

MTD Sales
2,516.11 L

Brand Share %
12.72 %

Information:

MTD : 01-05-2026 To 21-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.72 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	1,067.40	8.90 %
LED TV	729.62	21.95 %
Fridge	458.25	20.19 %
Wash-Mac	212.56	11.02 %
D-Freez	29.94	53.48 %
Chimney	5.32	8.94 %
W-Disp	4.40	16.22 %
Oven	4.22	12.35 %
W.Heater	3.86	4.60 %
Vac-Clea	0.54	6.34 %
Total	2,516.11	12.72 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	415.87	13.99 %
CHENNAI-01	370.01	11.45 %
TRICHY-01	324.75	12.05 %
SOUTH-03	311.85	12.66 %
CHENNAI-02	286.26	10.51 %
WEST-02	254.93	15.86 %
SOUTH ARCOT	201.20	13.26 %
NORTH ARCOT	184.62	13.34 %
WEST-01	166.62	14.08 %
Total	2,516.11	12.72 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	171.04	10.37 %
LED TV	124.20	22.04 %
Fridge	77.19	20.41 %
Wash-Mac	36.26	10.48 %
D-Freez	4.50	59.84 %
W.Heater	1.04	11.19 %
Oven	0.93	13.19 %
Chimney	0.48	5.49 %
W-Disp	0.23	13.69 %
Total	415.87	13.99 %

Branch *	MTD Sales L	Brand Share %
TVL1	35.19	10.65 %
TUT1	32.44	9.83 %
NGR1	21.46	12.29 %
VLY1	13.45	11.49 %
TKS2	13.21	12.16 %
RPM1	11.21	11.95 %
VNR2	10.42	9.49 %
PKD1	7.65	11.18 %
ASM1	5.66	12.65 %
TYI1	5.63	10.27 %
MMT1	5.10	11.12 %
VKM1	4.70	11.56 %
UDN1	3.53	7.81 %
STU2	0.63	1.60 %
S2SD	0.10	0.39 %
Total	415.87	13.99 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	185.84	8.73 %
LED TV	91.39	19.83 %
Fridge	56.45	16.79 %
Wash-Mac	29.18	11.47 %
D-Freez	3.54	40.91 %
Chimney	1.65	25.26 %
W-Disp	1.24	10.81 %
Oven	0.39	7.24 %
W.Heater	0.32	1.63 %
Total	370.01	11.45 %

Branch *	MTD Sales L	Brand Share %
CH05	21.22	9.09 %
CH08	20.01	12.30 %
CH16	19.30	8.66 %
CH14	15.15	6.75 %
CH19	12.77	7.87 %
CH47	12.27	6.70 %
CH42	11.58	8.42 %
CH48	10.97	8.57 %
CH35	9.82	12.04 %
AVD1	8.29	10.57 %
CH22	7.85	8.57 %
CH45	7.69	7.09 %
CH38	5.96	8.94 %
KNR1	5.44	9.35 %
SKL1	5.14	9.44 %
WHC3	2.56	5.73 %
CH49	1.96	1.52 %
CGL1	1.11	1.70 %
CH40	0.06	0.62 %
CH29		0.00 %
MC09		0.00 %
MC10		0.00 %
WCHN	-7.24	8.57 %
Total	370.01	11.45 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	157.89	9.00 %
LED TV	87.73	20.43 %
Fridge	49.74	18.34 %
Wash-Mac	23.87	11.08 %
D-Freez	5.32	64.06 %
Oven	0.16	5.47 %
W.Heater	0.03	0.68 %
W-Disp		0.00 %
Total	324.75	12.05 %

Branch *	MTD Sales L	Brand Share %
TRY1	34.83	7.61 %
MVM1	21.26	12.67 %
TVR2	18.00	12.40 %
KUM1	14.81	10.37 %
TNJ2	10.16	7.72 %
TRY3	7.50	9.54 %
TNJ1	5.02	3.23 %
TYR1	4.76	6.26 %
MSI1	3.92	8.75 %
NMM1	1.80	4.54 %
TZSD	0.01	0.18 %
WTRZ	-4.96	11.89 %
Total	324.75	12.05 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	117.35	8.17 %
LED TV	88.70	19.56 %
Fridge	68.24	23.00 %
Wash-Mac	29.93	12.27 %
D-Freez	5.50	75.58 %
W-Disp	0.62	29.82 %
Chimney	0.56	5.44 %
W.Heater	0.48	5.55 %
Oven	0.35	9.43 %
Vac-Clea	0.14	8.43 %
Total	311.85	12.66 %

