

MTD Sales
4,202.19 L

Brand Share %
12.62 %

Information:

MTD : 01-04-2026 To 23-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.62 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	2,625.60	10.77 %
LED TV	794.94	19.14 %
Fridge	437.01	18.54 %
Wash-Mac	280.12	13.04 %
D-Freez	37.30	55.12 %
Chimney	6.65	9.40 %
W.Heater	6.36	14.62 %
Oven	5.90	13.22 %
W-Disp	5.87	24.30 %
Vac-Clea	2.43	24.18 %
Total	4,202.19	12.62 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	719.00	13.15 %
TRICHY-01	520.26	11.64 %
WEST-02	502.19	15.22 %
SOUTH-03	491.04	11.13 %
CHENNAI-02	459.21	12.36 %
CHENNAI-01	454.28	10.46 %
NORTH ARCOT	370.94	15.83 %
SOUTH ARCOT	348.12	14.89 %
WEST-01	337.15	11.56 %
Total	4,202.19	12.62 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	465.50	11.57 %
LED TV	125.32	18.20 %
Fridge	73.00	19.40 %
Wash-Mac	48.12	14.15 %
D-Freez	2.90	30.67 %
Oven	1.32	14.65 %
W.Heater	1.20	20.16 %
Vac-Clea	0.60	31.23 %
Chimney	0.56	5.44 %
W-Disp	0.48	25.96 %
Total	719.00	13.15 %

Branch *	MTD Sales L	Brand Share %
TVL1	73.16	11.29 %
TUT1	38.42	7.25 %
KVT1	32.84	12.09 %
TKS2	30.95	12.33 %
VNR2	18.06	9.84 %
RPM1	17.88	10.69 %
PKD1	17.06	12.43 %
TCN1	14.21	10.65 %
ASM1	8.39	9.83 %
UDN1	8.18	9.66 %
STU2	8.08	11.78 %
MMT1	7.97	8.17 %
S2SD	0.96	1.12 %
Total	719.00	13.15 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	336.60	10.03 %
LED TV	99.39	17.57 %
Fridge	48.60	18.30 %
Wash-Mac	26.62	10.43 %
D-Freez	7.36	60.75 %
W-Disp	0.59	43.46 %
Oven	0.55	12.39 %
Chimney	0.31	5.86 %
Vac-Clea	0.20	47.35 %
W.Heater	0.04	1.82 %
Total	520.26	11.64 %

Branch *	MTD Sales L	Brand Share %
TRY1	77.83	8.33 %
TNJ2	25.03	12.28 %
TVR2	24.76	11.68 %
KUM1	21.63	9.13 %
PTK1	20.29	11.93 %
TNJ1	14.71	5.80 %
TRY3	12.21	6.96 %
TRY2	10.33	8.74 %
TTP1	9.28	10.88 %
TYR1	7.08	4.83 %
NMM1	5.09	9.40 %
KUM2	3.73	5.05 %
MSI1	2.42	2.60 %
TZSD	0.22	2.27 %
WTRZ	-3.00	10.37 %
Total	520.26	11.64 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	317.98	13.43 %
LED TV	83.93	21.36 %
Fridge	53.68	20.12 %
Wash-Mac	40.40	16.60 %
D-Freez	4.28	82.45 %
W.Heater	0.68	16.96 %
Chimney	0.49	4.34 %
Oven	0.40	10.31 %
Vac-Clea	0.19	26.62 %
W-Disp	0.16	6.04 %
Total	502.19	15.22 %

Branch *	MTD Sales L	Brand Share %
ERD1	40.43	12.33 %
SLM1	19.04	5.64 %
SLM3	17.79	10.93 %
NKL2	14.77	9.14 %
SLM2	13.04	9.98 %
KRI1	11.81	9.71 %
VPD1	8.20	11.72 %
OML1	6.59	8.31 %
APN1	4.49	8.96 %
SGG1	3.54	11.56 %
VKL1	2.76	8.00 %
WZWH	0.83	7.10 %
WHPD	-1.83	10.35 %
Total	502.19	15.22 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	287.92	8.88 %
LED TV	90.53	17.38 %
Fridge	64.46	19.64 %
Wash-Mac	40.36	14.06 %
D-Freez	5.20	50.49 %
Chimney	0.83	7.51 %
W-Disp	0.71	37.96 %
W.Heater	0.56	13.85 %
Oven	0.26	6.38 %
Vac-Clea	0.21	14.16 %
Total	491.04	11.13 %

