

MTD Sales
1,437.16 L

Brand Share %
11.74 %

Information:

MTD : 01-09-2026 To 20-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.74 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	555.78	19.43 %
Fridge	292.52	12.92 %
Air-Cond	278.04	6.28 %
Wash-Mac	237.13	11.46 %
D-Freez	35.79	56.92 %
W.Heater	14.51	12.14 %
Oven	5.82	14.04 %
Chimney	4.69	7.51 %
Small-Ap	3.69	10.17 %
Gas-Stov	3.11	1.24 %
Vac-Clea	3.06	11.77 %
W-Disp	3.02	12.05 %
Total	1,437.16	11.74 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	246.10	11.76 %
CHENNAI-01	175.93	9.14 %
CHENNAI-02	175.47	10.97 %
TRICHY-01	167.68	10.42 %
SOUTH-03	162.49	11.44 %
SOUTH ARCOT	128.45	14.47 %
WEST-02	124.09	17.10 %
NORTH ARCOT	114.44	12.27 %
WEST-01	72.15	12.64 %
WEST-03	70.35	14.59 %
Total	1,437.16	11.74 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	89.44	19.12 %
Fridge	51.60	14.02 %
Air-Cond	49.17	5.97 %
Wash-Mac	43.88	13.18 %
D-Freez	6.36	70.24 %
Oven	1.47	14.18 %
W.Heater	1.12	8.14 %
Vac-Clea	0.86	13.42 %
Small-Ap	0.79	14.21 %
W-Disp	0.52	23.56 %
Gas-Stov	0.45	1.01 %
Chimney	0.44	5.72 %
Total	246.10	11.76 %

Branch *	MTD Sales L	Brand Share %
KVT1	16.27	11.14 %
TUT1	15.31	6.49 %
NGR1	11.73	10.73 %
TKS2	9.80	10.48 %
TKS1	6.18	10.09 %
ERL2	5.37	11.45 %
RPM1	5.34	5.05 %
TYI1	3.73	9.11 %
VNR2	3.51	5.38 %
ASM1	2.97	8.75 %
VKM1	2.89	11.10 %
TUT2	2.65	3.11 %
TCN1	2.50	5.76 %
UDN1	2.06	6.25 %
WHTV		0.00 %
Total	246.10	11.76 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	62.89	16.51 %
Air-Cond	48.35	6.08 %
Fridge	31.20	9.06 %
Wash-Mac	22.47	7.33 %
D-Freez	4.80	60.89 %
W.Heater	2.19	8.67 %
Chimney	1.02	14.90 %
Gas-Stov	0.76	2.26 %
Oven	0.74	12.80 %
Small-Ap	0.69	8.90 %
W-Disp	0.62	12.36 %
Vac-Clea	0.20	3.55 %
Total	175.93	9.14 %

Branch *	MTD Sales L	Brand Share %
CH16	9.79	6.73 %
CH19	7.70	7.58 %
CH07	7.68	9.55 %
CH42	6.65	7.27 %
CH05	6.18	5.02 %
CH25	5.34	7.12 %
MRM1	4.18	7.91 %
CH45	3.86	5.17 %
CH22	3.78	7.19 %
CZWH	3.66	8.34 %
CH49	3.34	3.21 %
CH47	2.18	1.69 %
CH48	2.03	2.46 %
CGL1	1.57	4.21 %
CH39	1.49	4.43 %
MC09	0.53	5.08 %
CH26	0.52	3.18 %
CH29		0.00 %
CH40		0.00 %
Total	175.93	9.14 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	73.25	18.91 %
Air-Cond	43.05	6.78 %
Fridge	28.25	10.64 %
Wash-Mac	25.42	10.07 %
W.Heater	1.51	10.62 %
Oven	0.89	16.47 %
D-Freez	0.81	20.49 %
Chimney	0.64	12.72 %
Gas-Stov	0.60	3.03 %
Small-Ap	0.60	12.62 %
W-Disp	0.33	10.95 %
Vac-Clea	0.13	5.27 %
Total	175.47	10.97 %

Branch *	MTD Sales L	Brand Share %
CH03	11.47	6.94 %
CH15	9.20	5.56 %
CH12	9.18	10.13 %
CH18	7.30	8.16 %
CH21	6.88	7.19 %
CH06	5.72	9.29 %
CH34	4.22	6.77 %
MJR1	3.75	8.52 %
CH43	2.78	6.78 %
CH33	2.76	5.57 %
CH41	1.35	2.23 %
CH31	0.72	6.18 %
CH27	0.67	2.44 %
CH37	0.66	2.78 %
CH32	0.42	5.78 %
CH01	0.14	3.41 %
MC06		0.00 %
WCHN	-4.29	7.81 %
Total	175.47	10.97 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	76.72	20.30 %
Fridge	30.43	10.43 %
Wash-Mac	29.59	13.90 %
Air-Cond	24.64	3.74 %
D-Freez	4.31	56.80 %
W.Heater	1.09	7.81 %
Oven	0.28	9.27 %
Small-Ap	0.20	6.53 %
Vac-Clea	0.20	11.76 %
Chimney	0.13	2.01 %
W-Disp	0.09	6.83 %
Total	167.68	10.42 %

