



TN : HAIER Sales Performance 25/03/2026 9:08 AM

MTD Sales
2,575.29 L

Brand Share %
13.79 %

Information:

MTD : 01-03-2026 To 24-03-2026

* 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	1,084.35	10.60 %
LED TV	713.58	20.29 %
Fridge	406.49	17.62 %
Wash-Mac	322.54	13.64 %
D-Freez	16.96	44.59 %
W.Heater	13.46	14.30 %
Oven	6.27	12.20 %
W-Disp	5.97	50.01 %
Chimney	5.67	10.01 %
Dummy-AC		14.15 %
Dummy-WH		100.00 %
Total	2,575.29	13.79 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	405.00	14.02 %
CHENNAI-01	324.90	11.93 %
CHENNAI-02	319.58	13.48 %
SOUTH-03	306.63	13.15 %
WEST-02	296.29	16.66 %
TRICHY-01	271.23	11.27 %
NORTH ARCOT	228.14	18.12 %
WEST-01	218.42	12.89 %
SOUTH ARCOT	205.12	16.85 %
Total	2,575.29	13.79 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	167.98	11.44 %
LED TV	108.09	17.66 %
Wash-Mac	63.86	15.45 %
Fridge	56.62	15.97 %
D-Freez	4.51	46.47 %
W.Heater	1.64	14.50 %
Oven	1.06	11.03 %
Chimney	0.66	7.41 %
W-Disp	0.57	60.02 %
Total	405.00	14.02 %

Branch *	MTD Sales L	Brand Share %
TUT1	25.97	4.87 %
TKS2	15.11	13.56 %
TUT2	12.68	10.59 %
VNR2	11.60	11.14 %
RPM1	9.65	10.02 %
PKD1	7.80	11.49 %
ASM1	5.38	12.84 %
STU2	4.78	13.55 %
MMT1	4.09	13.71 %
VKM1	3.92	12.78 %
UDN1	2.35	6.31 %
S2SD	0.93	1.84 %
WHTV		0.00 %
Total	405.00	14.02 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	141.66	9.05 %
LED TV	87.40	19.94 %
Fridge	48.38	14.36 %
Wash-Mac	39.13	11.65 %
W.Heater	2.97	13.99 %
D-Freez	1.70	29.37 %
Oven	1.36	12.90 %
W-Disp	1.25	49.84 %
Chimney	1.05	18.77 %
Dummy-AC		33.59 %
Total	324.90	11.93 %

Branch *	MTD Sales L	Brand Share %
CH42	15.34	12.66 %
CH16	14.89	9.46 %
CH14	13.28	7.55 %
CH08	12.99	7.99 %
CH05	12.41	5.84 %
CH19	9.41	8.83 %
CH48	9.14	8.87 %
CH35	9.07	12.00 %
MRM1	8.82	12.84 %
CH47	8.16	11.29 %
CH49	7.77	5.88 %
SKL1	7.51	13.20 %
CH45	6.26	6.24 %
CH22	5.12	4.69 %
CZWH	4.56	8.25 %
WHC3	2.90	5.55 %
CGL1	0.82	1.47 %
CH29	0.33	3.40 %
CH40	0.20	2.05 %
WCHN	-3.30	12.11 %
Total	324.90	11.93 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	149.20	10.68 %
LED TV	83.69	19.43 %
Fridge	53.27	20.78 %
Wash-Mac	27.64	10.49 %
W.Heater	1.65	14.37 %
Oven	1.30	23.17 %
D-Freez	1.30	70.56 %
Chimney	0.76	23.31 %
W-Disp	0.76	55.09 %
Dummy-WH		100.00 %
Dummy-AC		10.53 %
Total	319.58	13.48 %

Branch *	MTD Sales L	Brand Share %
CH15	22.67	9.66 %
CH03	19.12	6.94 %
CH21	16.62	12.54 %
CH18	14.15	13.55 %
CH50	14.10	13.34 %
CH12	12.67	8.70 %
CH06	7.85	7.46 %
CH34	7.25	9.40 %
MJR1	6.24	7.83 %
CH46	3.88	9.64 %
CH27	1.59	5.12 %
CH32	0.43	2.86 %
MC06	0.27	2.65 %
CH01		0.00 %
Total	319.58	13.48 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	125.44	9.84 %
LED TV	82.01	18.93 %
Wash-Mac	49.63	15.94 %
Fridge	44.89	15.94 %
D-Freez	1.85	36.51 %
Chimney	0.95	9.56 %
W.Heater	0.92	10.19 %
W-Disp	0.68	46.11 %
Oven	0.27	4.77 %
Total	306.63	13.15 %

