

MTD Sales
1,480.26 L

Brand Share %
11.71 %

Information:

MTD : 01-09-2026 To 21-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.71 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	572.70	19.25 %
Fridge	301.25	12.89 %
Air-Cond	284.86	6.26 %
Wash-Mac	245.66	11.48 %
D-Freez	36.61	56.51 %
W.Heater	15.03	12.12 %
Oven	5.96	13.94 %
Chimney	5.00	7.75 %
Small-Ap	3.74	10.00 %
W-Disp	3.29	12.35 %
Gas-Stov	3.25	1.26 %
Vac-Clea	2.91	10.98 %
Total	1,480.26	11.71 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	257.62	11.92 %
CHENNAI-02	180.52	10.89 %
CHENNAI-01	179.60	9.05 %
TRICHY-01	175.09	10.55 %
SOUTH-03	166.76	11.38 %
SOUTH ARCOT	131.06	14.38 %
WEST-02	126.99	17.11 %
NORTH ARCOT	115.83	12.06 %
WEST-03	73.40	14.27 %
WEST-01	73.39	12.48 %
Total	1,480.26	11.71 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	92.02	19.02 %
Fridge	54.21	14.24 %
Air-Cond	51.45	6.09 %
Wash-Mac	47.77	13.73 %
D-Freez	6.52	70.78 %
Oven	1.47	13.45 %
W.Heater	1.12	7.71 %
Vac-Clea	0.86	13.30 %
Small-Ap	0.79	13.70 %
W-Disp	0.52	20.69 %
Gas-Stov	0.45	0.98 %
Chimney	0.44	5.56 %
Total	257.62	11.92 %

Branch *	MTD Sales L	Brand Share %
TVL1	25.11	11.58 %
KVT1	17.02	11.24 %
TUT1	15.66	6.45 %
NGR1	12.98	11.36 %
TKS2	9.94	10.46 %
TKS1	6.33	9.77 %
RPM1	5.34	4.95 %
TYI1	3.73	9.11 %
VNR2	3.66	5.48 %
VKM1	3.03	11.45 %
ASM1	2.97	8.65 %
TUT2	2.65	3.07 %
TCN1	2.50	5.60 %
UDN1	2.06	5.98 %
WHTV		0.00 %
Total	257.62	11.92 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	75.56	18.66 %
Air-Cond	43.79	6.65 %
Fridge	29.26	10.68 %
Wash-Mac	25.77	9.94 %
W.Heater	1.75	11.72 %
D-Freez	1.06	22.93 %
Oven	0.89	16.08 %
Gas-Stov	0.74	3.66 %
Chimney	0.64	12.72 %
Small-Ap	0.60	12.25 %
W-Disp	0.33	10.68 %
Vac-Clea	0.13	5.27 %
Total	180.52	10.89 %

Branch *	MTD Sales L	Brand Share %
CH03	11.80	6.77 %
CH15	9.52	5.59 %
CH12	9.18	9.98 %
CH18	7.59	8.25 %
CH21	7.15	6.82 %
CH06	5.89	9.44 %
CH35	4.96	11.23 %
MJR1	4.32	9.42 %
CH34	4.22	6.72 %
CH33	2.99	5.81 %
CH43	2.78	6.59 %
CH41	1.35	2.17 %
CH31	0.72	5.94 %
CH27	0.67	2.36 %
CH37	0.66	2.62 %
CH32	0.42	5.78 %
CH01	0.14	3.29 %
MC06		0.00 %
WCHN	-4.44	7.81 %
Total	180.52	10.89 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	64.62	16.39 %
Air-Cond	49.06	5.99 %
Fridge	31.61	8.93 %
Wash-Mac	22.97	7.25 %
D-Freez	4.80	59.10 %
W.Heater	2.19	8.41 %
Chimney	1.17	16.65 %
W-Disp	0.80	15.39 %
Gas-Stov	0.76	2.19 %
Oven	0.74	12.27 %
Small-Ap	0.69	8.44 %
Vac-Clea	0.20	3.55 %
Total	179.60	9.05 %

