

MTD Sales  
**2,742.75 L**

Brand Share %  
**13.79 %**

Information:

**MTD :** 01-03-2026 To 26-03-2026

\* 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	1,169.19	10.67 %
LED TV	753.05	20.14 %
Fridge	433.68	17.78 %
Wash-Mac	333.84	13.38 %
D-Freez	19.61	47.55 %
W.Heater	14.01	14.26 %
Oven	7.07	12.82 %
W-Disp	6.40	47.25 %
Chimney	5.91	9.93 %
Dummy-AC		14.15 %
Dummy-WH		100.00 %
<b>Total</b>	<b>2,742.75</b>	<b>13.79 %</b>

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	439.35	13.97 %
CHENNAI-01	340.89	11.82 %
CHENNAI-02	334.76	13.36 %
SOUTH-03	327.97	13.22 %
WEST-02	311.47	16.53 %
TRICHY-01	289.41	11.38 %
NORTH ARCOT	242.78	18.07 %
WEST-01	235.26	12.95 %
SOUTH ARCOT	220.85	17.07 %
<b>Total</b>	<b>2,742.75</b>	<b>13.79 %</b>

**SOUTH-01**

Property	MTD Sales L	Brand Share %
Air-Cond	188.88	11.50 %
LED TV	115.93	17.78 %
Wash-Mac	66.46	15.30 %
Fridge	58.52	15.70 %
D-Freez	5.31	49.57 %
W.Heater	1.77	15.00 %
Oven	1.17	11.68 %
Chimney	0.66	7.23 %
W-Disp	0.65	43.49 %
<b>Total</b>	<b>439.35</b>	<b>13.97 %</b>

Branch *	MTD Sales L	Brand Share %
TUT1	29.21	5.23 %
TKS2	16.80	13.20 %
TUT2	14.60	10.98 %
VNR2	11.86	10.51 %
RPM1	10.20	9.69 %
PKD1	8.30	11.39 %
ASM1	5.88	13.06 %
STU2	5.23	13.76 %
VKM1	4.33	11.84 %
UDN1	2.69	6.41 %
S2SD	0.93	1.68 %
WHTV		0.00 %
<b>Total</b>	<b>439.35</b>	<b>13.97 %</b>

### CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	148.56	8.92 %
LED TV	92.03	19.57 %
Fridge	51.05	14.60 %
Wash-Mac	40.47	11.55 %
W.Heater	2.97	13.93 %
D-Freez	1.91	31.84 %
Oven	1.60	14.25 %
W-Disp	1.25	43.10 %
Chimney	1.05	16.85 %
Dummy-AC		33.59 %
<b>Total</b>	<b>340.89</b>	<b>11.82 %</b>

Branch *	MTD Sales L	Brand Share %
CH42	16.43	12.84 %
CH16	16.06	9.84 %
CH08	13.93	8.27 %
CH14	13.92	7.34 %
CH05	13.51	5.91 %
CH19	9.73	8.69 %
MRM1	9.41	12.73 %
CH48	9.36	8.64 %
CH35	9.07	11.30 %
CH49	8.45	6.06 %
CH47	8.30	10.96 %
SKL1	8.19	13.50 %
CH45	7.65	6.76 %
CH38	7.47	13.69 %
CZWH	6.79	8.45 %
CH22	5.94	5.30 %
WHC3	2.90	5.55 %
CGL1	1.61	2.66 %
CH29	0.33	3.40 %
CH40	0.20	1.98 %
<b>Total</b>	<b>340.89</b>	<b>11.82 %</b>

### CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	155.76	10.59 %
LED TV	87.38	19.07 %
Fridge	56.58	20.69 %
Wash-Mac	29.14	10.47 %
W.Heater	1.65	13.63 %
Oven	1.36	20.88 %
D-Freez	1.30	70.56 %
W-Disp	0.84	54.36 %
Chimney	0.76	21.74 %
Dummy-WH		100.00 %
Dummy-AC		10.53 %
<b>Total</b>	<b>334.76</b>	<b>13.36 %</b>