Branch *	MTD Sales L	Brand Share %
DGL1	26.82	9.19 %
MDU1	23.82	8.74 %
MDU6	12.27	10.95 %
ATG1	9.25	9.46 %
MDU3	7.70	10.09 %
MDU7	7.39	8.62 %
DKI1	6.78	11.01 %
KRR1	5.85	7.23 %
MPA1	5.79	8.88 %
TEN1	5.34	11.56 %
DGL2	4.86	8.92 %
TMM1	4.50	7.06 %
ODM1	4.23	8.71 %
CBM1	4.13	10.84 %
PKM1	2.45	11.28 %
KYK1	2.32	6.45 %
TEN2	1.64	3.59 %
SZSD	0.43	3.74 %
WHMD	-1.69	6.68 %
Total	311.85	12.66 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	142.96	7.62 %
LED TV	73.11	20.04 %
Fridge	46.62	17.97 %
Wash-Mac	20.37	9.77 %
Chimney	0.94	24.61 %
W-Disp	0.81	25.89 %
D-Freez	0.69	18.03 %
Oven	0.51	17.65 %
W.Heater	0.25	11.32 %
Total	286.26	10.51 %

Branch *	MTD Sales L	Brand Share %
CH15	18.94	7.66 %
CH12	17.89	8.00 %
CH03	16.80	5.87 %
CH24	16.18	11.14 %
CH18	15.23	11.51 %
CH17	14.75	12.00 %
CH51	12.72	12.64 %
CH06	12.24	12.06 %
CH20	9.48	8.60 %
CH50	8.98	8.80 %
CH34	7.84	9.27 %
MJR1	6.98	7.22 %
CH36	5.85	12.10 %
CH31	5.49	10.28 %
CH46	2.97	6.43 %
CH44	2.80	2.54 %
MC06	0.54	5.08 %
CH27	0.30	0.73 %
CH01	0.30	5.17 %
CH32	0.12	0.85 %
MC05		0.00 %
Total	286.26	10.51 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	98.29	11.74 %
LED TV	75.08	24.64 %
Fridge	54.56	23.98 %
Wash-Mac	22.84	10.89 %
D-Freez	2.37	53.60 %
Oven	0.63	22.15 %
Chimney	0.49	5.31 %
W.Heater	0.30	2.90 %
Vac-Clea	0.19	34.88 %
W-Disp	0.17	12.44 %
Total	254.93	15.86 %

Branch *	MTD Sales L	Brand Share %
ERD1	15.42	11.75 %
SLM1	11.75	8.21 %
HSR2	10.90	12.69 %
SLM2	7.84	9.56 %
KRI1	4.70	8.62 %
VPD1	4.41	10.42 %
WZWH	0.43	4.62 %
WHPD	-1.94	8.59 %
Total	254.93	15.86 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	76.59	8.45 %
LED TV	76.52	27.28 %
Fridge	28.65	18.10 %
Wash-Mac	15.57	10.65 %
D-Freez	3.07	60.16 %
Oven	0.29	13.40 %
W-Disp	0.25	30.57 %
Vac-Clea	0.21	42.73 %
W.Heater	0.05	0.35 %
Total	201.20	13.26 %

Branch *	MTD Sales L	Brand Share %
POY1	15.14	7.43 %
CUD1	11.72	7.59 %
KLM1	9.10	11.27 %
TRK1	7.85	9.85 %
ULP1	5.25	7.75 %
VCM2	4.95	9.34 %
VCM1	0.87	4.54 %
WHUT	-1.61	7.79 %
Total	201.20	13.26 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	71.40	8.23 %
LED TV	49.87	23.88 %
Fridge	43.21	26.52 %
Wash-Mac	14.52	11.46 %
D-Freez	3.09	43.67 %
Chimney	1.06	37.83 %
W-Disp	0.63	21.50 %
W.Heater	0.46	16.48 %
Oven	0.38	14.63 %
Total	184.62	13.34 %

Branch *	MTD Sales L	Brand Share %
VEL1	10.83	12.21 %
VEL2	10.04	8.05 %
KPM2	9.78	6.53 %
TRR1	6.67	8.43 %
TRT1	5.01	7.90 %
TRL1	4.34	3.76 %
CPT1	3.75	12.01 %
GDM1	3.62	9.62 %
CYR1	2.48	7.18 %
Total	184.62	13.34 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	63.01	24.50 %
Air-Cond	46.03	8.60 %
Fridge	33.58	18.77 %
Wash-Mac	20.03	11.21 %
D-Freez	1.87	48.88 %
W.Heater	0.93	8.45 %
Oven	0.58	12.57 %
W-Disp	0.45	23.94 %
Chimney	0.15	1.43 %
Total	166.62	14.08 %

Branch *	MTD Sales L	Brand Share %
TPR1	7.70	11.72 %
TPR2	7.08	11.98 %
CBE4	5.78	9.41 %
KMR1	4.12	5.33 %
AVI1	3.27	8.53 %
MPM1	2.86	5.83 %
PPI1	2.37	12.70 %
SUL1	1.25	5.38 %
GBM1	1.04	3.27 %
KGM1	1.01	4.29 %
SYM2	0.53	2.40 %
WZSD	0.26	2.84 %
WHCB	-2.32	6.97 %
Total	166.62	14.08 %