Branch *	MTD Sales L	Brand Share %
CH14	13.80	11.61 %
CH16	10.41	7.00 %
CH07	8.01	9.72 %
CH19	7.70	7.36 %
CH42	6.65	6.98 %
CH05	6.59	5.26 %
CH25	5.65	7.36 %
MRM1	4.18	7.73 %
CH45	3.86	4.89 %
CH22	3.78	6.75 %
CZWH	3.66	8.34 %
CH49	3.34	3.09 %
CH47	2.42	1.83 %
CH48	2.03	2.41 %
CH39	1.58	4.64 %
CGL1	1.57	4.21 %
MC09	0.53	5.08 %
CH26	0.52	3.15 %
CH29		0.00 %
CH40		0.00 %
Total	179.60	9.05 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	81.50	20.71 %
Fridge	31.52	10.45 %
Wash-Mac	30.92	14.03 %
Air-Cond	24.64	3.66 %
D-Freez	4.31	56.80 %
W.Heater	1.22	8.30 %
Oven	0.37	11.37 %
Small-Ap	0.20	6.39 %
Vac-Clea	0.20	11.47 %
Chimney	0.13	1.97 %
W-Disp	0.09	6.45 %
Total	175.09	10.55 %

Branch *	MTD Sales L	Brand Share %
TRY1	16.30	6.10 %
MVM1	11.44	10.35 %
PBR2	9.53	10.40 %
KUM1	8.84	9.20 %
NGT1	8.57	11.63 %
KIK1	8.21	11.13 %
TNJ2	7.05	9.18 %
TRY4	6.97	11.27 %
TVR2	6.63	8.15 %
PDK2	6.44	11.48 %
TNJ1	4.68	5.21 %
TRY3	3.60	7.56 %
TYR1	3.19	8.06 %
TTP1	3.18	9.71 %
AYR1	2.40	7.07 %
PBR1	1.12	3.94 %
MSI1	0.56	1.85 %
TZSD	0.16	-2.10 %
WTRZ		0.00 %
Total	175.09	10.55 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	66.79	19.07 %
Fridge	35.94	12.79 %
Wash-Mac	31.77	12.55 %
Air-Cond	24.18	4.81 %
D-Freez	4.16	59.03 %
W.Heater	1.87	14.92 %
Chimney	0.78	9.21 %
Oven	0.35	8.55 %
Small-Ap	0.26	7.32 %
W-Disp	0.24	5.14 %
Gas-Stov	0.21	0.62 %
Vac-Clea	0.20	5.83 %
Total	166.76	11.38 %

Branch *	MTD Sales L	Brand Share %
MDU1	13.58	7.05 %
MDU2	9.36	9.62 %
DGL1	8.99	8.69 %
MDU6	7.33	10.96 %
KKD3	5.87	10.27 %
ATG1	4.81	9.66 %
TPT1	3.66	11.22 %
MDU4	3.66	10.57 %
SVG1	3.35	9.68 %
TEN2	3.27	11.42 %
TMM1	3.08	6.97 %
DKI1	2.72	4.43 %
MPA1	2.66	7.04 %
MDU5	2.23	9.21 %
BNR1	1.94	7.46 %
PNV2	1.67	8.63 %
SZSD	1.56	-62986.60 %
MDU7	1.12	2.70 %
KRR1	0.85	1.85 %
PKM1	0.76	5.05 %
ODM1	0.55	4.93 %
USL1	0.06	0.21 %
WHMD	-0.55	6.25 %
Total	166.76	11.38 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	50.16	22.54 %
Air-Cond	30.23	9.68 %
Fridge	29.68	17.31 %
Wash-Mac	12.40	7.81 %
D-Freez	6.35	62.41 %
W.Heater	1.40	14.43 %
Chimney	0.44	14.64 %
Oven	0.41	14.55 %
W-Disp	0.09	5.48 %
Small-Ap	0.05	1.95 %
Vac-Clea	-0.16	-57.59 %
Total	131.06	14.38 %

