



TN : HAIER Sales Performance 23/03/2026 9:08 AM

MTD Sales
2,384.54 L

Brand Share %
13.78 %

Information:

MTD : 01-03-2026 To 22-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **13.78 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	995.42	10.52 %
LED TV	667.24	20.30 %
Fridge	376.21	17.77 %
Wash-Mac	303.60	13.83 %
D-Freez	12.73	39.06 %
W.Heater	12.43	14.09 %
Oven	5.99	12.47 %
Chimney	5.55	10.53 %
W-Disp	5.37	51.93 %
Dummy-AC		14.15 %
Dummy-WH		100.00 %
Total	2,384.54	13.78 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	374.28	14.16 %
CHENNAI-01	305.14	12.12 %
CHENNAI-02	288.35	13.27 %
SOUTH-03	284.43	13.19 %
WEST-02	273.44	16.46 %
TRICHY-01	250.25	11.08 %
NORTH ARCOT	212.91	18.02 %
WEST-01	205.53	13.11 %
SOUTH ARCOT	190.22	16.70 %
Total	2,384.54	13.78 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	151.93	11.45 %
LED TV	102.89	17.92 %
Wash-Mac	60.57	15.79 %
Fridge	52.07	16.20 %
D-Freez	3.21	39.29 %
W.Heater	1.45	14.27 %
Oven	1.00	10.82 %
Chimney	0.66	8.00 %
W-Disp	0.51	56.97 %
Total	374.28	14.16 %

Branch *	MTD Sales L	Brand Share %
TUT1	24.85	4.87 %
TKS2	13.47	13.44 %
TUT2	12.00	11.05 %
VNR2	10.79	11.45 %
RND1	9.61	13.32 %
RPM1	9.16	10.31 %
PKD1	7.27	11.39 %
ASM1	4.18	11.05 %
VKM1	3.62	12.91 %
MMT1	3.35	12.42 %
UDN1	1.87	5.71 %
S2SD	0.93	2.58 %
WHTV		0.00 %
Total	374.28	14.16 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	134.87	9.25 %
LED TV	82.14	19.92 %
Fridge	43.40	14.44 %
Wash-Mac	36.73	12.08 %
W.Heater	2.76	13.80 %
D-Freez	1.70	29.37 %
Oven	1.36	13.89 %
W-Disp	1.25	54.70 %
Chimney	0.93	18.14 %
Dummy-AC		33.59 %
Total	305.14	12.12 %

Branch *	MTD Sales L	Brand Share %
CH42	14.45	12.60 %
CH16	14.14	9.51 %
CH08	12.75	8.73 %
CH14	12.21	7.54 %
CH05	11.86	6.22 %
CH19	8.79	8.63 %
CH48	8.59	8.81 %
CH35	8.57	11.94 %
MRM1	8.33	12.79 %
CH47	7.50	11.11 %
CH49	7.44	6.06 %
CH38	6.55	13.47 %
CH45	6.26	6.93 %
CH22	4.78	4.54 %
CZWH	4.56	8.43 %
WHC3	1.59	7.79 %
CGL1	0.51	1.00 %
CH29	0.33	3.49 %
CH40	0.20	2.05 %
WCHN	-2.35	11.61 %
Total	305.14	12.12 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	134.31	10.61 %
LED TV	74.88	18.72 %
Fridge	48.52	20.33 %
Wash-Mac	25.82	10.47 %
W.Heater	1.59	14.75 %
Oven	1.25	23.15 %
D-Freez	0.78	58.98 %
Chimney	0.76	31.74 %
W-Disp	0.45	51.84 %
Dummy-WH		100.00 %
Dummy-AC		10.53 %
Total	288.35	13.27 %

Branch *	MTD Sales L	Brand Share %
CH15	22.48	10.75 %
CH03	16.47	6.51 %
CH21	15.76	12.67 %
CH18	13.13	13.77 %
CH12	12.21	8.88 %
CH43	7.68	13.06 %
CH06	7.49	8.69 %
CH34	7.25	9.99 %
MJR1	6.24	8.49 %
CH46	3.49	9.22 %
CH27	1.59	5.36 %
CH32	0.43	2.95 %
MC06	0.27	2.71 %
CH01		0.00 %
Total	288.35	13.27 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	115.24	9.76 %
LED TV	77.15	19.14 %
Wash-Mac	46.79	16.20 %
Fridge	41.19	16.22 %
D-Freez	1.38	36.14 %
Chimney	0.95	9.88 %
W.Heater	0.92	10.45 %
W-Disp	0.60	46.00 %
Oven	0.21	3.94 %
Total	284.43	13.19 %

