

MTD Sales  
1,560.70 L

Brand Share %  
11.72 %

Information:

MTD : 01-09-2026 To 23-09-2026

\* 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   | 600.18      | 19.12 %       |
| Fridge   | 316.93      | 12.79 %       |
| Air-Cond | 297.28      | 6.28 %        |
| Wash-Mac | 262.53      | 11.50 %       |
| D-Freez  | 40.59       | 57.34 %       |
| W.Heater | 16.56       | 12.33 %       |
| Oven     | 6.33        | 14.17 %       |
| Chimney  | 5.40        | 7.98 %        |
| Small-Ap | 3.96        | 10.00 %       |
| W-Disp   | 3.65        | 12.79 %       |
| Vac-Clea | 3.65        | 12.07 %       |
| Gas-Stov | 3.63        | 1.34 %        |
| Total    | 1,560.70    | 11.72 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 270.86      | 11.97 %       |
| CHENNAI-02  | 190.26      | 10.83 %       |
| CHENNAI-01  | 189.48      | 9.03 %        |
| TRICHY-01   | 185.57      | 10.72 %       |
| SOUTH-03    | 176.79      | 11.55 %       |
| SOUTH ARCOT | 136.19      | 14.33 %       |
| WEST-02     | 130.12      | 16.74 %       |
| NORTH ARCOT | 122.00      | 12.03 %       |
| WEST-03     | 81.95       | 14.45 %       |
| WEST-01     | 77.48       | 12.31 %       |
| Total       | 1,560.70    | 11.72 %       |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 95.29       | 18.87 %       |
| Fridge   | 56.42       | 14.09 %       |
| Air-Cond | 54.19       | 6.16 %        |
| Wash-Mac | 51.57       | 14.01 %       |
| D-Freez  | 7.01        | 69.51 %       |
| Oven     | 1.52        | 13.53 %       |
| Vac-Clea | 1.27        | 18.18 %       |
| W.Heater | 1.20        | 7.82 %        |
| Small-Ap | 0.84        | 13.87 %       |
| Chimney  | 0.57        | 7.09 %        |
| W-Disp   | 0.52        | 19.45 %       |
| Gas-Stov | 0.45        | 0.91 %        |
| Total    | 270.86      | 11.97 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TVL1     | 26.60       | 11.54 %       |
| KVT1     | 17.64       | 11.24 %       |
| TUT1     | 16.68       | 6.58 %        |
| NGR1     | 13.70       | 11.66 %       |
| TKS2     | 9.94        | 10.18 %       |
| TKS1     | 6.56        | 9.72 %        |
| RPM1     | 5.34        | 4.86 %        |
| VNR2     | 3.81        | 5.56 %        |
| TYI1     | 3.73        | 8.81 %        |
| VKM1     | 3.19        | 11.67 %       |
| ASM1     | 3.10        | 8.66 %        |
| TUT2     | 2.65        | 2.97 %        |
| TCN1     | 2.62        | 5.47 %        |
| UDN1     | 2.44        | 6.74 %        |
| WHTV     |             | 0.00 %        |
| Total    | 270.86      | 11.97 %       |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 78.59       | 18.28 %       |
| Air-Cond | 44.96       | 6.54 %        |
| Fridge   | 31.65       | 10.72 %       |
| Wash-Mac | 27.66       | 9.88 %        |
| W.Heater | 1.84        | 11.83 %       |
| D-Freez  | 1.79        | 31.39 %       |
| Oven     | 0.89        | 15.43 %       |
| Chimney  | 0.76        | 14.49 %       |
| Gas-Stov | 0.74        | 3.45 %        |
| Small-Ap | 0.60        | 11.26 %       |
| W-Disp   | 0.52        | 15.76 %       |
| Vac-Clea | 0.26        | 8.99 %        |
| Total    | 190.26      | 10.83 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH03     | 12.06       | 6.39 %        |
| CH15     | 10.84       | 6.08 %        |
| CH12     | 9.33        | 9.88 %        |
| CH18     | 7.59        | 7.66 %        |
| CH21     | 7.27        | 6.68 %        |
| CH06     | 5.89        | 8.97 %        |
| CH33     | 5.13        | 9.08 %        |
| CH35     | 4.96        | 10.74 %       |
| CH34     | 4.39        | 6.49 %        |
| CH43     | 2.87        | 6.30 %        |
| CH41     | 1.35        | 2.07 %        |
| CH31     | 0.72        | 5.71 %        |
| CH37     | 0.69        | 2.70 %        |
| CH27     | 0.67        | 2.31 %        |
| CH32     | 0.42        | 5.78 %        |
| CH01     | 0.14        | 3.05 %        |
| MC06     |             | 0.00 %        |
| WCHN     | -4.90       | 7.60 %        |
| Total    | 190.26      | 10.83 %       |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 67.72       | 16.14 %       |
| Air-Cond | 51.24       | 5.95 %        |
| Fridge   | 32.46       | 8.73 %        |
| Wash-Mac | 25.60       | 7.61 %        |
| D-Freez  | 5.49        | 62.32 %       |
| W.Heater | 2.28        | 8.16 %        |
| Chimney  | 1.17        | 15.96 %       |
| W-Disp   | 0.89        | 15.08 %       |
| Oven     | 0.79        | 11.71 %       |
| Gas-Stov | 0.76        | 2.06 %        |
| Small-Ap | 0.69        | 8.10 %        |
| Vac-Clea | 0.41        | 5.14 %        |
| Total    | 189.48      | 9.03 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH14     | 14.49       | 11.71 %       |
| CH16     | 10.73       | 7.01 %        |
| CH19     | 8.54        | 7.79 %        |
| CH07     | 8.01        | 9.28 %        |
| CH05     | 7.12        | 5.28 %        |
| CH42     | 6.91        | 7.00 %        |
| CH25     | 5.93        | 7.17 %        |
| MRM1     | 4.97        | 8.20 %        |
| CH22     | 4.69        | 7.61 %        |
| CZWH     | 4.10        | 8.37 %        |
| CH45     | 3.86        | 4.57 %        |
| CH49     | 3.53        | 3.04 %        |
| CH47     | 2.42        | 1.74 %        |
| CH48     | 2.03        | 2.26 %        |
| CH39     | 1.58        | 4.36 %        |
| CGL1     | 1.57        | 4.21 %        |
| MC09     | 0.53        | 4.87 %        |
| CH26     | 0.52        | 2.90 %        |
| CH29     |             | 0.00 %        |
| CH40     |             | 0.00 %        |
| Total    | 189.48      | 9.03 %        |

### TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 86.10       | 20.82 %       |
| Fridge   | 33.36       | 10.59 %       |
| Wash-Mac | 32.60       | 13.94 %       |
| Air-Cond | 25.38       | 3.66 %        |
| D-Freez  | 5.63        | 59.19 %       |
| W.Heater | 1.51        | 9.23 %        |
| Oven     | 0.37        | 10.83 %       |
| Small-Ap | 0.20        | 6.26 %        |
| Vac-Clea | 0.20        | 11.01 %       |
| Chimney  | 0.13        | 1.91 %        |
| W-Disp   | 0.09        | 6.10 %        |
| Total    | 185.57      | 10.72 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRY1     | 16.74       | 6.09 %        |
| MVM1     | 12.06       | 10.36 %       |
| PBR2     | 9.86        | 10.45 %       |
| KUM1     | 8.97        | 9.07 %        |
| NGT1     | 8.57        | 11.37 %       |
| TNJ2     | 7.05        | 8.67 %        |
| TVR2     | 6.90        | 7.94 %        |
| PDK2     | 6.81        | 11.66 %       |
| TNJ1     | 4.96        | 5.35 %        |
| TTP1     | 3.74        | 11.00 %       |
| TRY3     | 3.60        | 7.16 %        |
| TYR1     | 3.19        | 7.75 %        |
| AYR1     | 2.55        | 7.31 %        |
| PBR1     | 1.12        | 3.82 %        |
| MSI1     | 0.56        | 1.80 %        |
| TZSD     | 0.16        | -1.69 %       |
| WTRZ     |             | 0.00 %        |
| Total    | 185.57      | 10.72 %       |

### SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 71.98       | 19.62 %       |
| Fridge   | 37.43       | 12.72 %       |
| Wash-Mac | 32.70       | 12.27 %       |
| Air-Cond | 25.67       | 4.93 %        |
| D-Freez  | 4.57        | 61.29 %       |
| W.Heater | 2.14        | 15.35 %       |
| Chimney  | 0.78        | 9.21 %        |
| Oven     | 0.40        | 9.75 %        |
| Gas-Stov | 0.35        | 0.97 %        |
| Small-Ap | 0.32        | 8.23 %        |
| W-Disp   | 0.24        | 4.91 %        |
| Vac-Clea | 0.20        | 5.83 %        |
| Total    | 176.79      | 11.55 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU1     | 14.81       | 7.37 %        |
| MDU2     | 9.58        | 9.63 %        |
| DGL1     | 9.35        | 8.75 %        |
| MDU6     | 7.33        | 10.34 %       |
| ATG1     | 5.04        | 9.58 %        |
| SVG1     | 3.50        | 9.77 %        |
| TEN2     | 3.30        | 11.20 %       |
| TMM1     | 3.08        | 6.67 %        |
| DKI1     | 2.83        | 4.53 %        |
| MPA1     | 2.66        | 6.75 %        |
| MDU5     | 2.23        | 8.87 %        |
| BNR1     | 2.21        | 7.97 %        |
| PNV2     | 1.93        | 9.60 %        |
| SZSD     | 1.56        | -62986.60 %   |
| MDU7     | 1.12        | 2.57 %        |
| KRR1     | 0.85        | 1.80 %        |
| PKM1     | 0.76        | 4.62 %        |
| ODM1     | 0.55        | 4.01 %        |
| USL1     | 0.06        | 0.20 %        |
| WHMD     | -0.55       | 6.25 %        |
| Total    | 176.79      | 11.55 %       |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 52.90       | 22.63 %       |
| Fridge   | 31.23       | 17.09 %       |
| Air-Cond | 30.62       | 9.60 %        |
| Wash-Mac | 12.67       | 7.65 %        |
| D-Freez  | 6.35        | 62.41 %       |
| W.Heater | 1.53        | 14.55 %       |
| Oven     | 0.46        | 16.13 %       |
| Chimney  | 0.44        | 13.21 %       |
| W-Disp   | 0.09        | 5.48 %        |
| Small-Ap | 0.05        | 1.78 %        |
| Vac-Clea | -0.16       | -25.13 %      |
| Total    | 136.19      | 14.33 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CUD1     | 10.91       | 11.32 %       |
| KLM1     | 6.59        | 10.37 %       |
| VPM2     | 5.78        | 10.98 %       |
| ULP1     | 4.66        | 11.56 %       |
| SJI2     | 4.41        | 7.78 %        |
| NVL2     | 3.93        | 8.50 %        |
| TVM2     | 2.68        | 10.89 %       |
| WHNV     |             | 0.00 %        |
| Total    | 136.19      | 14.33 %       |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 44.25       | 20.41 %       |
| Fridge   | 34.07       | 18.95 %       |
| Wash-Mac | 28.23       | 16.35 %       |
| Air-Cond | 16.98       | 10.99 %       |
| D-Freez  | 2.62        | 58.93 %       |
| W.Heater | 1.97        | 25.04 %       |
| Oven     | 0.63        | 26.35 %       |
| Chimney  | 0.43        | 5.19 %        |
| Gas-Stov | 0.35        | 1.44 %        |
| W-Disp   | 0.26        | 7.01 %        |
| Vac-Clea | 0.22        | 29.97 %       |
| Small-Ap | 0.11        | 5.64 %        |
| Total    | 130.12      | 16.74 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLM1     | 7.51        | 9.93 %        |
| PMP1     | 1.05        | 7.34 %        |
| TRM1     | 0.23        | 0.51 %        |
| Total    | 130.12      | 16.74 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 45.22       | 18.88 %       |
| Air-Cond | 25.03       | 7.18 %        |
| Fridge   | 23.68       | 12.52 %       |
| Wash-Mac | 17.88       | 9.92 %        |
| D-Freez  | 4.49        | 48.07 %       |
| W.Heater | 2.44        | 21.01 %       |
| Chimney  | 0.95        | 13.56 %       |
| Oven     | 0.69        | 28.27 %       |
| Small-Ap | 0.63        | 18.17 %       |
| W-Disp   | 0.61        | 29.79 %       |
| Vac-Clea | 0.37        | 25.62 %       |
| Total    | 122.00      | 12.03 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| VEL4     | 8.88        | 11.52 %       |
| KPM2     | 8.22        | 7.90 %        |
| TRR1     | 5.12        | 8.27 %        |
| VEL3     | 4.36        | 6.56 %        |
| VEL2     | 2.70        | 4.17 %        |
| TRL1     | 1.92        | 2.83 %        |
| CPT1     | 1.85        | 10.91 %       |
| PLR1     | 1.69        | 7.90 %        |
| TRT1     | 1.44        | 4.81 %        |
| NASD     |             | 0.00 %        |
| WHVL     | -0.68       | 10.11 %       |
| Total    | 122.00      | 12.03 %       |

