

MTD Sales
1,521.02 L

Brand Share %
11.72 %

Information:

MTD : 01-09-2026 To 22-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.72 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	585.67	19.19 %
Fridge	310.03	12.87 %
Air-Cond	288.86	6.23 %
Wash-Mac	255.06	11.54 %
D-Freez	39.77	57.66 %
W.Heater	15.65	12.09 %
Oven	6.28	14.21 %
Chimney	5.13	7.81 %
Small-Ap	3.85	9.95 %
Vac-Clea	3.65	12.57 %
W-Disp	3.56	12.96 %
Gas-Stov	3.51	1.33 %
Total	1,521.02	11.72 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	263.04	11.94 %
CHENNAI-01	185.25	9.06 %
CHENNAI-02	184.67	10.78 %
TRICHY-01	181.80	10.71 %
SOUTH-03	172.26	11.52 %
SOUTH ARCOT	134.76	14.48 %
WEST-02	128.13	16.87 %
NORTH ARCOT	118.97	12.08 %
WEST-03	76.39	14.34 %
WEST-01	75.75	12.32 %
Total	1,521.02	11.72 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	93.27	18.95 %
Fridge	55.35	14.25 %
Air-Cond	52.03	6.05 %
Wash-Mac	49.70	13.92 %
D-Freez	6.52	69.28 %
Oven	1.52	13.64 %
Vac-Clea	1.27	18.50 %
W.Heater	1.17	7.84 %
Small-Ap	0.79	13.37 %
W-Disp	0.52	20.06 %
Gas-Stov	0.45	0.94 %
Chimney	0.44	5.56 %
Total	263.04	11.94 %

Branch *	MTD Sales L	Brand Share %
TVL1	25.82	11.60 %
KVT1	17.50	11.43 %
TUT1	16.08	6.50 %
TKS2	9.94	10.28 %
TKS1	6.38	9.67 %
RPM1	5.34	4.88 %
VNR2	3.81	5.62 %
TYI1	3.73	8.97 %
ASM1	2.97	8.51 %
TUT2	2.65	3.05 %
TCN1	2.62	5.56 %
UDN1	2.06	5.94 %
WHTV		0.00 %
Total	263.04	11.94 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	66.11	16.18 %
Air-Cond	50.18	5.96 %
Fridge	32.19	8.87 %
Wash-Mac	24.38	7.49 %
D-Freez	5.49	62.32 %
W.Heater	2.25	8.41 %
Chimney	1.17	16.65 %
W-Disp	0.89	15.90 %
Gas-Stov	0.76	2.13 %
Oven	0.74	11.37 %
Small-Ap	0.69	8.24 %
Vac-Clea	0.41	5.51 %
Total	185.25	9.06 %

Branch *	MTD Sales L	Brand Share %
CH16	10.55	6.99 %
CH19	8.15	7.51 %
CH07	8.01	9.54 %
CH42	6.79	7.04 %
CH05	6.59	5.06 %
CH25	5.65	7.13 %
MRM1	4.82	8.04 %
CH22	4.54	7.76 %
CZWH	3.88	8.39 %
CH45	3.86	4.77 %
CH49	3.34	2.98 %
CH47	2.42	1.77 %
CH48	2.03	2.32 %
CH39	1.58	4.46 %
CGL1	1.57	4.21 %
MC09	0.53	4.94 %
CH26	0.52	3.03 %
CH29		0.00 %
CH40		0.00 %
Total	185.25	9.06 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	75.97	18.36 %
Air-Cond	44.57	6.60 %
Fridge	29.89	10.38 %
Wash-Mac	26.89	9.87 %
D-Freez	1.79	31.39 %
W.Heater	1.78	11.62 %
Oven	0.89	15.43 %
Chimney	0.76	14.89 %
Gas-Stov	0.74	3.55 %
Small-Ap	0.60	11.57 %
W-Disp	0.52	16.14 %
Vac-Clea	0.26	9.89 %
Total	184.67	10.78 %

Branch *	MTD Sales L	Brand Share %
CH03	11.80	6.54 %
CH15	10.29	5.92 %
CH12	9.18	9.82 %
CH18	7.59	7.91 %
CH21	7.15	6.68 %
CH06	5.89	9.15 %
CH35	4.96	11.07 %
MJR1	4.63	9.66 %
CH34	4.39	6.69 %
CH33	4.17	7.64 %
CH43	2.87	6.45 %
CH41	1.35	2.13 %
CH31	0.72	5.94 %
CH37	0.69	2.70 %
CH27	0.67	2.31 %
CH32	0.42	5.78 %
CH01	0.14	3.29 %
MC06		0.00 %
WCHN	-4.90	8.20 %
Total	184.67	10.78 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	84.04	20.75 %
Fridge	32.53	10.58 %
Wash-Mac	32.28	14.21 %
Air-Cond	25.01	3.66 %
D-Freez	5.63	61.42 %
W.Heater	1.31	8.33 %
Oven	0.37	10.83 %
Small-Ap	0.20	6.31 %
Vac-Clea	0.20	11.01 %
Chimney	0.13	1.91 %
W-Disp	0.09	6.45 %
Total	181.80	10.71 %

