

MTD Sales
4,668.70 L

Brand Share %
12.12 %

Information:

MTD : 01-04-2026 To 26-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.12 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	2,882.07	10.17 %
LED TV	906.58	19.03 %
Fridge	502.01	18.58 %
Wash-Mac	304.53	12.54 %
D-Freez	42.21	54.44 %
Chimney	7.76	9.77 %
W-Disp	7.35	26.39 %
W.Heater	6.79	14.07 %
Oven	6.30	12.69 %
Vac-Clea	3.10	25.45 %
Total	4,668.70	12.12 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	783.15	12.35 %
TRICHY-01	579.97	11.24 %
SOUTH-03	571.56	11.01 %
WEST-02	560.74	14.78 %
CHENNAI-01	503.69	10.17 %
CHENNAI-02	495.49	11.55 %
NORTH ARCOT	413.31	15.43 %
SOUTH ARCOT	384.95	14.08 %
WEST-01	375.84	11.13 %
Total	4,668.70	12.12 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	495.07	10.53 %
LED TV	142.75	18.38 %
Fridge	84.12	19.71 %
Wash-Mac	52.80	13.52 %
D-Freez	3.47	31.53 %
Oven	1.43	14.49 %
W.Heater	1.20	19.14 %
Vac-Clea	1.13	41.52 %
Chimney	0.69	6.07 %
W-Disp	0.48	23.56 %
Total	783.15	12.35 %

Branch *	MTD Sales L	Brand Share %
TVL1	75.73	10.38 %
TUT1	41.25	6.73 %
KVT1	36.57	11.32 %
TKS2	34.70	11.45 %
TUT2	33.98	12.02 %
VLY1	25.55	11.40 %
VNR2	20.07	9.29 %
RPM1	19.81	9.89 %
TCN1	15.86	10.30 %
MMT1	10.17	9.15 %
ASM1	9.35	9.15 %
UDN1	9.19	9.52 %
APK2	9.09	11.62 %
S2SD	0.96	1.11 %
Total	783.15	12.35 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	368.47	9.47 %
LED TV	115.61	17.72 %
Fridge	56.42	18.57 %
Wash-Mac	29.11	10.25 %
D-Freez	8.50	61.63 %
W-Disp	0.76	38.29 %
Oven	0.55	11.52 %
Chimney	0.31	5.48 %
Vac-Clea	0.20	31.50 %
W.Heater	0.04	1.66 %
Total	579.97	11.24 %

Branch *	MTD Sales L	Brand Share %
TRY1	84.95	7.83 %
TVR2	27.82	11.22 %
TNJ2	27.29	11.70 %
KUM1	24.77	9.37 %
PTK1	22.76	11.73 %
TNJ1	15.28	5.23 %
TRY3	13.44	7.01 %
TRY2	11.10	8.43 %
TTP1	10.56	11.23 %
TYR1	8.74	5.21 %
KUM2	6.12	6.23 %
NMM1	5.73	9.75 %
MSI1	3.52	3.22 %
TZSD	0.22	2.27 %
WTRZ	-4.00	11.33 %
Total	579.97	11.24 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	338.31	8.79 %
LED TV	104.38	17.44 %
Fridge	76.11	19.98 %
Wash-Mac	43.21	13.26 %
D-Freez	6.01	50.17 %
Chimney	1.13	9.28 %
W-Disp	1.12	46.58 %
W.Heater	0.67	14.96 %
Vac-Clea	0.35	20.72 %
Oven	0.26	5.71 %
Total	571.56	11.01 %

Branch *	MTD Sales L	Brand Share %
MDU1	48.29	7.50 %
MDU2	36.49	10.71 %
DGL1	32.25	12.06 %
MDU6	27.33	9.96 %
TPT1	16.69	11.81 %
MDU3	16.51	9.38 %
ATG1	14.65	7.75 %
MDU4	14.30	10.36 %
SVG1	13.51	11.27 %
DGL2	12.94	11.25 %
KRR1	12.46	4.98 %
TEN1	10.39	10.03 %
PNI1	8.79	10.45 %
DKI1	7.72	6.00 %
MPA1	6.94	3.72 %
MNM1	5.65	9.22 %
MDU7	5.49	2.96 %
TMM1	4.92	2.94 %
PKM1	4.60	9.95 %
TEN2	3.45	2.41 %
SZSD	1.39	4.33 %
Total	571.56	11.01 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	348.90	12.82 %
LED TV	98.75	21.25 %
Fridge	62.89	20.66 %
Wash-Mac	43.60	15.98 %
D-Freez	4.60	83.57 %
W.Heater	0.76	17.11 %
Chimney	0.49	3.79 %
Oven	0.40	8.43 %
Vac-Clea	0.19	23.07 %
W-Disp	0.16	5.71 %
Total	560.74	14.78 %

