

MTD Sales  
2,223.23 L

Brand Share %  
13.72 %

Information:

MTD : 01-03-2026 To 21-03-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **13.72 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	925.90	10.44 %
LED TV	628.32	20.60 %
Fridge	344.48	17.29 %
Wash-Mac	285.01	13.78 %
D-Freez	12.13	39.42 %
W.Heater	11.76	13.84 %
Oven	5.53	11.94 %
W-Disp	5.22	51.27 %
Chimney	4.87	9.95 %
Dummy-AC		14.15 %
Dummy-WH		100.00 %
<b>Total</b>	<b>2,223.23</b>	<b>13.72 %</b>

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	351.63	13.99 %
CHENNAI-01	284.27	12.13 %
SOUTH-03	272.45	13.26 %
CHENNAI-02	262.98	13.62 %
WEST-02	255.80	16.28 %
TRICHY-01	235.48	10.89 %
NORTH ARCOT	194.41	17.62 %
WEST-01	185.73	12.96 %
SOUTH ARCOT	180.48	16.58 %
<b>Total</b>	<b>2,223.23</b>	<b>13.72 %</b>

## SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	140.70	11.16 %
LED TV	98.06	17.96 %
Wash-Mac	57.45	15.72 %
Fridge	48.89	16.04 %
D-Freez	3.21	39.29 %
W.Heater	1.41	14.11 %
Oven	1.00	11.22 %
W-Disp	0.51	52.52 %
Chimney	0.39	5.34 %
<b>Total</b>	<b>351.63</b>	<b>13.99 %</b>

Branch *	MTD Sales L	Brand Share %
TUT1	23.43	4.71 %
VNR2	10.58	12.18 %
TUT2	10.56	10.36 %
RND1	8.94	13.08 %
RPM1	7.43	9.08 %
PKD1	6.46	10.88 %
ASM1	3.95	10.85 %
VKM1	3.62	13.18 %
MMT1	2.84	10.71 %
UDN1	1.66	5.27 %
S2SD	0.93	2.58 %
WHTV		0.00 %
<b>Total</b>	<b>351.63</b>	<b>13.99 %</b>

### CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	125.90	9.37 %
LED TV	76.00	19.70 %
Fridge	40.66	14.22 %
Wash-Mac	34.13	11.94 %
W.Heater	2.48	13.02 %
D-Freez	1.70	31.09 %
Oven	1.30	13.89 %
W-Disp	1.17	51.32 %
Chimney	0.93	20.15 %
Dummy-AC		33.59 %
<b>Total</b>	<b>284.27</b>	<b>12.13 %</b>

Branch *	MTD Sales L	Brand Share %
CH42	13.64	12.51 %
CH16	13.26	9.28 %
CH08	12.12	9.07 %
CH14	11.41	7.70 %
CH05	10.93	6.45 %
MRM1	8.04	13.16 %
CH19	7.96	8.64 %
CH35	7.57	12.35 %
CH48	7.52	8.14 %
CH49	7.44	6.40 %
CH47	6.79	10.73 %
CH38	5.79	13.59 %
CH45	5.51	6.64 %
CH22	4.70	4.62 %
CZWH	4.56	8.43 %
WHC3	1.59	7.79 %
CGL1	0.51	1.06 %
CH29	0.33	3.52 %
CH40	0.20	2.13 %
WCHN	-0.99	6.40 %
<b>Total</b>	<b>284.27</b>	<b>12.13 %</b>

### SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	109.55	9.75 %
LED TV	74.37	19.26 %
Wash-Mac	44.86	16.42 %
Fridge	39.61	16.28 %
D-Freez	1.38	37.39 %
Chimney	0.95	10.05 %
W.Heater	0.92	10.62 %
W-Disp	0.60	46.00 %
Oven	0.21	3.94 %
<b>Total</b>	<b>272.45</b>	<b>13.26 %</b>