Branch *	MTD Sales L	Brand Share %
CH15	24.77	9.97 %
CH03	20.15	6.89 %
CH21	17.01	12.33 %
CH18	14.27	13.25 %
CH50	14.20	12.26 %
CH12	13.87	9.17 %
CH06	8.59	7.49 %
CH34	8.00	9.73 %
MJR1	6.24	7.41 %
CH46	4.05	9.48 %
CH27	1.86	5.78 %
CH32	0.43	2.83 %
MC06	0.27	2.43 %
CH01		0.00 %
<b>Total</b>	<b>334.76</b>	<b>13.36 %</b>

### SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	135.16	9.95 %
LED TV	88.67	19.30 %
Wash-Mac	50.33	15.33 %
Fridge	48.51	16.08 %
D-Freez	2.00	38.36 %
Chimney	1.07	10.53 %
W.Heater	0.99	9.99 %
W-Disp	0.80	48.08 %
Oven	0.43	6.74 %
<b>Total</b>	<b>327.97</b>	<b>13.22 %</b>

Branch *	MTD Sales L	Brand Share %
MDU1	23.33	7.84 %
DGL1	19.86	12.17 %
MDU6	13.67	11.73 %
KRR1	10.37	12.25 %
MDU3	9.87	10.37 %
DGL2	9.51	11.56 %
TEN1	7.15	13.39 %
MPA1	5.16	7.15 %
TPT1	5.04	8.90 %
PNI1	4.76	12.12 %
BNR1	4.58	12.33 %
DKI1	4.58	7.40 %
TMM1	4.53	5.99 %
SVG1	3.01	5.69 %
KYK1	3.00	9.80 %
MDU7	2.79	3.17 %
TEN2	2.38	4.12 %
PKM1	1.97	7.53 %
MNM1	1.75	6.75 %
SZSD	0.53	1.88 %
WHMD	-0.22	6.13 %
<b>Total</b>	<b>327.97</b>	<b>13.22 %</b>

### WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	124.35	13.68 %
LED TV	79.47	22.45 %
Fridge	57.91	19.41 %
Wash-Mac	45.36	15.22 %
W.Heater	1.54	19.68 %
D-Freez	1.50	70.24 %
Chimney	0.54	5.79 %
W-Disp	0.44	51.34 %
Oven	0.38	8.29 %
<b>Total</b>	<b>311.47</b>	<b>16.53 %</b>

Branch *	MTD Sales L	Brand Share %
SLM1	16.85	9.55 %
ERD1	15.37	11.10 %
SLM3	10.75	11.66 %
SLM2	7.83	12.85 %
KRI1	6.83	11.08 %
MCR1	6.26	12.37 %
OML1	6.12	12.83 %
VPD1	5.57	12.70 %
HSR1	5.53	8.82 %
TRM1	5.32	10.46 %
APN1	4.99	13.76 %
EDP1	3.87	13.71 %
CMI1	3.15	11.82 %
VKL1	2.41	10.32 %
WZWH	1.14	9.58 %
SGG1	0.88	5.92 %
WHKP	-0.26	13.66 %
WHPD	-0.50	6.15 %
<b>Total</b>	<b>311.47</b>	<b>16.53 %</b>

**TRICHY-01**

Property	MTD Sales L	Brand Share %
Air-Cond	130.66	8.71 %
LED TV	81.51	15.96 %
Fridge	45.60	16.70 %
Wash-Mac	28.84	11.98 %
W.Heater	1.03	17.36 %
D-Freez	0.91	34.10 %
W-Disp	0.51	44.17 %
Oven	0.34	8.77 %
<b>Total</b>	<b>289.41</b>	<b>11.38 %</b>

