

MTD Sales
2,497.55 L

Brand Share %
13.79 %

Information:

MTD : 01-03-2026 To 23-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **13.79 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	1,046.30	10.56 %
LED TV	694.95	20.30 %
Fridge	395.43	17.67 %
Wash-Mac	315.53	13.70 %
D-Freez	14.84	42.40 %
W.Heater	13.06	14.17 %
Oven	6.10	12.21 %
W-Disp	5.67	51.04 %
Chimney	5.67	10.20 %
Dummy-AC		14.15 %
Dummy-WH		100.00 %
Total	2,497.55	13.79 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	391.48	14.06 %
CHENNAI-01	316.30	11.95 %
CHENNAI-02	309.53	13.52 %
SOUTH-03	295.77	13.08 %
WEST-02	287.35	16.58 %
TRICHY-01	263.34	11.22 %
NORTH ARCOT	220.77	17.98 %
WEST-01	213.72	13.08 %
SOUTH ARCOT	199.29	16.75 %
Total	2,497.55	13.79 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	160.71	11.40 %
LED TV	105.71	17.79 %
Wash-Mac	62.53	15.67 %
Fridge	54.74	16.03 %
D-Freez	4.02	44.73 %
W.Heater	1.54	14.23 %
Oven	1.00	10.39 %
Chimney	0.66	7.56 %
W-Disp	0.57	60.02 %
Total	391.48	14.06 %

Branch *	MTD Sales L	Brand Share %
TUT1	25.56	4.89 %
TKS2	14.48	13.38 %
TUT2	12.35	10.87 %
VNR2	11.60	11.63 %
RPM1	9.52	10.14 %
PKD1	7.27	10.94 %
ASM1	5.38	13.01 %
STU2	4.60	13.56 %
VKM1	3.62	12.16 %
UDN1	2.35	6.82 %
S2SD	0.93	1.99 %
WHTV		0.00 %
Total	391.48	14.06 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	137.74	9.04 %
LED TV	86.00	20.16 %
Fridge	46.02	14.14 %
Wash-Mac	38.29	11.73 %
W.Heater	2.89	13.81 %
D-Freez	1.70	29.37 %
Oven	1.36	13.30 %
W-Disp	1.25	51.45 %
Chimney	1.05	19.50 %
Dummy-AC		33.59 %
Total	316.30	11.95 %

Branch *	MTD Sales L	Brand Share %
CH16	14.89	9.72 %
CH42	14.75	12.57 %
CH08	12.87	8.15 %
CH14	12.70	7.56 %
CH05	12.20	6.11 %
CH48	9.14	9.03 %
CH19	9.12	8.74 %
MRM1	8.82	13.08 %
CH35	8.57	11.60 %
CH49	7.77	5.99 %
CH47	7.63	10.90 %
SKL1	7.51	13.44 %
CH38	6.88	13.69 %
CH45	6.26	6.56 %
CH22	4.78	4.43 %
CZWH	4.56	8.25 %
WHC3	2.90	5.59 %
CGL1	0.82	1.50 %
CH29	0.33	3.40 %
CH40	0.20	2.05 %
WCHN	-3.30	13.74 %
Total	316.30	11.95 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	143.32	10.69 %
LED TV	82.52	19.62 %
Fridge	51.54	20.80 %
Wash-Mac	27.19	10.51 %
W.Heater	1.65	14.48 %
Oven	1.25	22.76 %
D-Freez	0.78	58.98 %
Chimney	0.76	26.06 %
W-Disp	0.52	55.88 %
Dummy-WH		100.00 %
Dummy-AC		10.53 %
Total	309.53	13.52 %

Branch *	MTD Sales L	Brand Share %
CH15	22.67	10.24 %
CH03	19.12	7.07 %
CH21	15.76	12.27 %
CH50	14.17	13.76 %
CH18	13.86	13.56 %
CH12	12.51	8.87 %
CH06	7.79	8.12 %
CH34	7.25	9.68 %
MJR1	6.24	8.15 %
CH46	3.77	9.65 %
CH27	1.59	5.27 %
CH32	0.43	2.86 %
MC06	0.27	2.71 %
CH01		0.00 %
Total	309.53	13.52 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	119.54	9.69 %
LED TV	79.82	18.90 %
Wash-Mac	48.43	15.93 %
Fridge	43.52	16.04 %
D-Freez	1.66	37.77 %
Chimney	0.95	9.56 %
W.Heater	0.92	10.30 %
W-Disp	0.68	48.93 %
Oven	0.27	4.87 %
Total	295.77	13.08 %

