

MTD Sales
3,077.91 L

Brand Share %
12.80 %

Information:

MTD : 01-05-2026 To 25-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.80 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	1,303.82	8.99 %
LED TV	891.02	22.47 %
Fridge	565.80	19.90 %
Wash-Mac	257.97	10.85 %
D-Freez	36.34	54.05 %
Chimney	6.78	9.40 %
W-Disp	5.44	16.42 %
Oven	5.21	12.33 %
W.Heater	4.57	4.97 %
Vac-Clea	0.86	7.94 %
Small-Ap	0.11	0.27 %
Total	3,077.91	12.80 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	518.59	14.75 %
CHENNAI-01	462.28	11.15 %
TRICHY-01	384.61	12.02 %
CHENNAI-02	380.02	10.81 %
SOUTH-03	370.36	12.85 %
WEST-02	298.85	16.12 %
SOUTH ARCOT	255.39	13.54 %
NORTH ARCOT	221.99	13.08 %
WEST-01	185.82	13.87 %
Total	3,077.91	12.80 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	204.16	10.80 %
LED TV	163.55	24.23 %
Fridge	96.10	20.42 %
Wash-Mac	46.40	10.85 %
D-Freez	5.49	60.98 %
W.Heater	1.20	11.36 %
Oven	0.99	9.93 %
Chimney	0.48	4.58 %
W-Disp	0.23	11.42 %
Total	518.59	14.75 %

Branch *	MTD Sales L	Brand Share %
TUT1	45.25	11.69 %
TVL1	43.61	11.35 %
VLY1	17.05	11.75 %
VNR2	12.89	10.19 %
TYI1	6.86	11.02 %
MMT1	6.49	12.52 %
VKM1	5.63	11.73 %
UDN1	5.34	9.47 %
STU2	1.10	2.32 %
S2SD	0.10	0.36 %
Total	518.59	14.75 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	235.30	8.42 %
LED TV	111.08	20.36 %
Fridge	70.70	16.95 %
Wash-Mac	35.58	11.14 %
D-Freez	4.49	44.48 %
Chimney	2.09	24.51 %
W-Disp	1.81	12.40 %
Oven	0.75	11.70 %
W.Heater	0.43	2.11 %
Small-Ap	0.06	0.72 %
Total	462.28	11.15 %

Branch *	MTD Sales L	Brand Share %
CH05	27.38	8.89 %
CH08	25.18	12.55 %
CH16	21.84	7.66 %
CH14	17.86	6.15 %
CH19	16.47	8.14 %
CH42	15.78	9.02 %
CH47	14.10	5.96 %
CH48	12.84	8.02 %
CH35	12.82	12.27 %
AVD1	12.64	12.07 %
CH22	10.51	8.87 %
CH45	9.41	6.76 %
CH38	8.09	9.83 %
SKL1	7.50	10.47 %
KNR1	6.32	7.84 %
WHC3	2.56	5.73 %
CH49	2.54	1.48 %
CGL1	1.40	1.62 %
CH40	0.76	5.72 %
CH29		0.00 %
MC09		0.00 %
MC10		0.00 %
WCHN	-7.80	7.78 %
Total	462.28	11.15 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	184.25	8.98 %
LED TV	105.67	20.70 %
Fridge	60.53	17.74 %
Wash-Mac	26.86	10.20 %
D-Freez	6.93	68.88 %
Oven	0.22	6.07 %
Vac-Clea	0.13	13.77 %
W.Heater	0.03	0.54 %
W-Disp		0.00 %
Total	384.61	12.02 %

Branch *	MTD Sales L	Brand Share %
TRY1	39.67	7.68 %
TVR2	22.39	12.80 %
KUM1	18.12	10.60 %
TNJ2	13.24	8.04 %
TRY3	8.34	9.12 %
TNJ1	6.41	3.45 %
TRY2	6.13	11.47 %
TYR1	5.72	6.73 %
MSI1	4.27	8.35 %
NMM1	1.80	3.91 %
TZSD	0.01	0.13 %
WTRZ	-5.23	10.07 %
Total	384.61	12.02 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	199.16	8.14 %
LED TV	93.80	20.71 %
Fridge	58.43	17.61 %
Wash-Mac	25.00	9.65 %
Chimney	1.07	25.01 %
W-Disp	1.05	26.47 %
D-Freez	0.69	14.35 %
Oven	0.57	16.09 %
W.Heater	0.25	10.00 %
Total	380.02	10.81 %