Branch *	MTD Sales L	Brand Share %
MDU1	40.91	7.40 %
MDU2	31.32	11.26 %
MDU6	23.17	9.79 %
TPT1	14.97	11.59 %
MDU3	14.67	9.83 %
ATG1	14.07	8.85 %
MDU4	11.91	10.40 %
SVG1	11.27	10.84 %
KRR1	10.93	5.12 %
DGL2	10.88	11.39 %
TEN1	9.21	10.68 %
PNI1	7.56	11.22 %
DKI1	7.38	7.02 %
ODM1	5.73	12.58 %
MPA1	5.34	3.20 %
MDU7	4.25	2.76 %
TMM1	4.22	2.93 %
MNM1	3.75	7.28 %
PKM1	3.28	8.80 %
TEN2	2.47	2.00 %
SZSD	0.61	2.22 %
Total	491.04	11.13 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	278.61	10.44 %
LED TV	94.01	18.34 %
Fridge	50.59	18.88 %
Wash-Mac	30.99	12.61 %
D-Freez	1.84	48.15 %
W-Disp	1.07	38.01 %
Oven	0.85	20.07 %
W.Heater	0.85	15.67 %
Chimney	0.41	9.92 %
Total	459.21	12.36 %

Branch *	MTD Sales L	Brand Share %
CH15	33.14	9.34 %
CH03	27.96	7.20 %
CH24	24.96	12.14 %
CH12	24.15	10.99 %
CH51	14.92	11.15 %
CH43	11.76	12.58 %
CH06	11.71	8.44 %
CH34	11.06	8.73 %
CH44	8.61	8.06 %
MJR1	8.02	6.57 %
CH46	6.01	8.19 %
CH27	1.81	3.22 %
MC06	1.14	7.59 %
CH32	0.86	3.48 %
MC05		0.00 %
Total	459.21	12.36 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	266.78	8.61 %
LED TV	101.89	18.73 %
Fridge	45.49	13.01 %
Wash-Mac	30.92	10.17 %
D-Freez	3.17	53.85 %
Chimney	1.96	18.92 %
W-Disp	1.36	17.39 %
W.Heater	1.03	10.64 %
Oven	0.87	9.43 %
Vac-Clea	0.82	20.91 %
Total	454.28	10.46 %

Branch *	MTD Sales L	Brand Share %
CH47	31.49	10.20 %
CH08	24.61	11.30 %
CH14	23.62	8.04 %
CH05	18.21	6.01 %
CH42	16.94	9.26 %
CH16	16.66	6.39 %
CH48	15.86	8.42 %
CH35	12.25	11.39 %
CH38	10.37	10.19 %
CH22	8.91	7.80 %
SKL1	8.75	9.62 %
CH45	8.56	5.39 %
CH19	7.84	3.83 %
KNR1	7.01	9.54 %
CZWH	5.88	7.65 %
CH49	4.21	2.43 %
CGL1	2.82	3.03 %
WHC3	2.54	7.13 %
MC10	0.19	10.72 %
CH29	0.16	1.79 %
CH40		0.00 %
MC09		0.00 %
WCHN	-11.74	10.97 %
Total	454.28	10.46 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	239.91	13.66 %
LED TV	64.05	24.13 %
Fridge	35.94	24.77 %
Wash-Mac	20.53	13.61 %
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	370.94	15.83 %

Branch *	MTD Sales L	Brand Share %
KPM2	20.03	8.37 %
TRR1	18.66	11.83 %
VEL2	14.63	7.23 %
GDM1	11.51	12.23 %
TRL1	10.65	6.36 %
CYR1	3.70	6.82 %
UGI1	2.90	10.74 %
Total	370.94	15.83 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	209.85	12.46 %
LED TV	79.77	24.04 %
Fridge	30.56	18.40 %
Wash-Mac	23.41	16.58 %
D-Freez	3.10	60.03 %
Oven	0.42	24.66 %
Chimney	0.32	10.19 %
W.Heater	0.26	11.30 %
W-Disp	0.22	16.02 %
Vac-Clea	0.19	50.85 %
Total	348.12	14.89 %

Branch *	MTD Sales L	Brand Share %
CUD1	17.09	7.76 %
KLM1	13.55	11.32 %
TRK1	11.40	9.06 %
VCM2	6.70	11.47 %
TVM2	6.68	11.85 %
WHUT	-2.49	12.24 %
Total	348.12	14.89 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	222.45	10.19 %
LED TV	56.04	16.91 %
Fridge	34.70	18.09 %
Wash-Mac	18.76	10.40 %
D-Freez	2.25	49.23 %
W.Heater	1.17	19.18 %
W-Disp	0.64	26.99 %
Oven	0.51	9.41 %
Chimney	0.41	4.28 %
Vac-Clea	0.21	33.98 %
Total	337.15	11.56 %

Branch *	MTD Sales L	Brand Share %
CBE2	45.02	7.42 %
TPR2	27.01	11.92 %
CBE4	20.40	10.80 %
CBE6	14.62	12.38 %
MPM1	13.57	9.98 %
UMP1	9.25	10.46 %
GBM1	8.47	10.47 %
AVI1	7.53	8.70 %
TPR3	7.24	10.75 %
PPI1	4.98	11.86 %
KMD1	4.93	9.13 %
KMR1	2.86	1.86 %
SUL1	1.94	2.74 %
ANR1	1.55	6.17 %
KGM1	1.49	2.35 %
KGI1	0.88	6.11 %
SYM2	0.58	0.99 %
WZSD	0.42	8.49 %
Total	337.15	11.56 %