Branch *	MTD Sales L	Brand Share %
MDU1	21.41	8.46 %
DGL1	15.03	10.38 %
MDU6	12.70	12.75 %
KRR1	8.93	12.09 %
MDU3	7.90	9.40 %
DGL2	7.72	10.44 %
CBM1	7.18	13.40 %
TEN1	6.45	13.73 %
MPA1	5.16	7.68 %
TPT1	5.04	10.68 %
TMM1	4.27	6.74 %
DKI1	4.20	7.55 %
BNR1	3.77	11.70 %
PNI1	3.70	10.63 %
KYK1	2.44	8.72 %
SVG1	2.18	4.65 %
MDU7	2.03	2.66 %
TEN2	1.96	4.04 %
MNM1	1.75	7.94 %
PKM1	1.42	6.28 %
SZSD	0.53	4.06 %
WHMD	-0.22	11.88 %
Total	284.43	13.19 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	106.39	13.32 %
LED TV	71.73	23.05 %
Fridge	51.65	19.55 %
Wash-Mac	40.45	15.19 %
W.Heater	1.27	18.57 %
D-Freez	0.89	67.86 %
Chimney	0.54	6.39 %
Oven	0.32	7.49 %
W-Disp	0.22	39.45 %
Total	273.44	16.46 %

Branch *	MTD Sales L	Brand Share %
SLM1	14.72	8.99 %
ERD1	13.01	11.46 %
SLM3	9.34	11.96 %
SLM2	7.33	13.10 %
MCR1	6.13	12.76 %
KRI1	5.97	11.14 %
OML1	5.68	13.35 %
TRM1	5.10	11.23 %
VPD1	5.06	13.18 %
HSR1	4.95	8.58 %
PDR1	4.48	13.46 %
CMI1	2.79	11.64 %
VKL1	1.73	8.20 %
SGG1	0.56	4.13 %
WHKP		0.00 %
WHPD	-0.12	2.09 %
Total	273.44	16.46 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	110.23	8.19 %
LED TV	73.10	16.05 %
Fridge	39.28	16.75 %
Wash-Mac	25.30	12.16 %
W.Heater	0.87	16.88 %
D-Freez	0.61	25.65 %
W-Disp	0.51	56.25 %
Oven	0.34	10.12 %
Total	250.25	11.08 %

Branch *	MTD Sales L	Brand Share %
TRY1	41.41	8.18 %
PBR2	18.17	13.65 %
MVM1	16.20	13.62 %
PTK1	11.43	10.52 %
KUM1	11.36	8.14 %
TVR2	11.00	9.49 %
TNJ2	10.62	9.90 %
TRY4	9.14	10.83 %
JKM1	7.18	12.34 %
TRY3	6.65	10.19 %
TRY2	6.33	13.67 %
TTP1	5.67	13.21 %
PBR1	5.15	12.61 %
TNJ1	4.33	3.60 %
TYR1	0.91	1.41 %
ORU1	0.76	2.77 %
MSI1	0.45	1.02 %
TZSD	0.23	3.88 %
WTRZ	-0.41	5.87 %
Total	250.25	11.08 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	87.26	13.61 %
LED TV	61.88	27.15 %
Fridge	33.67	24.39 %
Wash-Mac	23.98	16.05 %
D-Freez	1.54	39.95 %
W.Heater	1.54	13.28 %
Chimney	1.13	26.21 %
W-Disp	0.96	44.92 %
Oven	0.94	30.07 %
Total	212.91	18.02 %

Branch *	MTD Sales L	Brand Share %
KPM2	15.71	12.45 %
TRL1	13.52	10.95 %
VEL2	10.04	11.48 %
TRT1	5.29	11.11 %
ANI1	2.94	12.41 %
CYR1	2.35	8.78 %
CPT1	2.04	8.30 %
UGI1	1.71	10.26 %
WHVL	-0.30	5.37 %
Total	212.91	18.02 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	86.55	10.41 %
LED TV	59.66	21.80 %
Fridge	34.88	16.14 %
Wash-Mac	21.51	9.79 %
W.Heater	1.78	17.97 %
D-Freez	0.39	25.51 %
Oven	0.34	6.12 %
W-Disp	0.29	51.02 %
Chimney	0.13	1.40 %
Total	205.53	13.11 %

Branch *	MTD Sales L	Brand Share %
CBE2	34.77	9.02 %
TPR2	10.13	9.73 %
TPR1	9.45	13.09 %
MPM1	7.11	12.55 %
KMR1	4.20	4.88 %
AVI1	3.60	8.60 %
CBE5	2.35	9.24 %
SUL1	2.01	4.36 %
KMD1	1.62	6.60 %
GBM1	1.27	3.82 %
KGI1	1.05	7.72 %
ANR1	0.81	7.90 %
SYM2	0.33	1.17 %
KGM1	0.13	0.46 %
WZSD	0.10	2.44 %
WHCB	-0.23	7.32 %
Total	205.53	13.11 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	68.65	11.12 %
LED TV	63.83	27.88 %
Fridge	31.55	21.03 %
Wash-Mac	22.46	17.39 %
D-Freez	2.23	50.46 %
W-Disp	0.59	70.59 %
Chimney	0.45	21.94 %
W.Heater	0.25	5.05 %
Oven	0.23	11.94 %
Total	190.22	16.70 %

Branch *	MTD Sales L	Brand Share %
CUD1	13.38	12.84 %
CDM1	8.04	13.06 %
KLM1	7.86	11.60 %
SJI2	7.29	12.08 %
NVL2	6.67	10.63 %
VCM1	5.14	12.90 %
TVM1	4.24	12.72 %
WHUT	-0.26	10.68 %
Total	190.22	16.70 %