

MTD Sales
1,617.41 L

Brand Share %
11.70 %

Information:

MTD : 01-09-2026 To 25-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.70 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	622.37	19.06 %
Fridge	327.69	12.68 %
Air-Cond	304.98	6.27 %
Wash-Mac	274.40	11.52 %
D-Freez	42.73	57.36 %
W.Heater	17.28	12.27 %
Oven	7.07	14.89 %
Chimney	5.40	7.68 %
Small-Ap	4.11	9.79 %
W-Disp	4.01	13.02 %
Gas-Stov	3.73	1.31 %
Vac-Clea	3.65	11.69 %
Total	1,617.41	11.70 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	282.84	12.10 %
CHENNAI-02	196.02	10.74 %
CHENNAI-01	195.05	8.96 %
TRICHY-01	190.58	10.65 %
SOUTH-03	182.58	11.50 %
SOUTH ARCOT	141.89	14.50 %
WEST-02	133.69	16.76 %
NORTH ARCOT	127.47	11.84 %
WEST-03	87.10	14.69 %
WEST-01	80.18	12.20 %
Total	1,617.41	11.70 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	98.34	18.89 %
Fridge	58.72	14.07 %
Air-Cond	56.74	6.29 %
Wash-Mac	54.59	14.27 %
D-Freez	7.51	70.11 %
Oven	1.74	14.84 %
Vac-Clea	1.27	17.74 %
W.Heater	1.20	7.52 %
Small-Ap	0.95	14.96 %
W-Disp	0.60	20.54 %
Gas-Stov	0.58	1.12 %
Chimney	0.57	6.96 %
Total	282.84	12.10 %

Branch *	MTD Sales L	Brand Share %
KVT1	18.37	11.26 %
TUT1	18.21	6.91 %
TKS2	9.94	10.07 %
MAR1	8.01	11.25 %
TKS1	6.86	9.81 %
RPM1	6.82	6.05 %
TYI1	4.12	9.22 %
VNR2	3.81	5.49 %
VKM1	3.19	11.67 %
ASM1	3.10	8.62 %
TUT2	2.74	3.03 %
TCN1	2.62	5.10 %
UDN1	2.44	6.66 %
WHTV		0.00 %
Total	282.84	12.10 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	80.50	18.10 %
Air-Cond	45.67	6.42 %
Fridge	32.67	10.50 %
Wash-Mac	28.71	9.91 %
D-Freez	2.87	43.42 %
W.Heater	1.93	11.87 %
Oven	0.94	14.89 %
Chimney	0.76	14.49 %
Gas-Stov	0.60	2.71 %
Small-Ap	0.60	10.57 %
W-Disp	0.52	14.75 %
Vac-Clea	0.26	8.76 %
Total	196.02	10.74 %

Branch *	MTD Sales L	Brand Share %
CH03	12.64	6.48 %
CH15	11.75	6.25 %
CH12	9.33	9.59 %
CH18	8.34	8.14 %
CH21	7.38	6.45 %
CH06	5.89	8.82 %
CH33	5.44	9.30 %
CH35	4.96	10.54 %
CH34	4.81	6.80 %
CH43	3.51	7.34 %
CH41	1.80	2.59 %
CH31	0.72	5.48 %
CH37	0.69	2.62 %
CH27	0.67	2.20 %
CH32	0.42	4.91 %
CH01	0.14	2.60 %
MC06		0.00 %
WCHN	-5.14	7.63 %
Total	196.02	10.74 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	69.91	16.00 %
Air-Cond	52.02	5.86 %
Fridge	33.54	8.63 %
Wash-Mac	26.93	7.69 %
D-Freez	5.49	61.05 %
W.Heater	2.28	7.95 %
Chimney	1.17	15.53 %
W-Disp	0.98	14.73 %
Oven	0.88	11.84 %
Gas-Stov	0.76	1.99 %
Small-Ap	0.69	7.71 %
Vac-Clea	0.41	5.14 %
Total	195.05	8.96 %

Branch *	MTD Sales L	Brand Share %
CH16	11.11	6.92 %
CH19	8.80	7.51 %
CH07	8.16	9.34 %
CH05	7.12	5.12 %
CH42	7.09	6.89 %
CH25	6.08	6.98 %
MRM1	4.97	8.08 %
CH22	4.69	6.89 %
CZWH	4.51	8.48 %
CH49	4.10	3.36 %
CH45	3.86	4.46 %
CH47	2.42	1.68 %
CH48	2.03	2.20 %
CH39	1.58	4.35 %
CGL1	1.57	4.21 %
MC09	0.53	4.69 %
CH26	0.52	2.80 %
CH29		0.00 %
CH40		0.00 %
Total	195.05	8.96 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	88.81	20.83 %
Fridge	34.58	10.49 %
Wash-Mac	33.69	13.80 %
Air-Cond	25.38	3.58 %
D-Freez	5.38	55.63 %
W.Heater	1.69	9.73 %
Oven	0.42	11.42 %
Small-Ap	0.20	5.98 %
Vac-Clea	0.20	10.84 %
Chimney	0.13	1.78 %
W-Disp	0.09	5.32 %
Total	190.58	10.65 %

