

MTD Sales
2,658.98 L

Brand Share %
13.79 %

Information:

MTD : 01-03-2026 To 25-03-2026

* 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	1,127.11	10.65 %
LED TV	732.22	20.16 %
Fridge	419.65	17.68 %
Wash-Mac	329.30	13.50 %
D-Freez	18.21	45.86 %
W.Heater	13.63	14.17 %
Oven	6.55	12.44 %
W-Disp	6.27	48.22 %
Chimney	6.04	10.41 %
Dummy-AC		14.15 %
Dummy-WH		100.00 %
Total	2,658.98	13.79 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	424.33	14.04 %
CHENNAI-01	335.28	11.91 %
CHENNAI-02	328.51	13.45 %
SOUTH-03	315.87	13.14 %
WEST-02	302.36	16.58 %
TRICHY-01	278.72	11.25 %
NORTH ARCOT	233.19	18.03 %
WEST-01	228.96	12.99 %
SOUTH ARCOT	211.76	16.98 %
Total	2,658.98	13.79 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	180.47	11.56 %
LED TV	111.42	17.63 %
Wash-Mac	65.22	15.43 %
Fridge	57.98	15.93 %
D-Freez	5.08	48.46 %
W.Heater	1.74	14.95 %
Oven	1.12	11.32 %
Chimney	0.66	7.28 %
W-Disp	0.65	48.67 %
Total	424.33	14.04 %

Branch *	MTD Sales L	Brand Share %
TUT1	27.49	5.02 %
TKS2	16.19	13.44 %
TUT2	13.86	11.04 %
VNR2	11.60	10.65 %
RPM1	9.95	9.75 %
PKD1	8.30	11.78 %
ASM1	5.88	13.37 %
STU2	5.11	13.75 %
VKM1	3.92	11.92 %
UDN1	2.69	6.77 %
S2SD	0.93	1.75 %
WHTV		0.00 %
Total	424.33	14.04 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	148.54	9.15 %
LED TV	89.27	19.66 %
Fridge	49.11	14.24 %
Wash-Mac	39.97	11.55 %
W.Heater	2.97	13.82 %
D-Freez	1.70	29.37 %
Oven	1.42	13.26 %
W-Disp	1.25	45.78 %
Chimney	1.05	17.83 %
Dummy-AC		33.59 %
Total	335.28	11.91 %

Branch *	MTD Sales L	Brand Share %
CH42	15.75	12.71 %
CH16	15.56	9.76 %
CH08	13.53	8.23 %
CH14	13.31	7.22 %
CH05	12.93	5.83 %
CH19	9.73	9.05 %
CH48	9.36	8.80 %
MRM1	9.15	12.62 %
CH35	9.07	11.59 %
CH49	8.45	6.19 %
CH47	8.30	11.28 %
SKL1	7.70	13.31 %
CH38	7.23	13.51 %
CH45	6.71	6.26 %
CZWH	6.62	10.04 %
CH22	5.76	5.17 %
WHC3	2.90	5.55 %
CGL1	1.40	2.36 %
CH29	0.33	3.40 %
CH40	0.20	2.05 %
Total	335.28	11.91 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	153.63	10.70 %
LED TV	85.26	19.07 %
Fridge	55.08	20.88 %
Wash-Mac	28.75	10.57 %
W.Heater	1.65	14.07 %
Oven	1.30	22.72 %
D-Freez	1.30	70.56 %
Chimney	0.76	23.31 %
W-Disp	0.76	51.90 %
Dummy-WH		100.00 %
Dummy-AC		10.53 %
Total	328.51	13.45 %

Branch *	MTD Sales L	Brand Share %
CH15	24.04	9.87 %
CH03	20.01	7.00 %
CH21	17.01	12.54 %
CH18	14.15	13.50 %
CH50	14.10	12.75 %
CH12	13.87	9.37 %
CH06	8.45	7.69 %
CH34	7.86	9.89 %
MJR1	6.24	7.61 %
CH46	3.88	9.46 %
CH27	1.59	5.03 %
CH32	0.43	2.83 %
MC06	0.27	2.43 %
CH01		0.00 %
Total	328.51	13.45 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	128.27	9.78 %
LED TV	85.86	19.20 %
Wash-Mac	50.21	15.60 %
Fridge	46.52	15.95 %
D-Freez	1.85	36.51 %
Chimney	1.07	10.71 %
W.Heater	0.99	10.62 %
W-Disp	0.68	43.81 %
Oven	0.43	7.22 %
Total	315.87	13.14 %