Branch *	MTD Sales L	Brand Share %
CH21	30.25	12.50 %
CH15	27.40	8.72 %
CH03	22.51	6.23 %
CH12	21.84	8.26 %
CH18	21.32	11.57 %
CH24	21.16	11.31 %
CH06	16.49	12.24 %
CH50	12.81	9.31 %
CH20	12.54	8.61 %
CH34	11.73	10.34 %
CH43	9.87	12.23 %
MJR1	9.27	7.62 %
CH31	7.66	10.60 %
CH36	7.12	11.42 %
CH46	3.38	5.64 %
CH44	3.08	2.35 %
CH32	0.92	4.45 %
CH27	0.64	1.26 %
MC06	0.54	3.60 %
CH01	0.30	4.23 %
MC05		0.00 %
Total	380.02	10.81 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	134.05	8.26 %
LED TV	108.31	20.06 %
Fridge	81.76	21.94 %
Wash-Mac	37.28	12.37 %
D-Freez	6.58	73.01 %
Chimney	0.70	5.89 %
W.Heater	0.55	5.92 %
W-Disp	0.54	23.63 %
Oven	0.47	9.65 %
Vac-Clea	0.14	8.12 %
Total	370.36	12.85 %

Branch *	MTD Sales L	Brand Share %
DGL1	29.22	9.19 %
MDU1	28.97	9.08 %
MDU6	14.29	11.00 %
ATG1	11.58	9.59 %
MDU3	9.82	11.02 %
DKI1	8.74	12.10 %
MDU7	8.37	8.56 %
KRR1	7.03	8.00 %
MPA1	6.40	8.71 %
TEN1	6.00	11.55 %
TMM1	5.99	7.96 %
DGL2	5.28	8.62 %
PNI1	4.97	11.34 %
CBM1	4.94	11.32 %
ODM1	4.72	9.45 %
PKM1	2.97	11.45 %
KYK1	2.73	6.58 %
TEN2	1.99	3.48 %
SZSD	0.43	3.20 %
WHMD	-1.69	6.10 %
Total	370.36	12.85 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	108.46	11.76 %
LED TV	89.08	24.52 %
Fridge	67.04	23.98 %
Wash-Mac	29.35	11.55 %
D-Freez	2.56	55.51 %
Chimney	0.78	7.06 %
Oven	0.69	18.77 %
Vac-Clea	0.39	51.72 %
W.Heater	0.33	3.01 %
W-Disp	0.17	9.96 %
Total	298.85	16.12 %

Branch *	MTD Sales L	Brand Share %
ERD1	17.25	11.16 %
SLM1	15.58	9.13 %
SLM2	10.02	10.81 %
KRI1	6.22	9.65 %
VPD1	6.02	12.45 %
WZWH	0.43	4.39 %
WHPD	-2.87	9.48 %
Total	298.85	16.12 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	101.82	9.02 %
LED TV	93.67	27.68 %
Fridge	37.45	18.17 %
Wash-Mac	17.74	9.75 %
D-Freez	3.70	56.14 %
W-Disp	0.41	38.72 %
Oven	0.29	13.40 %
Vac-Clea	0.21	30.84 %
W.Heater	0.05	0.33 %
Small-Ap	0.05	2.68 %
Total	255.39	13.54 %

Branch *	MTD Sales L	Brand Share %
POY1	18.15	7.85 %
CUD1	14.47	7.77 %
KLM1	12.36	12.09 %
PRT1	11.42	11.59 %
TRK1	9.12	9.44 %
ULP1	7.59	8.86 %
VCM2	6.93	10.55 %
VCM1	1.15	4.59 %
WHUT	-1.87	6.94 %
Total	255.39	13.54 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	87.15	8.23 %
LED TV	57.02	22.75 %
Fridge	53.90	26.00 %
Wash-Mac	16.69	10.70 %
D-Freez	4.04	44.49 %
Chimney	1.33	35.42 %
W-Disp	0.71	20.59 %
Oven	0.60	20.51 %
W.Heater	0.55	15.74 %
Total	221.99	13.08 %

Branch *	MTD Sales L	Brand Share %
VEL1	12.88	12.45 %
KPM2	12.46	6.94 %
VEL2	11.49	7.76 %
AKM1	11.20	11.97 %
TRR1	7.54	8.36 %
TRT1	7.02	8.94 %
TRL1	5.95	3.91 %
GDM1	5.11	11.41 %
CPT1	4.86	11.31 %
CGM1	3.50	11.56 %
CYR1	3.00	6.73 %
WHVL	-4.75	11.32 %
Total	221.99	13.08 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	68.85	23.77 %
Air-Cond	49.46	8.57 %
Fridge	39.90	18.40 %
Wash-Mac	23.08	10.75 %
D-Freez	1.87	46.81 %
W.Heater	1.18	9.29 %
Oven	0.63	12.34 %
W-Disp	0.52	25.86 %
Chimney	0.33	2.54 %
Total	185.82	13.87 %

Branch *	MTD Sales L	Brand Share %
CBE2	30.63	12.47 %
TPR1	8.03	10.64 %
TPR2	7.90	11.69 %
CBE4	7.50	10.26 %
KMR1	5.33	5.92 %
AVI1	3.75	8.57 %
MPM1	2.98	5.46 %
SUL1	1.25	4.28 %
GBM1	1.18	3.44 %
KGM1	1.01	3.56 %
SYM2	0.77	2.78 %
WZSD	0.26	2.74 %
WHCB	-2.59	6.24 %
Total	185.82	13.87 %