01	314.08	12.12 %
SOUTH-03	298.89	12.59 %
CHENNAI-02	269.48	10.57 %
WEST-02	247.29	15.88 %
SOUTH ARCOT	191.06	13.07 %
NORTH ARCOT	177.49	13.42 %
WEST-01	158.41	13.90 %
Total	2,403.22	12.75 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	161.73	10.11 %
LED TV	116.05	21.47 %
Fridge	72.89	20.26 %
Wash-Mac	34.63	10.50 %
D-Freez	4.27	58.59 %
W.Heater	1.04	19.29 %
Oven	0.83	12.07 %
Chimney	0.33	3.88 %
W-Disp	0.23	14.32 %
Total	392.00	13.70 %

Branch *	MTD Sales L	Brand Share %
TVL1	33.42	10.40 %
TUT1	28.98	9.02 %
NGR1	21.13	12.47 %
TUT2	17.22	12.65 %
VLY1	12.75	11.17 %
TKS2	11.66	11.25 %
RPM1	10.93	12.02 %
VNR2	10.09	9.56 %
PKD1	7.50	11.32 %
ASM1	5.43	12.46 %
TYI1	4.98	9.29 %
MMT1	4.90	11.22 %
VKM1	3.89	9.94 %
UDN1	3.24	7.70 %
STU2	0.63	1.65 %
S2SD	0.10	0.46 %
Total	392.00	13.70 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	174.49	8.87 %
LED TV	89.25	20.20 %
Fridge	54.88	17.95 %
Wash-Mac	28.97	11.82 %
D-Freez	3.39	39.91 %
Chimney	1.65	25.26 %
W-Disp	1.17	12.24 %
Oven	0.39	7.41 %
W.Heater	0.32	4.88 %
Total	354.52	11.83 %

Branch *	MTD Sales L	Brand Share %
CH05	19.87	9.08 %
CH08	19.11	12.17 %
CH16	18.46	8.82 %
CH14	13.88	6.69 %
CH19	12.13	8.09 %
CH47	12.07	6.86 %
CH42	11.22	8.73 %
CH48	10.97	9.24 %
CH35	9.52	12.52 %
CH45	7.69	7.51 %
CH22	7.56	8.70 %
AVD1	7.27	9.81 %
CH38	5.68	9.32 %
KNR1	5.44	9.92 %
SKL1	5.14	10.23 %
WHC3	2.56	8.52 %
CH49	1.96	1.66 %
CGL1	0.85	1.37 %
CH40	0.06	0.67 %
CH29		0.00 %
MC09		0.00 %
MC10		0.00 %
WCHN	-7.24	8.86 %
Total	354.52	11.83 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	154.49	9.11 %
LED TV	84.58	20.56 %
Fridge	47.26	18.24 %
Wash-Mac	22.50	10.91 %
D-Freez	5.05	64.04 %
Oven	0.16	5.69 %
W.Heater	0.03	1.73 %
W-Disp		0.00 %
Total	314.08	12.12 %

Branch *	MTD Sales L	Brand Share %
TRY1	33.79	7.62 %
MVM1	20.07	12.61 %
TVR2	17.22	12.37 %
KUM1	14.03	10.26 %
TNJ2	9.18	7.27 %
TRY3	7.50	9.73 %
TNJ1	5.02	3.32 %
TRY2	4.78	11.38 %
TYR1	4.76	6.58 %
MSI1	3.92	8.94 %
NMM1	1.80	4.74 %
TZSD	0.01	0.45 %
WTRZ	-4.96	12.29 %
Total	314.08	12.12 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	111.24	8.00 %
LED TV	85.47	19.59 %
Fridge	66.46	23.29 %
Wash-Mac	29.19	12.44 %
D-Freez	4.47	74.33 %
Chimney	0.56	5.53 %
W-Disp	0.54	30.62 %
W.Heater	0.48	15.38 %
Oven	0.35	9.69 %
Vac-Clea	0.14	8.88 %
Total	298.89	12.59 %

Branch *	MTD Sales L	Brand Share %
DGL1	26.34	9.22 %
MDU1	22.33	8.48 %
MDU6	12.13	11.37 %
ATG1	8.34	9.02 %
MDU3	7.70	10.27 %
MDU7	6.51	8.09 %
DKI1	6.35	10.83 %
MPA1	5.79	9.12 %
KRR1	5.58	7.00 %
TEN1	5.34	11.87 %
DGL2	4.73	8.93 %
TMM1	4.26	6.82 %
ODM1	4.23	8.71 %
CBM1	4.13	11.22 %
PKM1	2.45	11.42 %
KYK1	2.32	6.78 %
TEN2	0.59	1.39 %
SZSD	0.43	7.48 %
WHMD	-1.69	6.68 %
Total	298.89	12.59 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	130.28	7.51 %
LED TV	71.18	20.12 %
Fridge	45.01	18.17 %
Wash-Mac	19.90	9.98 %
Chimney	0.94	24.61 %
W-Disp	0.73	25.71 %
D-Freez	0.69	20.41 %
Oven	0.51	19.47 %
W.Heater	0.25	11.64 %
Total	269.48	10.57 %

