

MTD Sales
1,592.93 L

Brand Share %
11.73 %

Information:

MTD : 01-09-2026 To 24-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.73 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	616.73	19.17 %
Fridge	321.18	12.72 %
Air-Cond	301.34	6.28 %
Wash-Mac	268.23	11.50 %
D-Freez	41.67	57.21 %
W.Heater	16.86	12.21 %
Oven	6.54	14.22 %
Chimney	5.40	7.79 %
Small-Ap	4.06	10.00 %
W-Disp	3.65	12.19 %
Vac-Clea	3.65	11.82 %
Gas-Stov	3.62	1.30 %
Total	1,592.93	11.73 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	279.32	12.09 %
CHENNAI-02	192.72	10.79 %
CHENNAI-01	192.20	8.96 %
TRICHY-01	188.53	10.68 %
SOUTH-03	180.10	11.55 %
SOUTH ARCOT	139.96	14.45 %
WEST-02	131.97	16.74 %
NORTH ARCOT	124.65	12.10 %
WEST-03	84.30	14.47 %
WEST-01	79.18	12.26 %
Total	1,592.93	11.73 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	97.61	18.90 %
Fridge	57.56	13.99 %
Air-Cond	56.38	6.33 %
Wash-Mac	53.77	14.24 %
D-Freez	7.32	70.42 %
Oven	1.58	13.77 %
Vac-Clea	1.27	17.74 %
W.Heater	1.20	7.61 %
Small-Ap	0.95	15.23 %
Gas-Stov	0.58	1.15 %
Chimney	0.57	7.09 %
W-Disp	0.52	18.04 %
Total	279.32	12.09 %

Branch *	MTD Sales L	Brand Share %
KVT1	18.32	11.44 %
TUT1	17.10	6.66 %
NGR1	14.20	11.73 %
TKS2	9.94	10.13 %
MAR1	8.01	11.40 %
TKS1	6.71	9.67 %
RPM1	6.63	5.92 %
TYI1	4.12	9.36 %
VNR2	3.81	5.52 %
VKM1	3.19	11.67 %
ASM1	3.10	8.66 %
TUT2	2.65	2.96 %
TCN1	2.62	5.28 %
UDN1	2.44	6.67 %
WHTV		0.00 %
Total	279.32	12.09 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	80.11	18.17 %
Air-Cond	45.32	6.49 %
Fridge	31.53	10.69 %
Wash-Mac	27.90	9.80 %
D-Freez	2.31	37.08 %
W.Heater	1.93	12.10 %
Oven	0.89	14.17 %
Chimney	0.76	14.49 %
Gas-Stov	0.60	2.76 %
Small-Ap	0.60	10.80 %
W-Disp	0.52	15.43 %
Vac-Clea	0.26	8.99 %
Total	192.72	10.79 %

Branch *	MTD Sales L	Brand Share %
CH03	11.92	6.19 %
CH15	11.70	6.34 %
CH12	9.33	9.65 %
CH18	8.23	8.14 %
CH21	7.38	6.64 %
CH06	5.89	8.89 %
CH33	5.44	9.39 %
CH35	4.96	10.55 %
CH34	4.52	6.56 %
CH43	3.39	7.30 %
CH41	1.80	2.61 %
CH31	0.72	5.63 %
CH37	0.69	2.65 %
CH27	0.67	2.23 %
CH32	0.42	4.92 %
CH01	0.14	2.83 %
MC06		0.00 %
WCHN	-5.14	7.72 %
Total	192.72	10.79 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	68.90	15.93 %
Air-Cond	51.63	5.90 %
Fridge	33.15	8.70 %
Wash-Mac	26.04	7.54 %
D-Freez	5.49	61.05 %
W.Heater	2.28	8.04 %
Chimney	1.17	15.96 %
W-Disp	0.89	13.72 %
Oven	0.79	11.33 %
Gas-Stov	0.76	2.04 %
Small-Ap	0.69	8.00 %
Vac-Clea	0.41	5.14 %
Total	192.20	8.96 %

