

MTD Sales
4,153.53 L

Brand Share %
12.69 %

Information:

MTD : 01-04-2026 To 22-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.69 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	2,595.17	10.83 %
LED TV	784.09	19.18 %
Fridge	432.49	18.62 %
Wash-Mac	277.54	13.10 %
D-Freez	37.30	55.77 %
Chimney	6.53	9.34 %
W.Heater	6.36	14.75 %
Oven	5.90	13.51 %
W-Disp	5.72	24.12 %
Vac-Clea	2.43	24.24 %
Total	4,153.53	12.69 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	711.93	13.20 %
TRICHY-01	512.87	11.67 %
WEST-02	491.12	15.15 %
SOUTH-03	485.81	11.19 %
CHENNAI-02	456.38	12.46 %
CHENNAI-01	450.25	10.51 %
NORTH ARCOT	367.20	15.97 %
SOUTH ARCOT	342.71	14.97 %
WEST-01	335.26	11.85 %
Total	4,153.53	12.69 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	461.28	11.63 %
LED TV	123.03	18.13 %
Fridge	72.62	19.52 %
Wash-Mac	47.95	14.22 %
D-Freez	2.90	30.67 %
Oven	1.32	15.31 %
W.Heater	1.20	20.16 %
Vac-Clea	0.60	31.23 %
Chimney	0.56	5.44 %
W-Disp	0.48	25.96 %
Total	711.93	13.20 %

Branch *	MTD Sales L	Brand Share %
TVL1	73.16	11.39 %
TUT1	37.85	7.27 %
KVT1	32.29	12.10 %
TKS2	30.95	12.48 %
VNR2	18.06	9.91 %
RPM1	17.56	10.75 %
PKD1	16.74	12.49 %
TCN1	14.08	10.65 %
STU2	8.08	11.95 %
ASM1	8.07	9.63 %
MMT1	7.97	8.27 %
UDN1	7.89	9.73 %
S2SD	0.96	1.12 %
Total	711.93	13.20 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	333.00	10.08 %
LED TV	96.80	17.40 %
Fridge	47.85	18.50 %
Wash-Mac	26.25	10.50 %
D-Freez	7.36	61.84 %
Oven	0.55	12.77 %
W-Disp	0.51	39.88 %
Chimney	0.31	6.08 %
Vac-Clea	0.20	47.35 %
W.Heater	0.04	1.82 %
Total	512.87	11.67 %

Branch *	MTD Sales L	Brand Share %
TRY1	76.88	8.36 %
TNJ2	25.03	12.50 %
TVR2	24.51	11.81 %
KUM1	21.37	9.13 %
PTK1	19.06	11.35 %
TNJ1	14.38	5.81 %
TRY3	12.21	7.04 %
TRY2	9.99	8.54 %
TTP1	9.28	11.09 %
TYR1	7.00	4.80 %
NMM1	4.87	9.16 %
KUM2	3.16	4.55 %
MSI1	2.42	2.66 %
TZSD	0.22	2.27 %
WTRZ	-3.00	10.37 %
Total	512.87	11.67 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	309.52	13.32 %
LED TV	82.86	21.41 %
Fridge	52.72	20.01 %
Wash-Mac	39.82	16.53 %
D-Freez	4.28	86.34 %
W.Heater	0.68	17.36 %
Chimney	0.49	4.34 %
Oven	0.40	10.31 %
Vac-Clea	0.19	26.62 %
W-Disp	0.16	6.04 %
Total	491.12	15.15 %

Branch *	MTD Sales L	Brand Share %
ERD1	39.60	12.24 %
SLM1	18.88	5.67 %
SLM3	17.66	10.92 %
NKL2	14.21	8.94 %
SLM2	13.04	10.09 %
KRI1	11.81	10.11 %
VPD1	7.65	11.14 %
OML1	6.59	8.34 %
APN1	4.49	9.17 %
SGG1	3.54	11.68 %
VKL1	2.76	8.00 %
WZWH	0.83	7.10 %
WHPD	-1.83	10.35 %
Total	491.12	15.15 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	284.68	8.92 %
LED TV	89.16	17.43 %
Fridge	63.84	19.69 %
Wash-Mac	40.36	14.22 %
D-Freez	5.20	51.14 %
Chimney	0.83	7.60 %
W-Disp	0.71	37.96 %
W.Heater	0.56	13.85 %
Oven	0.26	6.61 %
Vac-Clea	0.21	14.16 %
Total	485.81	11.19 %

Branch *	MTD Sales L	Brand Share %
MDU1	40.51	7.49 %
MDU2	30.97	11.31 %
MDU6	23.17	9.90 %
TPT1	14.97	11.76 %
MDU3	14.67	10.01 %
ATG1	14.07	8.90 %
MDU4	11.69	10.44 %
KRR1	10.93	5.17 %
SVG1	10.88	10.63 %
DGL2	10.57	11.22 %
TEN1	9.08	10.73 %
PNI1	7.56	11.22 %
DKI1	7.38	7.19 %
ODM1	5.73	12.58 %
MPA1	5.34	3.21 %
MDU7	4.25	2.80 %
TMM1	4.22	2.97 %
MNM1	3.75	7.37 %
PKM1	3.28	9.24 %
TEN2	2.47	2.01 %
SZSD	0.61	2.22 %
Total	485.81	11.19 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	276.58	10.50 %
LED TV	93.49	18.56 %
Fridge	50.30	19.02 %
Wash-Mac	30.99	12.82 %
D-Freez	1.84	48.15 %
W-Disp	1.07	38.01 %
Oven	0.85	20.75 %
W.Heater	0.85	15.67 %
Chimney	0.41	9.92 %
Total	456.38	12.46 %