Branch *	MTD Sales L	Brand Share %
MDU1	20.88	8.65 %
DGL1	14.48	10.50 %
MDU6	11.77	12.47 %
KRR1	8.07	11.67 %
MDU3	7.90	9.75 %
DGL2	7.21	10.06 %
TEN1	5.97	13.34 %
MPA1	5.16	7.88 %
TPT1	5.04	11.05 %
TMM1	4.03	6.77 %
DKI1	3.93	7.52 %
BNR1	3.49	11.36 %
PNI1	3.48	10.37 %
KYK1	2.44	8.75 %
SVG1	2.18	4.89 %
MDU7	2.03	2.90 %
TEN2	1.84	3.98 %
MNM1	1.75	8.39 %
PKM1	1.42	6.34 %
SZSD	0.53	4.06 %
WHMD	-0.22	11.88 %
<b>Total</b>	<b>272.45</b>	<b>13.26 %</b>

## CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	122.64	10.93 %
LED TV	70.22	20.26 %
Fridge	40.65	19.04 %
Wash-Mac	25.01	10.94 %
W.Heater	1.45	14.14 %
Oven	1.13	21.83 %
D-Freez	0.78	58.98 %
Chimney	0.64	28.14 %
W-Disp	0.45	51.84 %
Dummy-WH		100.00 %
Dummy-AC		10.53 %
<b>Total</b>	<b>262.98</b>	<b>13.62 %</b>

Branch *	MTD Sales L	Brand Share %
CH15	20.54	10.69 %
CH03	15.10	7.38 %
CH21	14.56	12.77 %
CH12	10.85	8.97 %
CH51	10.38	11.65 %
CH43	7.54	13.42 %
CH06	6.92	9.74 %
CH34	6.26	9.80 %
MJR1	6.24	9.52 %
CH46	3.49	9.81 %
CH27	1.59	5.52 %
CH32	0.43	3.02 %
CH01		0.00 %
MC06		0.00 %
<b>Total</b>	<b>262.98</b>	<b>13.62 %</b>

## WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	99.40	13.03 %
LED TV	68.02	23.89 %
Fridge	46.97	18.81 %
Wash-Mac	38.18	15.06 %
W.Heater	1.27	20.06 %
D-Freez	0.89	67.86 %
Chimney	0.54	6.54 %
Oven	0.32	7.49 %
W-Disp	0.22	39.45 %
<b>Total</b>	<b>255.80</b>	<b>16.28 %</b>

Branch *	MTD Sales L	Brand Share %
SLM1	14.51	9.41 %
ERD1	11.53	10.87 %
SLM3	8.91	11.99 %
SLM2	6.91	13.11 %
MCR1	5.68	12.48 %
OML1	5.37	13.60 %
VPD1	5.06	13.67 %
TRM1	4.96	11.37 %
HSR1	4.95	9.13 %
KRI1	4.77	9.71 %
CMI1	2.67	11.59 %
VKL1	1.73	8.68 %
SGG1	0.56	4.13 %
WHKP		0.00 %
WHPD	-0.12	2.41 %
<b>Total</b>	<b>255.80</b>	<b>16.28 %</b>

**TRICHY-01**

Property	MTD Sales L	Brand Share %
Air-Cond	102.96	7.97 %
LED TV	69.85	16.13 %
Fridge	37.18	16.68 %
Wash-Mac	23.29	11.66 %
W.Heater	0.79	16.23 %
D-Freez	0.61	32.57 %
W-Disp	0.51	61.32 %
Oven	0.29	9.09 %
<b>Total</b>	<b>235.48</b>	<b>10.89 %</b>