Branch *	MTD Sales L	Brand Share %
MDU1	22.08	7.96 %
DGL1	17.20	11.23 %
MDU6	13.25	12.10 %
KRR1	10.37	12.69 %
MDU3	8.83	9.75 %
DGL2	8.82	11.29 %
CBM1	7.84	13.79 %
TEN1	6.74	13.27 %
MPA1	5.16	7.35 %
TPT1	5.04	9.56 %
PNI1	4.76	12.63 %
DKI1	4.58	7.83 %
TMM1	4.39	6.25 %
BNR1	4.29	11.94 %
KYK1	2.65	9.13 %
SVG1	2.54	5.09 %
MDU7	2.50	3.04 %
TEN2	2.38	4.51 %
PKM1	1.77	7.07 %
MNM1	1.75	7.08 %
SZSD	0.53	2.26 %
WHMD	-0.22	6.13 %
Total	306.63	13.15 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	116.50	13.61 %
LED TV	76.27	22.86 %
Fridge	56.17	19.70 %
Wash-Mac	43.60	15.50 %
W.Heater	1.51	20.45 %
D-Freez	1.08	72.02 %
Chimney	0.54	6.24 %
Oven	0.32	7.29 %
W-Disp	0.29	41.56 %
Total	296.29	16.66 %

Branch *	MTD Sales L	Brand Share %
SLM1	16.19	9.50 %
ERD1	14.81	11.65 %
SLM3	10.75	12.59 %
SLM2	7.62	12.91 %
KRI1	6.82	11.87 %
MCR1	6.13	12.39 %
OML1	5.87	13.04 %
VPD1	5.23	12.96 %
TRM1	5.10	10.80 %
HSR1	5.05	8.51 %
CMI1	2.79	10.89 %
VKL1	1.87	8.34 %
WZWH	1.14	11.39 %
SGG1	0.88	5.98 %
WHPD	-0.12	1.77 %
Total	296.29	16.66 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	121.46	8.53 %
LED TV	77.77	16.02 %
Fridge	41.60	16.25 %
Wash-Mac	27.66	12.34 %
W.Heater	0.96	17.20 %
D-Freez	0.91	34.10 %
W-Disp	0.51	47.45 %
Oven	0.34	9.30 %
Total	271.23	11.27 %

Branch *	MTD Sales L	Brand Share %
TRY1	44.93	8.51 %
PBR2	19.15	13.31 %
PTK1	12.30	10.96 %
KUM1	12.02	8.16 %
TNJ2	11.70	10.58 %
TVR2	11.21	9.12 %
TRY4	9.84	10.80 %
TRY3	7.60	10.72 %
JKM1	7.33	11.70 %
TRY2	6.33	12.98 %
PBR1	5.80	12.82 %
TNJ1	4.33	3.38 %
TYR1	0.91	1.36 %
ORU1	0.76	2.40 %
MSI1	0.45	0.97 %
TZSD	0.23	1.89 %
WTRZ	-0.41	5.69 %
Total	271.23	11.27 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	93.66	13.69 %
LED TV	66.16	27.30 %
Fridge	35.68	24.27 %
Wash-Mac	25.65	16.14 %
D-Freez	2.24	47.07 %
W.Heater	1.70	14.03 %
Chimney	1.13	25.21 %
W-Disp	0.96	41.90 %
Oven	0.94	30.07 %
Total	228.14	18.12 %

Branch *	MTD Sales L	Brand Share %
KPM2	16.49	12.19 %
TRL1	14.43	11.12 %
VEL2	10.04	10.91 %
ARC2	6.08	13.63 %
TRT1	5.73	11.61 %
ANI1	3.04	11.57 %
CPT1	2.45	9.36 %
CYR1	2.35	8.30 %
UGI1	2.03	11.36 %
WHVL	-0.47	6.30 %
Total	228.14	18.12 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	94.70	10.47 %
LED TV	62.40	21.22 %
Fridge	35.85	15.54 %
Wash-Mac	22.30	9.44 %
W.Heater	1.85	17.81 %
Oven	0.45	6.74 %
D-Freez	0.39	25.51 %
W-Disp	0.36	56.28 %
Chimney	0.13	1.27 %
Total	218.42	12.89 %

Branch *	MTD Sales L	Brand Share %
CBE2	38.01	9.07 %
TPR2	11.11	9.83 %
TPR1	9.74	12.62 %
MPM1	7.32	12.17 %
KMR1	4.41	4.76 %
AVI1	4.10	8.52 %
CBE5	2.63	9.47 %
SUL1	2.08	4.08 %
KMD1	1.95	7.34 %
GBM1	1.54	4.38 %
KGI1	1.05	7.44 %
ANR1	0.81	6.79 %
SYM2	0.61	2.01 %
KGM1	0.13	0.42 %
WZSD	0.10	0.92 %
WHCB	-0.23	4.68 %
Total	218.42	12.89 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	73.74	11.24 %
LED TV	69.77	28.29 %
Fridge	34.04	21.40 %
Wash-Mac	23.08	16.55 %
D-Freez	2.97	57.62 %
W-Disp	0.59	64.28 %
Chimney	0.45	21.06 %
W.Heater	0.25	4.55 %
Oven	0.23	10.59 %
Total	205.12	16.85 %

Branch *	MTD Sales L	Brand Share %
CUD1	14.07	12.67 %
SJI2	9.28	13.37 %
KLM1	8.85	12.18 %
CDM1	8.44	12.69 %
TRK1	8.35	12.86 %
NVL2	7.77	11.83 %
VCM1	5.14	12.37 %
TVM1	4.58	13.20 %
Total	205.12	16.85 %