### WEST-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 30.14       | 21.70 %       |
| Fridge   | 17.59       | 16.34 %       |
| Wash-Mac | 15.91       | 12.25 %       |
| Air-Cond | 14.58       | 9.01 %        |
| D-Freez  | 2.16        | 65.35 %       |
| W.Heater | 0.59        | 12.43 %       |
| Gas-Stov | 0.39        | 3.16 %        |
| Oven     | 0.25        | 18.74 %       |
| W-Disp   | 0.18        | 23.25 %       |
| Small-Ap | 0.16        | 14.18 %       |
| Total    | 81.95       | 14.45 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TPR2     | 6.82        | 11.68 %       |
| RSP1     | 3.74        | 11.19 %       |
| ERD1     | 2.49        | 3.21 %        |
| SYM2     | 2.22        | 9.15 %        |
| KGM1     | 1.78        | 10.65 %       |
| TPR3     | 0.60        | 6.19 %        |
| TPR4     | 0.45        | 4.87 %        |
| W3SD     | -0.86       | -62.52 %      |
| Total    | 81.95       | 14.45 %       |

### WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 27.99       | 16.04 %       |
| Fridge   | 19.04       | 13.46 %       |
| Wash-Mac | 17.71       | 11.82 %       |
| Air-Cond | 8.64        | 8.02 %        |
| W.Heater | 1.06        | 10.19 %       |
| Vac-Clea | 0.87        | 24.02 %       |
| Gas-Stov | 0.59        | 2.74 %        |
| D-Freez  | 0.47        | 24.23 %       |
| Small-Ap | 0.37        | 11.10 %       |
| Oven     | 0.32        | 7.39 %        |
| W-Disp   | 0.26        | 12.33 %       |
| Chimney  | 0.16        | 1.85 %        |
| Total    | 77.48       | 12.31 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CBE2     | 8.75        | 7.02 %        |
| KMR1     | 5.23        | 8.18 %        |
| CBE6     | 3.70        | 8.47 %        |
| PLI1     | 2.23        | 5.32 %        |
| SUL1     | 2.13        | 7.45 %        |
| KMD1     | 0.89        | 5.94 %        |
| MPM1     | 0.69        | 2.39 %        |
| KGI1     | 0.52        | 5.62 %        |
| ANR1     | 0.14        | 2.70 %        |
| WHCB     | -0.92       | 6.49 %        |
| Total    | 77.48       | 12.31 %       |