Branch *	MTD Sales L	Brand Share %
TRY1	18.02	6.35 %
MVM1	12.12	10.01 %
PBR2	9.86	10.00 %
KUM1	9.69	9.57 %
TVR2	7.53	8.41 %
TNJ2	7.45	8.87 %
TNJ1	4.96	5.26 %
TRY3	3.98	7.49 %
TTP1	3.74	10.53 %
TYR1	3.19	7.49 %
AYR1	2.55	6.87 %
PBR1	1.12	3.77 %
MSI1	0.56	1.79 %
WTRZ		0.00 %
TZSD	-0.61	7.27 %
Total	190.58	10.65 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	73.89	19.51 %
Fridge	38.05	12.38 %
Wash-Mac	34.18	12.18 %
Air-Cond	27.22	5.09 %
D-Freez	4.82	62.53 %
W.Heater	2.14	14.79 %
Chimney	0.78	8.39 %
Oven	0.40	9.47 %
Gas-Stov	0.35	0.93 %
Small-Ap	0.32	7.58 %
W-Disp	0.24	4.91 %
Vac-Clea	0.20	5.83 %
Total	182.58	11.50 %

Branch *	MTD Sales L	Brand Share %
MDU1	15.25	7.35 %
MDU2	9.76	9.42 %
DGL1	9.35	8.30 %
MDU6	7.65	10.59 %
KKD3	7.07	11.54 %
ATG1	5.04	9.28 %
SVG1	3.50	9.62 %
DKI1	3.44	5.34 %
TEN2	3.30	10.75 %
TMM1	3.08	6.52 %
MPA1	2.66	6.59 %
BNR1	2.51	8.80 %
MDU5	2.23	8.59 %
PNV2	1.93	9.28 %
MDU7	1.49	3.01 %
KRR1	1.00	2.01 %
PKM1	0.76	4.52 %
ODM1	0.74	5.27 %
USL1	0.06	0.19 %
WHMD	-0.55	6.15 %
Total	182.58	11.50 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	55.83	22.87 %
Fridge	32.42	17.35 %
Air-Cond	30.97	9.53 %
Wash-Mac	13.44	7.88 %
D-Freez	6.60	63.30 %
W.Heater	1.65	14.66 %
Oven	0.55	18.60 %
Chimney	0.44	12.15 %
W-Disp	0.09	4.92 %
Small-Ap	0.05	1.71 %
Vac-Clea	-0.16	-25.13 %
Total	141.89	14.50 %

Branch *	MTD Sales L	Brand Share %
POY1	11.61	11.51 %
KLM1	6.84	10.46 %
VPM2	6.24	11.62 %
SJI2	4.56	8.00 %
NVL2	4.18	8.66 %
TVM2	2.68	10.72 %
WHNV	-0.27	5.53 %
Total	141.89	14.50 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	45.48	20.38 %
Fridge	34.81	18.77 %
Wash-Mac	29.32	16.49 %
Air-Cond	17.30	11.15 %
D-Freez	2.62	58.93 %
W.Heater	2.10	24.74 %
Oven	0.69	26.52 %
Chimney	0.43	5.19 %
Gas-Stov	0.35	1.39 %
W-Disp	0.26	6.89 %
Vac-Clea	0.22	17.31 %
Small-Ap	0.11	5.41 %
Total	133.69	16.76 %

Branch *	MTD Sales L	Brand Share %
SLM1	7.68	9.95 %
PMP1	1.20	8.20 %
TRM1	0.23	0.50 %
Total	133.69	16.76 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	47.99	18.40 %
Air-Cond	25.71	7.11 %
Fridge	24.67	12.47 %
Wash-Mac	18.54	9.44 %
D-Freez	4.49	45.02 %
W.Heater	2.50	20.43 %
Chimney	0.95	13.27 %
W-Disp	0.78	32.17 %
Oven	0.69	26.99 %
Small-Ap	0.68	17.70 %
Vac-Clea	0.37	25.62 %
Gas-Stov	0.11	0.52 %
Total	127.47	11.84 %

Branch *	MTD Sales L	Brand Share %
VEL4	9.17	11.20 %
KPM2	8.22	7.53 %
TRR1	5.30	8.17 %
VEL3	4.36	6.23 %
CGM1	3.36	10.28 %
TRL1	2.92	4.13 %
VEL2	2.70	4.11 %
PLR1	2.05	6.02 %
TRT1	1.44	4.67 %
NASD	-0.64	7.29 %
Total	127.47	11.84 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	32.55	21.84 %
Fridge	18.68	16.65 %
Wash-Mac	16.45	12.24 %
Air-Cond	15.33	9.21 %
D-Freez	2.47	64.62 %
W.Heater	0.59	11.81 %
Gas-Stov	0.39	2.98 %
Oven	0.31	21.78 %
W-Disp	0.18	23.25 %
Small-Ap	0.16	11.99 %
Total	87.10	14.69 %

Branch *	MTD Sales L	Brand Share %
TPR2	6.82	11.49 %
RSP1	3.74	11.03 %
ERD1	2.49	3.11 %
SYM2	2.22	9.01 %
TPR3	0.72	6.77 %
TPR4	0.45	4.48 %
W3SD	-0.86	-62.52 %
Total	87.10	14.69 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	29.07	16.07 %
Fridge	19.56	13.16 %
Wash-Mac	18.55	11.86 %
Air-Cond	8.64	7.66 %
W.Heater	1.19	10.73 %
Vac-Clea	0.87	24.02 %
Gas-Stov	0.59	2.65 %
D-Freez	0.47	22.16 %
Oven	0.46	9.96 %
Small-Ap	0.37	10.63 %
W-Disp	0.26	11.86 %
Chimney	0.16	1.81 %
Total	80.18	12.20 %

Branch *	MTD Sales L	Brand Share %
CBE2	8.90	6.91 %
KMR1	5.23	7.85 %
CBE6	3.70	8.18 %
PLI1	2.38	5.38 %
SUL1	2.13	7.33 %
KMD1	1.18	7.26 %
MPM1	0.69	2.22 %
KGI1	0.52	5.46 %
ANR1	0.27	4.79 %
WHCB	-0.92	6.49 %
Total	80.18	12.20 %