Branch *	MTD Sales L	Brand Share %
MDU1	21.83	8.02 %
DGL1	16.05	10.72 %
MDU6	12.87	12.44 %
KRR1	9.52	12.11 %
DGL2	8.82	11.48 %
MDU3	8.58	9.70 %
TEN1	6.45	13.16 %
MPA1	5.16	7.47 %
TPT1	5.04	9.90 %
TMM1	4.39	6.64 %
DKI1	4.20	7.49 %
PNI1	3.79	10.59 %
BNR1	3.77	11.21 %
KYK1	2.65	9.13 %
SVG1	2.54	5.24 %
TEN2	2.38	4.57 %
MDU7	2.31	2.90 %
PKM1	1.77	7.48 %
MNM1	1.75	7.41 %
SZSD	0.53	2.46 %
WHMD	-0.22	7.81 %
Total	295.77	13.08 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	113.34	13.65 %
LED TV	73.65	22.72 %
Fridge	54.02	19.40 %
Wash-Mac	42.67	15.40 %
W.Heater	1.44	20.00 %
D-Freez	1.08	72.02 %
Chimney	0.54	6.24 %
Oven	0.32	7.29 %
W-Disp	0.29	41.56 %
Total	287.35	16.58 %

Branch *	MTD Sales L	Brand Share %
SLM1	15.27	9.09 %
ERD1	13.71	11.51 %
SLM3	10.24	12.42 %
SLM2	7.33	12.61 %
KRI1	6.70	11.95 %
MCR1	6.13	12.46 %
OML1	5.68	13.06 %
VPD1	5.23	13.24 %
TRM1	5.10	10.95 %
HSR1	5.05	8.51 %
PDR1	4.60	13.35 %
CMI1	2.79	11.30 %
VKL1	1.73	7.95 %
WZWH	1.14	12.16 %
SGG1	0.88	6.18 %
WHKP		0.00 %
WHPD	-0.12	2.09 %
Total	287.35	16.58 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	117.51	8.45 %
LED TV	75.69	15.94 %
Fridge	40.89	16.52 %
Wash-Mac	26.77	12.26 %
W.Heater	0.87	16.46 %
D-Freez	0.76	30.13 %
W-Disp	0.51	55.85 %
Oven	0.34	9.75 %
Total	263.34	11.22 %

Branch *	MTD Sales L	Brand Share %
TRY1	43.61	8.43 %
PBR2	18.80	13.50 %
MVM1	16.97	13.59 %
KUM1	11.74	8.07 %
PTK1	11.61	10.46 %
TNJ2	11.44	10.45 %
TVR2	11.21	9.26 %
TRY4	9.14	10.62 %
JKM1	7.18	11.76 %
TRY3	7.06	10.28 %
TRY2	6.33	13.24 %
PBR1	5.45	12.92 %
TNJ1	4.33	3.44 %
TYR1	0.91	1.39 %
ORU1	0.76	2.52 %
MSI1	0.45	1.00 %
TZSD	0.23	2.09 %
WTRZ	-0.41	5.69 %
Total	263.34	11.22 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	90.87	13.60 %
LED TV	63.21	26.85 %
Fridge	35.29	24.46 %
Wash-Mac	24.90	16.13 %
D-Freez	1.76	43.17 %
W.Heater	1.70	14.16 %
Chimney	1.13	25.21 %
W-Disp	0.96	41.90 %
Oven	0.94	30.07 %
Total	220.77	17.98 %

Branch *	MTD Sales L	Brand Share %
KPM2	16.18	12.26 %
TRL1	13.64	10.72 %
VEL2	10.04	11.09 %
TRT1	5.73	11.76 %
GDM1	5.51	13.46 %
ANI1	3.04	12.25 %
CPT1	2.45	9.55 %
CYR1	2.35	8.49 %
UGI1	1.71	10.26 %
WHVL	-0.30	5.37 %
Total	220.77	17.98 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	92.13	10.68 %
LED TV	61.26	21.33 %
Fridge	35.38	15.72 %
Wash-Mac	21.97	9.52 %
W.Heater	1.78	17.41 %
Oven	0.40	6.33 %
D-Freez	0.39	25.51 %
W-Disp	0.29	51.02 %
Chimney	0.13	1.31 %
Total	213.72	13.08 %

Branch *	MTD Sales L	Brand Share %
CBE2	36.91	9.29 %
TPR2	10.66	9.86 %
TPR1	9.45	12.66 %
MPM1	7.32	12.66 %
KMR1	4.41	4.89 %
AVI1	4.10	8.84 %
CBE5	2.35	8.88 %
SUL1	2.01	4.17 %
KMD1	1.95	7.55 %
GBM1	1.27	3.67 %
KGI1	1.05	7.52 %
ANR1	0.81	7.06 %
SYM2	0.61	2.05 %
KGM1	0.13	0.44 %
WZSD	0.10	1.03 %
WHCB	-0.23	5.58 %
Total	213.72	13.08 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	71.14	11.04 %
LED TV	67.11	28.17 %
Fridge	34.04	21.72 %
Wash-Mac	22.80	16.85 %
D-Freez	2.69	55.15 %
W-Disp	0.59	64.28 %
Chimney	0.45	21.06 %
W.Heater	0.25	4.84 %
Oven	0.23	11.94 %
Total	199.29	16.75 %

Branch *	MTD Sales L	Brand Share %
CUD1	14.07	12.89 %
SJI2	8.78	13.10 %
KLM1	8.57	12.13 %
TRK1	8.35	13.13 %
CDM1	8.18	12.91 %
NVL2	7.28	11.22 %
VCM1	5.14	12.61 %
TVM1	4.45	12.86 %
WHUT	-0.26	9.55 %
Total	199.29	16.75 %