Branch *	MTD Sales L	Brand Share %
CH16	10.73	6.84 %
CH19	8.54	7.55 %
CH07	8.01	9.27 %
CH05	7.12	5.20 %
CH42	6.91	6.84 %
CH25	6.08	7.14 %
MRM1	4.97	8.14 %
CH22	4.69	6.97 %
CZWH	4.51	8.48 %
CH45	3.86	4.48 %
CH49	3.82	3.19 %
CH47	2.42	1.70 %
CH48	2.03	2.25 %
CH39	1.58	4.36 %
CGL1	1.57	4.21 %
MC09	0.53	4.69 %
CH26	0.52	2.85 %
CH29		0.00 %
CH40		0.00 %
Total	192.20	8.96 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	88.16	20.89 %
Fridge	33.65	10.48 %
Wash-Mac	33.04	13.74 %
Air-Cond	25.38	3.61 %
D-Freez	5.63	56.73 %
W.Heater	1.63	9.52 %
Oven	0.42	11.42 %
Small-Ap	0.20	6.15 %
Vac-Clea	0.20	10.84 %
Chimney	0.13	1.82 %
W-Disp	0.09	5.83 %
Total	188.53	10.68 %

Branch *	MTD Sales L	Brand Share %
TRY1	18.02	6.46 %
MVM1	12.12	10.15 %
PBR2	9.86	10.06 %
KUM1	9.24	9.26 %
NGT1	8.63	11.30 %
TVR2	7.38	8.34 %
TNJ2	7.05	8.57 %
PDK2	6.96	11.60 %
TNJ1	4.96	5.29 %
TRY3	3.83	7.32 %
TTP1	3.74	10.53 %
TYR1	3.19	7.65 %
AYR1	2.55	6.97 %
PBR1	1.12	3.77 %
MSI1	0.56	1.80 %
TZSD	0.16	-2.08 %
WTRZ		0.00 %
Total	188.53	10.68 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	73.89	19.77 %
Fridge	37.58	12.42 %
Wash-Mac	33.18	12.16 %
Air-Cond	26.44	5.02 %
D-Freez	4.57	61.29 %
W.Heater	2.14	15.15 %
Chimney	0.78	8.83 %
Oven	0.40	9.75 %
Gas-Stov	0.35	0.95 %
Small-Ap	0.32	7.82 %
W-Disp	0.24	4.91 %
Vac-Clea	0.20	5.83 %
Total	180.10	11.55 %

Branch *	MTD Sales L	Brand Share %
MDU1	15.25	7.50 %
MDU2	9.58	9.41 %
DGL1	9.35	8.46 %
MDU6	7.65	10.61 %
KKD3	7.07	11.49 %
ATG1	5.04	9.44 %
SVG1	3.50	9.67 %
TEN2	3.30	11.20 %
DKI1	3.19	5.01 %
TMM1	3.08	6.57 %
MPA1	2.66	6.71 %
MDU5	2.23	8.70 %
BNR1	2.21	7.86 %
PNV2	1.93	9.33 %
MDU7	1.12	2.42 %
KRR1	1.00	2.07 %
PKM1	0.76	4.53 %
ODM1	0.74	5.27 %
USL1	0.06	0.20 %
WHMD	-0.55	6.25 %
Total	180.10	11.55 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	54.70	22.71 %
Fridge	32.10	17.29 %
Air-Cond	30.97	9.59 %
Wash-Mac	13.17	7.82 %
D-Freez	6.60	63.30 %
W.Heater	1.53	13.97 %
Oven	0.46	16.13 %
Chimney	0.44	13.21 %
W-Disp	0.09	4.92 %
Small-Ap	0.05	1.77 %
Vac-Clea	-0.16	-25.13 %
Total	139.96	14.45 %