Branch *	MTD Sales L	Brand Share %
ERD1	44.00	11.92 %
SLM3	20.66	11.07 %
SLM1	19.87	5.28 %
NKL2	16.90	9.14 %
SLM2	15.15	10.13 %
KRI1	14.73	10.91 %
VPD1	8.96	10.77 %
OML1	8.57	8.96 %
APN1	4.93	8.92 %
VKL1	3.17	7.95 %
WZWH	0.83	7.10 %
WHPD	-2.31	11.48 %
Total	560.74	14.78 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	297.33	8.35 %
LED TV	114.60	18.82 %
Fridge	48.48	12.39 %
Wash-Mac	33.26	9.76 %
D-Freez	3.75	56.58 %
Chimney	2.11	18.48 %
W-Disp	1.44	17.44 %
W.Heater	1.03	9.33 %
Oven	0.87	8.35 %
Vac-Clea	0.82	20.18 %
Total	503.69	10.17 %

Branch *	MTD Sales L	Brand Share %
CH47	32.30	9.83 %
CH14	26.57	7.92 %
CH08	25.60	10.45 %
CH05	20.45	5.36 %
CH16	19.85	6.74 %
CH42	18.07	8.77 %
CH48	17.88	8.44 %
CH38	12.79	9.36 %
CH35	12.73	10.50 %
SKL1	12.39	9.56 %
CH22	10.32	6.92 %
CH19	8.86	3.70 %
CH45	8.56	4.86 %
KNR1	7.70	9.35 %
CZWH	7.56	8.77 %
CH49	5.24	2.61 %
CGL1	3.20	3.03 %
WHC3	2.54	5.89 %
MC10	0.19	10.72 %
CH29	0.16	1.49 %
CH40		0.00 %
MC09		0.00 %
WCHN	-14.17	8.98 %
Total	503.69	10.17 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	299.54	9.67 %
LED TV	103.55	17.61 %
Fridge	53.73	17.57 %
Wash-Mac	33.14	12.06 %
D-Freez	1.84	38.82 %
W-Disp	1.40	41.30 %
Oven	0.96	19.22 %
W.Heater	0.93	16.17 %
Chimney	0.41	8.46 %
Total	495.49	11.55 %

Branch *	MTD Sales L	Brand Share %
CH15	35.80	8.25 %
CH03	29.19	6.57 %
CH24	27.93	11.48 %
CH12	25.94	9.79 %
CH51	16.20	10.28 %
CH06	13.45	7.93 %
CH34	12.17	8.75 %
CH44	9.18	7.76 %
MJR1	8.85	6.30 %
CH46	7.17	8.77 %
CH27	1.81	3.02 %
CH32	1.22	4.27 %
MC06	1.14	7.04 %
MC05		0.00 %
Total	495.49	11.55 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	259.49	12.99 %
LED TV	73.76	24.13 %
Fridge	45.15	26.16 %
Wash-Mac	22.81	13.28 %
D-Freez	7.73	62.41 %
Chimney	1.90	25.11 %
W-Disp	1.12	39.73 %
Oven	0.78	27.64 %
W.Heater	0.57	13.05 %
Total	413.31	15.43 %

Branch *	MTD Sales L	Brand Share %
KPM2	22.51	8.01 %
TRR1	20.40	11.22 %
VEL2	16.57	7.29 %
GDM1	12.28	11.99 %
TRL1	11.57	5.95 %
CYR1	3.82	6.18 %
UGI1	3.06	10.51 %
Total	413.31	15.43 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	230.59	11.70 %
LED TV	88.47	22.80 %
Fridge	35.10	17.98 %
Wash-Mac	25.31	15.34 %
D-Freez	4.05	63.35 %
Oven	0.42	23.11 %
Chimney	0.32	9.56 %
W.Heater	0.26	9.98 %
W-Disp	0.22	15.12 %
Vac-Clea	0.19	50.85 %
Total	384.95	14.08 %

Branch *	MTD Sales L	Brand Share %
CUD1	22.50	8.01 %
KLM1	13.88	9.85 %
TRK1	13.25	8.91 %
VCM2	8.12	11.68 %
WHUT	-2.49	10.43 %
Total	384.95	14.08 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	244.38	9.63 %
LED TV	64.70	16.95 %
Fridge	40.01	18.15 %
Wash-Mac	21.29	10.43 %
D-Freez	2.25	44.26 %
W.Heater	1.32	18.83 %
W-Disp	0.64	23.95 %
Oven	0.63	11.19 %
Chimney	0.41	3.99 %
Vac-Clea	0.21	17.67 %
Total	375.84	11.13 %

Branch *	MTD Sales L	Brand Share %
CBE2	47.29	6.80 %
TPR2	27.38	10.74 %
CBE4	21.76	9.87 %
TPR1	20.61	11.99 %
MPM1	17.33	10.93 %
CBE6	16.34	11.99 %
UMP1	10.20	10.03 %
TPR3	8.91	11.35 %
GBM1	8.69	9.61 %
AVI1	8.43	8.57 %
KMD1	7.08	10.61 %
PPI1	5.14	10.90 %
KMR1	2.94	1.63 %
ANR1	2.62	8.76 %
SUL1	2.41	2.85 %
KGM1	1.63	2.17 %
SYM2	1.38	1.90 %
KGI1	0.88	5.69 %
WZSD	0.42	8.49 %
Total	375.84	11.13 %