Branch *	MTD Sales L	Brand Share %
CH15	18.37	7.81 %
CH12	17.23	8.42 %
CH03	17.09	6.23 %
CH24	16.10	11.75 %
CH18	13.84	11.12 %
CH17	13.55	11.54 %
CH06	12.00	12.48 %
CH20	8.19	8.07 %
CH34	7.36	9.34 %
CH50	7.29	7.75 %
MJR1	6.12	6.83 %
CH31	4.79	9.40 %
CH36	4.69	10.35 %
CH46	2.97	6.57 %
CH44	2.80	2.63 %
MC06	0.54	6.15 %
CH27	0.30	0.85 %
CH01	0.30	5.91 %
CH32	0.12	0.95 %
MC05		0.00 %
Total	269.48	10.57 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	96.93	11.87 %
LED TV	72.56	24.68 %
Fridge	52.78	23.90 %
Wash-Mac	21.13	10.37 %
D-Freez	2.18	53.53 %
Oven	0.63	22.15 %
Chimney	0.49	5.53 %
W.Heater	0.22	5.88 %
Vac-Clea	0.19	41.32 %
W-Disp	0.17	12.44 %
Total	247.29	15.88 %

Branch *	MTD Sales L	Brand Share %
ERD1	14.67	11.53 %
SLM1	11.75	8.41 %
HSR2	10.53	12.53 %
SLM2	7.72	9.64 %
KRI1	4.51	8.41 %
VPD1	4.41	10.56 %
WHPD	-1.81	8.06 %
Total	247.29	15.88 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	73.19	8.35 %
LED TV	72.12	26.55 %
Fridge	27.02	17.93 %
Wash-Mac	15.17	10.98 %
D-Freez	2.84	61.85 %
Oven	0.29	15.24 %
Vac-Clea	0.21	42.73 %
W-Disp	0.17	24.65 %
W.Heater	0.05	0.35 %
Total	191.06	13.07 %

Branch *	MTD Sales L	Brand Share %
POY1	14.17	7.31 %
CUD1	11.72	7.97 %
PRT1	9.74	12.73 %
VPM2	8.87	12.61 %
KLM1	8.38	10.79 %
TRK1	7.26	9.45 %
VCM2	4.95	9.56 %
ULP1	4.76	7.18 %
VCM1	0.87	4.73 %
WHUT	-1.61	7.79 %
Total	191.06	13.07 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	68.34	8.28 %
LED TV	48.74	24.22 %
Fridge	40.97	26.27 %
Wash-Mac	14.13	11.52 %
D-Freez	3.09	43.67 %
Chimney	1.06	39.97 %
W.Heater	0.46	17.64 %
Oven	0.38	15.39 %
W-Disp	0.31	12.35 %
Total	177.49	13.42 %

Branch *	MTD Sales L	Brand Share %
VEL1	10.83	12.49 %
KPM2	9.61	6.72 %
VEL2	9.58	7.87 %
TRR1	6.67	8.64 %
TRL1	3.99	3.65 %
TRT1	3.90	6.60 %
CPT1	3.75	12.65 %
GDM1	3.51	9.75 %
CYR1	2.48	7.48 %
Total	177.49	13.42 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	58.90	23.73 %
Air-Cond	44.53	8.50 %
Fridge	32.22	18.73 %
Wash-Mac	19.02	11.22 %
D-Freez	1.87	57.53 %
W.Heater	0.84	17.46 %
Oven	0.52	11.47 %
W-Disp	0.36	21.05 %
Chimney	0.15	1.45 %
Total	158.41	13.90 %

Branch *	MTD Sales L	Brand Share %
TPR1	7.70	11.94 %
TPR2	6.79	11.82 %
CBE4	4.97	8.40 %
KMR1	3.94	5.29 %
AVI1	2.98	7.94 %
MPM1	2.86	5.92 %
PPI1	2.23	12.46 %
SUL1	1.25	5.39 %
GBM1	1.04	3.33 %
KGM1	1.01	4.43 %
SYM2	0.53	2.43 %
WZSD	0.26	8.06 %
WHCB	-2.32	6.97 %
Total	158.41	13.90 %