



# TN : HAIER Sales Performance 25/05/2026 9:08 AM

MTD Sales  
2,981.39 L

Brand Share %  
12.85 %

Information:

MTD : 01-05-2026 To 24-05-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **12.85 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	1,267.92	9.03 %
LED TV	859.46	22.44 %
Fridge	547.82	20.21 %
Wash-Mac	249.87	10.95 %
D-Freez	34.36	53.10 %
Chimney	6.51	9.30 %
W-Disp	5.20	16.34 %
Oven	4.98	12.29 %
W.Heater	4.49	4.95 %
Vac-Clea	0.74	6.91 %
Small-Ap	0.05	0.13 %
<b>Total</b>	<b>2,981.39</b>	<b>12.85 %</b>

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	495.55	14.60 %
CHENNAI-01	446.43	11.26 %
TRICHY-01	370.96	11.99 %
CHENNAI-02	370.23	10.99 %
SOUTH-03	360.00	12.85 %
WEST-02	291.34	16.07 %
SOUTH ARCOT	247.79	13.61 %
NORTH ARCOT	215.02	13.12 %
WEST-01	184.07	14.05 %
<b>Total</b>	<b>2,981.39</b>	<b>12.85 %</b>

## SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	196.71	10.68 %
LED TV	153.83	23.91 %
Fridge	91.09	20.32 %
Wash-Mac	45.80	11.14 %
D-Freez	5.31	60.19 %
W.Heater	1.12	10.69 %
Oven	0.99	10.41 %
Chimney	0.48	4.71 %
W-Disp	0.23	12.43 %
<b>Total</b>	<b>495.55</b>	<b>14.60 %</b>

Branch *	MTD Sales L	Brand Share %
TUT1	43.17	11.47 %
TVL1	42.05	11.19 %
NGR1	24.75	12.71 %
VLY1	16.11	11.56 %
VNR2	12.26	10.02 %
TYI1	6.86	11.49 %
ASM1	6.40	12.71 %
MMT1	6.36	12.42 %
VKM1	5.63	12.11 %
UDN1	4.35	8.11 %
STU2	1.10	2.36 %
S2SD	0.10	0.36 %
<b>Total</b>	<b>495.55</b>	<b>14.60 %</b>

### CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	225.90	8.48 %
LED TV	108.15	20.39 %
Fridge	69.45	17.42 %
Wash-Mac	33.81	11.16 %
D-Freez	4.25	44.06 %
Chimney	2.09	25.60 %
W-Disp	1.73	12.27 %
Oven	0.63	10.17 %
W.Heater	0.43	2.11 %
<b>Total</b>	<b>446.43</b>	<b>11.26 %</b>

Branch *	MTD Sales L	Brand Share %
CH05	26.88	8.99 %
CH08	24.75	12.82 %
CH16	21.09	7.89 %
CH14	17.73	6.40 %
CH42	14.92	8.93 %
CH19	14.50	7.47 %
CH47	13.90	6.20 %
CH48	12.52	8.16 %
AVD1	12.35	12.43 %
CH35	11.42	11.40 %
CH22	10.51	9.17 %
CH45	9.41	7.04 %
CH38	7.69	9.55 %
SKL1	6.97	10.23 %
KNR1	6.02	7.89 %
WHC3	2.56	5.73 %
CH49	2.54	1.56 %
CGL1	1.40	1.70 %
CH40	0.76	6.20 %
CH29		0.00 %
MC09		0.00 %
MC10		0.00 %
WCHN	-7.80	7.80 %
<b>Total</b>	<b>446.43</b>	<b>11.26 %</b>

### TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	179.77	8.97 %
LED TV	100.82	20.64 %
Fridge	58.57	18.28 %
Wash-Mac	25.75	10.26 %
D-Freez	5.80	64.96 %
Oven	0.22	6.29 %
W.Heater	0.03	0.55 %
W-Disp		0.00 %
<b>Total</b>	<b>370.96</b>	<b>11.99 %</b>

Branch *	MTD Sales L	Brand Share %
TRY1	39.37	7.76 %
KUM1	16.84	10.20 %
TNJ2	12.15	7.87 %
TRY3	8.01	9.02 %
TRY2	6.13	11.50 %
TNJ1	5.93	3.31 %
TYR1	5.48	6.64 %
MSI1	3.92	7.97 %
NMM1	1.80	3.94 %
TZSD	0.01	0.13 %
WTRZ	-5.23	10.59 %
<b>Total</b>	<b>370.96</b>	<b>11.99 %</b>

## CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	194.34	8.30 %
LED TV	90.62	20.78 %
Fridge	57.25	17.94 %
Wash-Mac	24.53	9.83 %
W-Disp	1.05	27.50 %
Chimney	0.94	22.62 %
D-Freez	0.69	14.35 %
Oven	0.57	16.09 %
W.Heater	0.25	10.41 %
<b>Total</b>	<b>370.23</b>	<b>10.99 %</b>

Branch *	MTD Sales L	Brand Share %
CH15	26.28	8.70 %
CH03	22.00	6.34 %
CH12	21.59	8.48 %
CH18	20.84	12.21 %
CH24	20.29	11.36 %
CH06	15.79	12.25 %
CH50	12.45	9.48 %
CH20	12.25	8.70 %
CH34	11.44	10.53 %
CH43	9.74	12.42 %
MJR1	8.34	7.02 %
CH31	7.66	11.02 %
CH36	6.98	12.52 %
CH46	3.38	5.87 %
CH44	3.08	2.44 %
CH32	0.92	4.55 %
CH27	0.64	1.32 %
MC06	0.54	3.60 %
CH01	0.30	4.90 %
MC05		0.00 %
<b>Total</b>	<b>370.23</b>	<b>10.99 %</b>

## SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	130.99	8.25 %
LED TV	106.55	20.25 %
Fridge	78.44	22.15 %
Wash-Mac	35.34	12.18 %
D-Freez	6.29	72.12 %
Chimney	0.70	6.07 %
W.Heater	0.55	5.98 %
W-Disp	0.54	23.63 %
Oven	0.47	10.67 %
Vac-Clea	0.14	8.27 %
<b>Total</b>	<b>360.00</b>	<b>12.85 %</b>

Branch *	MTD Sales L	Brand Share %
DGL1	28.65	9.18 %
MDU1	27.48	8.85 %
MDU6	13.99	10.96 %
ATG1	10.92	9.31 %
MDU3	9.10	10.56 %
DKI1	8.74	12.62 %
MDU7	7.97	8.46 %
KRR1	7.03	8.14 %
MPA1	6.40	8.87 %
TEN1	5.71	11.52 %
DGL2	5.28	8.71 %
TMM1	5.04	6.97 %
PNI1	4.97	11.43 %
CBM1	4.83	11.60 %
ODM1	4.72	9.54 %
PKM1	2.97	11.66 %
KYK1	2.73	6.67 %
TEN2	1.99	3.69 %
SZSD	0.43	3.20 %
WHMD	-1.69	6.54 %
<b>Total</b>	<b>360.00</b>	<b>12.85 %</b>

## WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	107.18	11.74 %
LED TV	85.74	24.50 %
Fridge	64.97	23.99 %
Wash-Mac	28.53	11.67 %
D-Freez	2.56	55.51 %
Chimney	0.78	7.18 %
Oven	0.69	21.06 %
Vac-Clea	0.39	51.72 %
W.Heater	0.33	3.02 %
W-Disp	0.17	10.51 %
<b>Total</b>	<b>291.34</b>	<b>16.07 %</b>

Branch *	MTD Sales L	Brand Share %
ERD1	17.25	11.35 %
SLM1	14.79	9.15 %
HSR2	12.22	12.59 %
SLM2	9.79	10.71 %
KRI1	6.22	9.85 %
VPD1	6.02	12.65 %
WZWH	0.43	4.39 %
WHPD	-2.16	8.56 %
<b>Total</b>	<b>291.34</b>	<b>16.07 %</b>

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	99.43	9.08 %
LED TV	89.43	27.28 %
Fridge	36.63	18.95 %
Wash-Mac	17.60	10.10 %
D-Freez	3.70	57.33 %
W-Disp	0.41	41.57 %
Oven	0.29	13.40 %
Vac-Clea	0.21	30.84 %
W.Heater	0.05	0.34 %
Small-Ap	0.05	2.80 %
<b>Total</b>	<b>247.79</b>	<b>13.61 %</b>

Branch *	MTD Sales L	Brand Share %
POY1	17.43	7.71 %
CUD1	13.72	7.68 %
KLM1	12.22	12.38 %
PRT1	11.42	12.32 %
TRK1	9.12	9.79 %
VCM2	6.93	10.85 %
ULP1	6.88	8.39 %
VCM1	1.15	4.78 %
WHUT	-1.87	6.94 %
<b>Total</b>	<b>247.79</b>	<b>13.61 %</b>

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	84.16	8.21 %
LED TV	55.74	22.98 %
Fridge	52.22	26.45 %
Wash-Mac	16.14	10.71 %
D-Freez	3.89	44.59 %
Chimney	1.20	34.84 %
W-Disp	0.63	18.65 %
W.Heater	0.55	16.01 %
Oven	0.49	17.32 %
<b>Total</b>	<b>215.02</b>	<b>13.12 %</b>

Branch *	MTD Sales L	Brand Share %
KPM2	11.82	6.86 %
VEL2	11.34	7.82 %
AKM1	11.20	12.48 %
TRR1	7.30	8.30 %
TRT1	6.18	8.17 %
TRL1	5.65	3.90 %
ARC2	5.33	12.42 %
GDM1	4.87	11.09 %
CPT1	4.86	11.75 %
CGM1	3.62	12.12 %
CYR1	2.86	6.65 %
WHVL	-4.75	11.89 %
<b>Total</b>	<b>215.02</b>	<b>13.12 %</b>

**WEST-01**

Property	MTD Sales L	Brand Share %
LED TV	68.58	23.99 %
Air-Cond	49.46	8.72 %
Fridge	39.19	18.74 %
Wash-Mac	22.38	10.80 %
D-Freez	1.87	46.81 %
W.Heater	1.18	9.56 %
Oven	0.63	12.34 %
W-Disp	0.45	23.94 %
Chimney	0.33	2.61 %
<b>Total</b>	<b>184.07</b>	<b>14.05 %</b>

Branch *	MTD Sales L	Brand Share %
CBE2	30.63	12.61 %
TPR1	8.03	11.18 %
TPR2	7.77	11.73 %
CBE4	7.50	10.43 %
KMR1	5.33	6.07 %
AVI1	3.75	8.70 %
MPM1	2.98	5.53 %
SUL1	1.25	4.47 %
GBM1	1.18	3.48 %
KGM1	1.01	3.63 %
SYM2	0.77	2.83 %
WZSD	0.26	2.74 %
WHCB	-2.59	6.26 %
<b>Total</b>	<b>184.07</b>	<b>14.05 %</b>