Branch *	MTD Sales L	Brand Share %
TRY1	39.38	8.10 %
PBR2	16.63	13.18 %
MVM1	15.19	13.41 %
PTK1	11.43	10.74 %
KUM1	10.92	8.05 %
TVR2	9.72	8.83 %
TNJ2	9.67	9.36 %
TRY4	9.14	11.52 %
JKM1	6.84	12.07 %
TRY3	5.85	9.46 %
TTP1	5.45	13.37 %
PBR1	4.59	11.95 %
TNJ1	3.97	3.45 %
NMM1	3.38	10.94 %
ORU1	0.64	2.42 %
TYR1	0.61	1.01 %
MSI1	0.45	1.11 %
TZSD	0.23	3.88 %
WTRZ	-0.12	2.37 %
<b>Total</b>	<b>235.48</b>	<b>10.89 %</b>

**NORTH ARCOT**

Property	MTD Sales L	Brand Share %
Air-Cond	80.50	13.34 %
LED TV	57.77	27.62 %
Fridge	29.31	22.88 %
Wash-Mac	21.07	15.26 %
D-Freez	1.54	39.95 %
W.Heater	1.40	12.32 %
Chimney	1.01	25.25 %
W-Disp	0.96	46.83 %
Oven	0.83	28.75 %
<b>Total</b>	<b>194.41</b>	<b>17.62 %</b>

Branch *	MTD Sales L	Brand Share %
KPM2	14.08	11.80 %
TRL1	12.37	10.81 %
VEL2	9.47	11.35 %
AKM1	6.62	13.41 %
ARC2	5.07	13.23 %
TRT1	4.68	10.63 %
ANI1	2.88	12.37 %
CYR1	2.35	10.11 %
CPT1	2.04	8.72 %
UGI1	1.71	10.89 %
WHVL	-0.30	6.52 %
<b>Total</b>	<b>194.41</b>	<b>17.62 %</b>

**WEST-01**

Property	MTD Sales L	Brand Share %
Air-Cond	78.51	10.30 %
LED TV	52.52	21.52 %
Fridge	31.72	15.89 %
Wash-Mac	20.04	9.91 %
W.Heater	1.78	18.70 %
D-Freez	0.39	25.51 %
Oven	0.34	6.27 %
W-Disp	0.29	51.02 %
Chimney	0.13	1.62 %
<b>Total</b>	<b>185.73</b>	<b>12.96 %</b>

Branch *	MTD Sales L	Brand Share %
CBE2	29.70	8.63 %
TPR2	9.55	9.82 %
MPM1	6.14	11.84 %
KMR1	3.95	5.00 %
TPR3	3.63	13.49 %
AVI1	2.99	8.30 %
SUL1	1.91	4.43 %
CBE5	1.85	8.08 %
KMD1	1.48	6.45 %
GBM1	1.00	3.44 %
KGI1	0.84	6.85 %
ANR1	0.81	8.72 %
SYM2	0.33	1.29 %
KGM1	0.13	0.48 %
WZSD	0.10	2.44 %
WHCB	-0.23	8.44 %
<b>Total</b>	<b>185.73</b>	<b>12.96 %</b>

**SOUTH ARCOT**

Property	MTD Sales L	Brand Share %
Air-Cond	65.72	11.03 %
LED TV	61.51	28.64 %
Fridge	29.48	20.41 %
Wash-Mac	20.97	17.36 %
D-Freez	1.63	45.95 %
W-Disp	0.51	67.67 %
Chimney	0.28	15.16 %
W.Heater	0.25	5.22 %
Oven	0.11	6.34 %
<b>Total</b>	<b>180.48</b>	<b>16.58 %</b>

Branch *	MTD Sales L	Brand Share %
CUD1	12.32	12.40 %
CDM1	7.71	12.85 %
SJI2	7.21	12.66 %
KLM1	6.76	10.98 %
NVL2	6.22	10.28 %
ULP1	6.13	13.24 %
VCM1	5.14	13.20 %
TVM1	3.89	12.14 %
WHUT	-0.26	10.68 %
<b>Total</b>	<b>180.48</b>	<b>16.58 %</b>