Branch *	MTD Sales L	Brand Share %
CUD1	9.56	10.57 %
KLM1	6.71	10.93 %
VPM2	5.78	11.30 %
SJI2	4.41	7.94 %
ULP1	4.21	10.73 %
NVL2	3.93	8.77 %
TVM2	2.68	11.00 %
WHNV		0.00 %
Total	131.06	14.38 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	44.09	21.35 %
Fridge	33.48	19.66 %
Wash-Mac	26.77	16.52 %
Air-Cond	16.29	10.72 %
D-Freez	2.62	61.79 %
W.Heater	1.73	23.44 %
Oven	0.63	26.35 %
Chimney	0.43	5.29 %
Gas-Stov	0.35	1.52 %
W-Disp	0.26	7.01 %
Vac-Clea	0.22	29.97 %
Small-Ap	0.11	5.84 %
Total	126.99	17.11 %

Branch *	MTD Sales L	Brand Share %
SLM1	7.51	10.24 %
PMP1	0.76	5.95 %
TRM1	0.23	0.52 %
Total	126.99	17.11 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	43.17	19.10 %
Air-Cond	24.28	7.28 %
Fridge	22.46	12.49 %
Wash-Mac	16.38	9.73 %
D-Freez	4.49	50.58 %
W.Heater	2.17	21.17 %
Chimney	0.81	12.80 %
Oven	0.63	27.98 %
Small-Ap	0.53	16.11 %
W-Disp	0.52	28.59 %
Vac-Clea	0.37	25.62 %
Total	115.83	12.06 %

Branch *	MTD Sales L	Brand Share %
VEL4	8.31	11.23 %
KPM2	8.08	7.95 %
TRR1	4.50	7.65 %
VEL3	4.17	6.64 %
VEL2	2.50	3.97 %
CPT1	1.80	10.97 %
TRL1	1.72	2.71 %
PLR1	1.69	8.24 %
TRT1	1.44	5.09 %
NASD		0.00 %
WHVL	-0.44	9.32 %
Total	115.83	12.06 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	28.04	22.25 %
Fridge	15.82	16.37 %
Wash-Mac	14.02	12.31 %
Air-Cond	12.29	8.09 %
D-Freez	1.82	61.47 %
W.Heater	0.59	13.66 %
Gas-Stov	0.26	2.32 %
Oven	0.20	16.15 %
W-Disp	0.18	28.78 %
Small-Ap	0.16	14.89 %
Total	73.40	14.27 %

Branch *	MTD Sales L	Brand Share %
RSP1	3.59	10.86 %
ERD1	2.43	3.38 %
SYM2	2.22	9.81 %
KGM1	1.78	11.50 %
TPR3	0.60	6.51 %
TPR4	0.30	3.37 %
W3SD	-0.86	-62.52 %
Total	73.40	14.27 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	26.74	16.07 %
Fridge	17.27	13.47 %
Wash-Mac	16.88	12.09 %
Air-Cond	8.64	8.62 %
W.Heater	0.99	10.29 %
Vac-Clea	0.87	24.02 %
Gas-Stov	0.47	2.27 %
D-Freez	0.47	24.23 %
Small-Ap	0.37	11.53 %
Oven	0.26	6.32 %
W-Disp	0.26	13.81 %
Chimney	0.16	1.93 %
Total	73.39	12.48 %

Branch *	MTD Sales L	Brand Share %
CBE2	8.04	6.93 %
KMR1	4.97	8.27 %
CBE6	3.70	9.32 %
PLI1	2.05	5.41 %
SUL1	1.98	7.28 %
KMD1	0.74	5.22 %
MPM1	0.69	2.53 %
KGI1	0.52	5.64 %
ANR1	0.14	3.07 %
WHCB	-0.92	6.63 %
Total	73.39	12.48 %