Branch *	MTD Sales L	Brand Share %
TRY1	15.77	6.01 %
MVM1	11.02	10.23 %
PBR2	9.41	10.73 %
KUM1	8.98	9.51 %
NGT1	8.14	11.41 %
KIK1	7.67	10.74 %
TRY4	6.97	11.60 %
TNJ2	6.52	9.06 %
PDK2	6.17	11.47 %
TVR2	5.72	7.31 %
TNJ1	4.68	5.37 %
TTP1	3.18	10.07 %
TYR1	3.13	8.22 %
TRY3	2.71	5.97 %
AYR1	2.25	6.81 %
PBR1	1.12	4.01 %
MSI1	0.56	1.96 %
TZSD	0.40	-7.21 %
WTRZ		0.00 %
Total	167.68	10.42 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	65.33	19.33 %
Fridge	34.94	12.89 %
Wash-Mac	30.97	12.83 %
Air-Cond	23.47	4.75 %
D-Freez	3.91	59.88 %
W.Heater	1.82	14.82 %
Chimney	0.78	9.21 %
Oven	0.35	8.78 %
Small-Ap	0.26	7.38 %
W-Disp	0.24	6.09 %
Gas-Stov	0.21	0.63 %
Vac-Clea	0.20	5.90 %
Total	162.49	11.44 %

Branch *	MTD Sales L	Brand Share %
MDU1	13.20	7.11 %
MDU2	9.18	9.72 %
DGL1	8.99	8.96 %
MDU6	6.97	10.92 %
KKD3	5.81	10.52 %
ATG1	4.81	10.06 %
TPT1	3.66	11.42 %
MDU4	3.66	10.89 %
SVG1	3.35	9.81 %
TEN2	3.15	11.24 %
DKI1	2.72	4.55 %
MPA1	2.51	6.99 %
MDU5	2.23	9.74 %
TMM1	2.02	4.93 %
BNR1	1.94	7.50 %
PNV2	1.67	9.07 %
MDU7	1.12	2.82 %
KRR1	0.85	1.88 %
PKM1	0.76	5.22 %
ODM1	0.42	4.00 %
USL1	0.06	0.21 %
WHMD	-0.55	6.30 %
Total	162.49	11.44 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	50.16	23.06 %
Fridge	28.61	17.14 %
Air-Cond	28.57	9.49 %
Wash-Mac	12.40	7.92 %
D-Freez	6.35	62.41 %
W.Heater	1.40	14.94 %
Chimney	0.44	15.43 %
Oven	0.41	14.55 %
W-Disp	0.09	5.48 %
Total	128.45	14.47 %

Branch *	MTD Sales L	Brand Share %
CUD1	9.29	10.48 %
KLM1	6.71	11.30 %
SJI2	4.41	8.12 %
ULP1	4.21	10.93 %
NVL2	3.93	9.25 %
TVM2	2.68	11.36 %
WHNV		0.00 %
Total	128.45	14.47 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	43.05	21.66 %
Fridge	32.84	19.52 %
Wash-Mac	25.98	16.34 %
Air-Cond	16.29	10.90 %
D-Freez	2.46	60.26 %
W.Heater	1.63	22.59 %
Oven	0.63	26.35 %
Gas-Stov	0.35	1.53 %
Chimney	0.26	3.52 %
W-Disp	0.26	7.01 %
Vac-Clea	0.22	29.97 %
Small-Ap	0.11	5.93 %
Total	124.09	17.10 %

Branch *	MTD Sales L	Brand Share %
SLM1	7.51	10.29 %
PMP1	0.76	6.10 %
TRM1	0.23	0.53 %
Total	124.09	17.10 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	42.46	19.72 %
Air-Cond	23.93	7.33 %
Fridge	22.23	12.71 %
Wash-Mac	16.38	9.96 %
D-Freez	4.49	51.66 %
W.Heater	2.17	21.95 %
Chimney	0.81	13.50 %
Oven	0.63	27.98 %
Small-Ap	0.53	16.51 %
W-Disp	0.43	26.02 %
Vac-Clea	0.37	25.62 %
Total	114.44	12.27 %

Branch *	MTD Sales L	Brand Share %
VEL4	8.31	11.45 %
KPM2	8.08	8.25 %
TRR1	4.50	7.79 %
VEL3	4.17	6.91 %
VEL2	2.50	4.15 %
CPT1	1.80	10.98 %
TRL1	1.72	2.75 %
PLR1	1.69	8.53 %
TRT1	1.24	4.70 %
NASD		0.00 %
WHVL	-0.44	9.32 %
Total	114.44	12.27 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	25.82	15.89 %
Fridge	17.13	13.79 %
Wash-Mac	16.71	12.38 %
Air-Cond	8.64	8.91 %
W.Heater	0.99	10.53 %
Vac-Clea	0.87	27.56 %
Gas-Stov	0.47	2.34 %
D-Freez	0.47	24.23 %
Small-Ap	0.37	11.62 %
Oven	0.26	6.32 %
W-Disp	0.26	13.81 %
Chimney	0.16	2.01 %
Total	72.15	12.64 %

Branch *	MTD Sales L	Brand Share %
CBE2	7.90	7.10 %
KMR1	4.97	8.52 %
CBE6	3.70	9.60 %
PLI1	2.05	5.48 %
SUL1	1.84	7.35 %
KMD1	0.74	5.31 %
MPM1	0.69	2.57 %
KGI1	0.52	5.64 %
ANR1	0.14	3.26 %
WHCB	-0.92	6.84 %
Total	72.15	12.64 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	26.67	23.23 %
Fridge	15.28	17.00 %
Wash-Mac	13.32	12.42 %
Air-Cond	11.92	8.21 %
D-Freez	1.82	61.47 %
W.Heater	0.59	14.11 %
Gas-Stov	0.26	2.41 %
W-Disp	0.18	28.78 %
Small-Ap	0.16	15.71 %
Oven	0.15	12.45 %
Total	70.35	14.59 %

Branch *	MTD Sales L	Brand Share %
RSP1	3.39	10.42 %
ERD1	2.43	3.54 %
SYM2	2.22	10.58 %
KGM1	1.63	11.42 %
TPR3	0.45	5.80 %
TPR4	0.30	3.37 %
W3SD	-0.86	-62.52 %
Total	70.35	14.59 %