Branch *	MTD Sales L	Brand Share %
POY1	11.61	11.67 %
CUD1	11.21	11.44 %
KLM1	6.59	10.32 %
VPM2	6.07	11.33 %
SJI2	4.56	8.00 %
NVL2	4.18	8.77 %
TVM2	2.68	10.89 %
WHNV	-0.27	5.53 %
Total	139.96	14.45 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	45.15	20.41 %
Fridge	34.21	18.73 %
Wash-Mac	28.93	16.52 %
Air-Cond	16.98	10.99 %
D-Freez	2.62	58.93 %
W.Heater	2.03	24.82 %
Oven	0.69	27.93 %
Chimney	0.43	5.19 %
Gas-Stov	0.35	1.40 %
W-Disp	0.26	6.89 %
Vac-Clea	0.22	21.95 %
Small-Ap	0.11	5.49 %
Total	131.97	16.74 %

Branch *	MTD Sales L	Brand Share %
SLM1	7.68	9.95 %
BMD1	2.45	11.61 %
PMP1	1.20	8.29 %
TRM1	0.23	0.51 %
Total	131.97	16.74 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	47.70	19.37 %
Air-Cond	25.02	7.10 %
Fridge	23.70	12.51 %
Wash-Mac	18.05	9.83 %
D-Freez	4.49	46.24 %
W.Heater	2.44	20.58 %
Chimney	0.95	13.27 %
Oven	0.69	28.27 %
Small-Ap	0.63	17.65 %
W-Disp	0.61	26.91 %
Vac-Clea	0.37	25.62 %
Total	124.65	12.10 %

Branch *	MTD Sales L	Brand Share %
VEL4	8.88	11.24 %
KPM2	8.22	7.74 %
TRR1	5.12	8.09 %
VEL3	4.36	6.50 %
TRL1	2.92	4.16 %
VEL2	2.70	4.12 %
PLR1	1.69	7.85 %
TRT1	1.44	4.73 %
NASD	-0.64	8.16 %
WHVL	-0.68	10.11 %
Total	124.65	12.10 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	31.61	21.76 %
Fridge	18.30	16.56 %
Wash-Mac	16.03	12.10 %
Air-Cond	14.58	8.88 %
D-Freez	2.16	65.35 %
W.Heater	0.59	12.23 %
Gas-Stov	0.39	3.01 %
Oven	0.31	21.78 %
W-Disp	0.18	23.25 %
Small-Ap	0.16	13.65 %
Total	84.30	14.47 %

Branch *	MTD Sales L	Brand Share %
TPR2	6.82	11.60 %
RSP1	3.74	11.19 %
ERD1	2.49	3.18 %
SYM2	2.22	9.11 %
KGM1	1.78	10.50 %
TPR3	0.72	7.30 %
TPR4	0.45	4.48 %
W3SD	-0.86	-62.52 %
Total	84.30	14.47 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	28.92	16.24 %
Fridge	19.41	13.27 %
Wash-Mac	18.10	11.86 %
Air-Cond	8.64	7.75 %
W.Heater	1.08	9.91 %
Vac-Clea	0.87	24.02 %
Gas-Stov	0.59	2.68 %
D-Freez	0.47	24.23 %
Small-Ap	0.37	10.80 %
Oven	0.32	7.39 %
W-Disp	0.26	12.33 %
Chimney	0.16	1.78 %
Total	79.18	12.26 %

Branch *	MTD Sales L	Brand Share %
CBE2	8.90	6.96 %
KMR1	5.23	8.00 %
CBE6	3.70	8.39 %
PLI1	2.38	5.51 %
SUL1	2.13	7.44 %
KMD1	1.18	7.50 %
MPM1	0.69	2.24 %
KGI1	0.52	5.46 %
ANR1	0.27	4.82 %
WHCB	-0.92	6.49 %
Total	79.18	12.26 %