Branch *	MTD Sales L	Brand Share %
CH15	32.99	9.38 %
CH03	27.59	7.23 %
CH24	24.44	12.16 %
CH12	24.15	11.07 %
CH51	14.92	11.35 %
CH43	11.76	12.62 %
CH06	11.39	8.34 %
CH34	11.06	8.81 %
CH44	8.61	8.17 %
MJR1	8.02	6.61 %
CH46	6.01	8.27 %
CH27	1.81	3.22 %
MC06	1.14	7.78 %
CH32	0.86	3.48 %
MC05		0.00 %
Total	456.38	12.46 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	264.75	8.67 %
LED TV	100.48	18.72 %
Fridge	45.36	13.11 %
Wash-Mac	30.45	10.12 %
D-Freez	3.17	53.85 %
Chimney	1.96	19.31 %
W-Disp	1.36	17.39 %
W.Heater	1.03	10.68 %
Oven	0.87	9.43 %
Vac-Clea	0.82	20.91 %
Total	450.25	10.51 %

Branch *	MTD Sales L	Brand Share %
CH47	30.95	10.14 %
CH08	24.61	11.37 %
CH14	23.11	7.94 %
CH05	18.21	6.07 %
CH42	16.94	9.47 %
CH16	16.66	6.46 %
CH48	15.86	8.60 %
CH35	12.25	11.61 %
CH38	10.04	9.91 %
CH22	8.91	7.92 %
SKL1	8.75	9.62 %
CH45	8.56	5.46 %
CH19	7.84	3.89 %
KNR1	7.01	9.82 %
CZWH	5.88	7.65 %
CH49	4.21	2.45 %
CGL1	2.82	3.06 %
WHC3	2.54	7.13 %
MC10	0.19	10.72 %
CH29	0.16	1.86 %
CH40		0.00 %
MC09		0.00 %
WCHN	-11.74	10.97 %
Total	450.25	10.51 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	237.62	13.81 %
LED TV	63.61	24.30 %
Fridge	35.52	24.89 %
Wash-Mac	19.95	13.41 %
D-Freez	7.19	64.52 %
Chimney	1.38	23.55 %
Oven	0.72	27.39 %
W-Disp	0.64	31.16 %
W.Heater	0.57	14.42 %
Total	367.20	15.97 %

Branch *	MTD Sales L	Brand Share %
KPM2	19.73	8.59 %
TRR1	18.53	12.02 %
VEL2	14.63	7.30 %
GDM1	11.51	12.36 %
TRL1	10.65	6.49 %
CYR1	3.70	7.02 %
UGI1	2.90	10.74 %
Total	367.20	15.97 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	206.39	12.54 %
LED TV	78.61	24.06 %
Fridge	29.98	18.32 %
Wash-Mac	23.27	16.67 %
D-Freez	3.10	62.56 %
Oven	0.42	24.66 %
Chimney	0.32	10.43 %
W.Heater	0.26	12.19 %
Vac-Clea	0.19	50.85 %
W-Disp	0.15	13.00 %
Total	342.71	14.97 %

Branch *	MTD Sales L	Brand Share %
CUD1	16.95	7.79 %
KLM1	13.55	11.43 %
TRK1	10.67	8.86 %
TVM2	6.68	11.91 %
VCM2	5.74	10.65 %
WHUT	-2.49	12.24 %
Total	342.71	14.97 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	221.35	10.48 %
LED TV	56.04	17.15 %
Fridge	34.31	18.22 %
Wash-Mac	18.49	10.57 %
D-Freez	2.25	49.23 %
W.Heater	1.17	19.46 %
W-Disp	0.64	28.74 %
Oven	0.51	9.69 %
Chimney	0.28	3.03 %
Vac-Clea	0.21	35.46 %
Total	335.26	11.85 %

Branch *	MTD Sales L	Brand Share %
CBE2	44.58	7.52 %
TPR2	26.86	12.25 %
CBE4	20.40	11.09 %
MPM1	13.57	10.33 %
UMP1	9.25	10.84 %
GBM1	8.47	10.85 %
AVI1	7.53	8.97 %
TPR3	7.24	11.49 %
PPI1	4.98	12.35 %
KMD1	4.66	8.85 %
KMR1	2.86	1.97 %
SUL1	1.94	2.82 %
ANR1	1.55	6.45 %
KGM1	1.49	2.37 %
KGI1	0.88	6.11 %
SYM2	0.58	1.04 %
WZSD	0.42	8.49 %
Total	335.26	11.85 %