Branch *	MTD Sales L	Brand Share %
TRY1	16.45	6.05 %
MVM1	11.93	10.40 %
PBR2	9.86	10.59 %
KUM1	8.97	9.19 %
NGT1	8.57	11.47 %
TNJ2	7.05	8.88 %
TVR2	6.90	8.10 %
PDK2	6.66	11.63 %
TNJ1	4.68	5.14 %
TRY3	3.60	7.42 %
TTP1	3.57	10.62 %
TYR1	3.19	7.96 %
AYR1	2.55	7.44 %
PBR1	1.12	3.86 %
MSI1	0.56	1.83 %
TZSD	0.16	-1.68 %
WTRZ		0.00 %
Total	181.80	10.71 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	70.09	19.54 %
Fridge	36.44	12.71 %
Wash-Mac	32.47	12.51 %
Air-Cond	24.57	4.81 %
D-Freez	4.40	60.41 %
W.Heater	2.00	15.02 %
Chimney	0.78	9.21 %
Oven	0.40	9.75 %
Gas-Stov	0.35	0.99 %
Small-Ap	0.32	8.34 %
W-Disp	0.24	5.06 %
Vac-Clea	0.20	5.83 %
Total	172.26	11.52 %

Branch *	MTD Sales L	Brand Share %
MDU1	14.25	7.23 %
MDU2	9.58	9.73 %
DGL1	9.35	8.89 %
MDU6	7.33	10.89 %
KKD3	6.75	11.56 %
ATG1	4.81	9.46 %
TPT1	3.66	11.22 %
SVG1	3.38	9.68 %
TEN2	3.27	11.13 %
TMM1	3.08	6.80 %
DKI1	2.83	4.59 %
MPA1	2.66	6.80 %
MDU5	2.23	9.12 %
BNR1	2.08	7.78 %
PNV2	1.67	8.46 %
SZSD	1.56	-62986.60 %
MDU7	1.12	2.69 %
KRR1	0.85	1.81 %
PKM1	0.76	4.75 %
ODM1	0.55	4.07 %
USL1	0.06	0.21 %
WHMD	-0.55	6.25 %
Total	172.26	11.52 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	51.90	22.70 %
Fridge	30.80	17.45 %
Air-Cond	30.62	9.71 %
Wash-Mac	12.67	7.83 %
D-Freez	6.35	62.41 %
W.Heater	1.53	14.97 %
Oven	0.46	16.13 %
Chimney	0.44	13.78 %
W-Disp	0.09	5.48 %
Small-Ap	0.05	1.83 %
Vac-Clea	-0.16	-27.40 %
Total	134.76	14.48 %

Branch *	MTD Sales L	Brand Share %
POY1	11.20	11.65 %
CUD1	10.61	11.41 %
KLM1	6.77	10.76 %
VPM2	5.78	11.06 %
SJI2	4.41	7.88 %
ULP1	4.34	11.03 %
NVL2	3.93	8.57 %
TVM2	2.68	10.89 %
WHNV		0.00 %
Total	134.76	14.48 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	43.81	20.70 %
Fridge	34.23	19.53 %
Wash-Mac	27.46	16.40 %
Air-Cond	16.29	10.66 %
D-Freez	2.62	58.93 %
W.Heater	1.73	22.89 %
Oven	0.63	26.35 %
Chimney	0.43	5.29 %
Gas-Stov	0.35	1.48 %
W-Disp	0.26	7.01 %
Vac-Clea	0.22	29.97 %
Small-Ap	0.11	5.78 %
Total	128.13	16.87 %

Branch *	MTD Sales L	Brand Share %
SLM1	7.51	10.10 %
PMP1	0.76	5.53 %
TRM1	0.23	0.51 %
Total	128.13	16.87 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	44.19	19.02 %
Air-Cond	24.28	7.14 %
Fridge	23.48	12.71 %
Wash-Mac	17.33	9.96 %
D-Freez	4.49	50.58 %
W.Heater	2.24	20.76 %
Chimney	0.81	12.80 %
Oven	0.69	29.62 %
Small-Ap	0.58	17.34 %
W-Disp	0.52	26.56 %
Vac-Clea	0.37	25.62 %
Total	118.97	12.08 %

Branch *	MTD Sales L	Brand Share %
KPM2	8.08	7.87 %
TRR1	4.77	7.88 %
VEL3	4.30	6.55 %
VEL2	2.63	4.12 %
CPT1	1.80	10.97 %
TRL1	1.77	2.68 %
PLR1	1.69	7.91 %
TRT1	1.44	4.97 %
NASD		0.00 %
WHVL	-0.44	8.16 %
Total	118.97	12.08 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	29.09	22.39 %
Fridge	16.67	16.44 %
Wash-Mac	14.41	12.07 %
Air-Cond	12.67	8.17 %
D-Freez	1.99	63.52 %
W.Heater	0.59	12.83 %
Gas-Stov	0.39	3.30 %
Oven	0.25	19.56 %
W-Disp	0.18	25.40 %
Small-Ap	0.16	14.25 %
Total	76.39	14.34 %

Branch *	MTD Sales L	Brand Share %
RSP1	3.59	10.79 %
ERD1	2.49	3.36 %
SYM2	2.22	9.34 %
KGM1	1.78	10.96 %
TPR3	0.60	6.50 %
TPR4	0.45	4.87 %
W3SD	-0.86	-62.52 %
Total	76.39	14.34 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	27.21	15.91 %
Fridge	18.45	13.45 %
Wash-Mac	17.48	11.95 %
Air-Cond	8.64	8.19 %
W.Heater	1.06	10.39 %
Vac-Clea	0.87	24.02 %
Gas-Stov	0.47	2.24 %
D-Freez	0.47	24.23 %
Small-Ap	0.37	11.34 %
Oven	0.32	7.39 %
W-Disp	0.26	13.81 %
Chimney	0.16	1.85 %
Total	75.75	12.32 %

Branch *	MTD Sales L	Brand Share %
CBE2	8.46	6.95 %
KMR1	5.11	8.13 %
CBE6	3.70	8.95 %
SUL1	2.13	7.53 %
PLI1	2.11	5.23 %
KMD1	0.89	5.95 %
MPM1	0.69	2.41 %
KGI1	0.52	5.64 %
ANR1	0.14	2.70 %
WHCB	-0.92	6.63 %
Total	75.75	12.32 %