Branch *	MTD Sales L	Brand Share %
TRY1	45.62	8.29 %
PBR2	20.44	13.12 %
MVM1	18.58	13.76 %
TVR2	13.19	9.99 %
KUM1	12.78	8.32 %
PTK1	12.50	10.30 %
TNJ2	12.27	10.75 %
TRY4	11.34	11.87 %
TRY3	7.74	10.41 %
JKM1	7.46	11.73 %
PBR1	6.74	13.47 %
TRY2	6.59	12.89 %
TNJ1	4.61	3.43 %
TYR1	1.05	1.44 %
ORU1	0.76	2.23 %
MSI1	0.58	1.21 %
TZSD	0.23	1.49 %
WTRZ	-0.41	4.01 %
<b>Total</b>	<b>289.41</b>	<b>11.38 %</b>

**NORTH ARCOT**

Property	MTD Sales L	Brand Share %
Air-Cond	101.28	13.82 %
LED TV	69.17	26.69 %
Fridge	38.26	24.50 %
Wash-Mac	26.59	15.87 %
D-Freez	2.64	51.17 %
W.Heater	1.82	14.40 %
Chimney	1.12	24.29 %
W-Disp	0.96	40.56 %
Oven	0.94	30.07 %
<b>Total</b>	<b>242.78</b>	<b>18.07 %</b>

Branch *	MTD Sales L	Brand Share %
KPM2	17.96	12.44 %
TRL1	16.85	12.38 %
VEL2	10.26	10.31 %
TRT1	6.17	11.82 %
ANI1	3.32	11.94 %
CPT1	3.03	10.52 %
CYR1	2.61	8.39 %
UGI1	2.36	12.64 %
WHVL	-1.17	13.04 %
<b>Total</b>	<b>242.78</b>	<b>18.07 %</b>

**WEST-01**

Property	MTD Sales L	Brand Share %
Air-Cond	105.59	10.73 %
LED TV	63.49	20.64 %
Fridge	39.82	16.32 %
Wash-Mac	22.82	9.12 %
W.Heater	1.98	18.17 %
Oven	0.57	8.19 %
D-Freez	0.39	23.49 %
W-Disp	0.36	56.28 %
Chimney	0.25	2.37 %
<b>Total</b>	<b>235.26</b>	<b>12.95 %</b>

Branch *	MTD Sales L	Brand Share %
CBE2	41.82	9.52 %
TPR2	11.37	9.23 %
TPR1	9.74	11.79 %
MPM1	7.67	11.88 %
KMR1	5.34	5.20 %
AVI1	4.10	8.15 %
CBE5	2.94	10.18 %
KMD1	2.22	7.38 %
SUL1	2.08	3.64 %
GBM1	1.87	5.09 %
KGI1	1.08	7.23 %
SYM2	0.93	2.93 %
ANR1	0.81	6.53 %
KGM1	0.13	0.39 %
WZSD	0.10	0.74 %
WHCB	-0.23	3.19 %
<b>Total</b>	<b>235.26</b>	<b>12.95 %</b>

**SOUTH ARCOT**

Property	MTD Sales L	Brand Share %
Air-Cond	78.96	11.40 %
LED TV	75.41	28.12 %
Fridge	37.43	22.04 %
Wash-Mac	23.83	16.28 %
D-Freez	3.64	62.50 %
W-Disp	0.59	64.28 %
Chimney	0.45	21.06 %
Oven	0.28	11.29 %
W.Heater	0.25	4.41 %
<b>Total</b>	<b>220.85</b>	<b>17.07 %</b>

Branch *	MTD Sales L	Brand Share %
CUD1	15.28	12.99 %
SJI2	10.30	13.74 %
KLM1	9.70	12.90 %
TRK1	9.03	12.83 %
CDM1	8.90	12.76 %
NVL2	8.25	11.90 %
VCM1	5.43	12.10 %
TVM1	4.94	13.22 %
<b>Total</b>	<b>220.85</b>	<b>17.07 %</b>