Branch *	MTD Sales L	Brand Share %
MDU1	22.81	7.95 %
DGL1	19.18	12.09 %
MDU6	13.38	11.84 %
KRR1	10.37	12.35 %
DGL2	8.99	11.23 %
MDU3	8.95	9.72 %
TEN1	6.74	13.14 %
MPA1	5.16	7.23 %
TPT1	5.04	9.21 %
PNI1	4.76	12.36 %
DKI1	4.58	7.60 %
TMM1	4.46	6.17 %
BNR1	4.29	11.88 %
SVG1	2.82	5.54 %
KYK1	2.78	9.26 %
MDU7	2.50	2.98 %
TEN2	2.38	4.31 %
PKM1	1.97	7.63 %
MNM1	1.75	6.91 %
SZSD	0.53	2.05 %
WHMD	-0.22	6.13 %
Total	315.87	13.14 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	118.38	13.52 %
LED TV	78.18	22.86 %
Fridge	56.78	19.44 %
Wash-Mac	44.86	15.48 %
W.Heater	1.51	20.17 %
D-Freez	1.28	66.77 %
Chimney	0.54	6.05 %
W-Disp	0.52	55.46 %
Oven	0.32	7.09 %
Total	302.36	16.58 %

Branch *	MTD Sales L	Brand Share %
SLM1	16.19	9.43 %
ERD1	15.10	11.44 %
SLM3	10.75	12.11 %
SLM2	7.62	12.85 %
KRI1	6.82	11.52 %
MCR1	6.13	12.23 %
OML1	6.12	13.40 %
VPD1	5.57	13.57 %
HSR1	5.47	8.95 %
TRM1	5.32	10.78 %
CMI1	3.15	12.11 %
VKL1	2.41	10.39 %
WZWH	1.14	9.82 %
SGG1	0.88	5.92 %
WHKP	-0.26	13.66 %
WHPD	-0.42	5.33 %
Total	302.36	16.58 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	124.82	8.54 %
LED TV	79.43	15.85 %
Fridge	43.66	16.50 %
Wash-Mac	28.08	11.96 %
W.Heater	0.96	17.03 %
D-Freez	0.91	34.10 %
W-Disp	0.51	47.45 %
Oven	0.34	9.30 %
Total	278.72	11.25 %

Branch *	MTD Sales L	Brand Share %
TRY1	45.19	8.37 %
PBR2	19.40	12.88 %
MVM1	18.07	13.68 %
TVR2	12.53	9.74 %
PTK1	12.50	10.56 %
KUM1	12.14	7.99 %
TNJ2	12.00	10.62 %
TRY4	9.97	10.80 %
TRY3	7.74	10.85 %
JKM1	7.46	11.89 %
TRY2	6.59	13.06 %
TTP1	6.39	13.55 %
PBR1	5.80	12.40 %
TNJ1	4.33	3.27 %
TYR1	0.91	1.31 %
ORU1	0.76	2.31 %
MSI1	0.45	0.95 %
TZSD	0.23	1.49 %
WTRZ	-0.41	4.50 %
Total	278.72	11.25 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	95.56	13.67 %
LED TV	66.91	26.62 %
Fridge	37.21	24.66 %
Wash-Mac	26.19	15.96 %
D-Freez	2.45	49.36 %
W.Heater	1.70	13.60 %
Chimney	1.26	27.27 %
W-Disp	0.96	40.56 %
Oven	0.94	30.07 %
Total	233.19	18.03 %

Branch *	MTD Sales L	Brand Share %
KPM2	17.08	12.25 %
TRL1	14.64	11.15 %
VEL2	10.04	10.58 %
GDM1	6.03	13.44 %
TRT1	5.73	11.27 %
ANI1	3.22	11.81 %
CPT1	2.74	10.16 %
CYR1	2.61	8.93 %
UGI1	2.36	12.98 %
WHVL	-1.06	12.61 %
Total	233.19	18.03 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	101.57	10.71 %
LED TV	63.26	20.92 %
Fridge	38.14	16.03 %
Wash-Mac	22.69	9.29 %
W.Heater	1.85	17.32 %
Oven	0.45	6.65 %
D-Freez	0.39	25.51 %
W-Disp	0.36	56.28 %
Chimney	0.25	2.37 %
Total	228.96	12.99 %

Branch *	MTD Sales L	Brand Share %
CBE2	40.98	9.55 %
TPR2	11.11	9.43 %
TPR1	9.74	12.19 %
MPM1	7.46	11.86 %
KMR1	4.96	4.97 %
TPR3	4.76	13.69 %
AVI1	4.10	8.35 %
CBE5	2.63	9.36 %
SUL1	2.08	3.77 %
KMD1	1.95	6.89 %
GBM1	1.81	5.07 %
KGI1	1.05	7.22 %
ANR1	0.81	6.53 %
SYM2	0.73	2.35 %
KGM1	0.13	0.40 %
WZSD	0.10	0.74 %
WHCB	-0.23	3.83 %
Total	228.96	12.99 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	75.87	11.35 %
LED TV	72.63	28.41 %
Fridge	35.17	21.51 %
Wash-Mac	23.33	16.33 %
D-Freez	3.24	59.74 %
W-Disp	0.59	64.28 %
Chimney	0.45	21.06 %
W.Heater	0.25	4.50 %
Oven	0.23	9.85 %
Total	211.76	16.98 %

Branch *	MTD Sales L	Brand Share %
CUD1	14.89	12.98 %
KLM1	9.46	12.66 %
SJI2	9.42	13.30 %
TRK1	8.91	13.24 %
CDM1	8.84	13.11 %
NVL2	8.13	12.21 %
VCM1	5.32	12.43 %
Total	211.76	16.98 %