

MTD Sales
1,872.95 L

Brand Share %
11.73 %

Information:

MTD : 01-09-2026 To 26-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.73 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	758.49	19.49 %
Fridge	375.25	12.68 %
Air-Cond	323.26	5.80 %
Wash-Mac	314.48	11.47 %
D-Freez	47.23	58.14 %
W.Heater	21.93	13.58 %
Oven	8.04	14.78 %
Chimney	6.66	7.74 %
Small-Ap	4.82	10.53 %
W-Disp	4.45	13.50 %
Vac-Clea	4.40	11.51 %
Gas-Stov	3.95	1.28 %
Total	1,872.95	11.73 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	339.02	12.37 %
CHENNAI-02	226.63	10.60 %
TRICHY-01	226.29	10.69 %
CHENNAI-01	220.06	8.96 %
SOUTH-03	202.59	11.22 %
SOUTH ARCOT	166.08	14.68 %
WEST-02	154.55	16.54 %
NORTH ARCOT	148.35	12.17 %
WEST-03	97.14	14.48 %
WEST-01	92.24	12.21 %
Total	1,872.95	11.73 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	122.90	19.32 %
Air-Cond	67.02	6.42 %
Fridge	66.19	13.71 %
Wash-Mac	65.57	14.70 %
D-Freez	9.01	72.95 %
Oven	2.01	15.59 %
Vac-Clea	1.65	15.81 %
W.Heater	1.47	7.85 %
Chimney	1.02	8.82 %
Small-Ap	1.00	14.63 %
W-Disp	0.60	19.45 %
Gas-Stov	0.58	1.03 %
Total	339.02	12.37 %

Branch *	MTD Sales L	Brand Share %
TUT1	22.06	7.24 %
KVT1	21.96	11.64 %
NGR1	16.03	11.33 %
TKS2	13.04	11.30 %
RPM1	8.67	7.01 %
TKS1	8.09	9.71 %
TYI1	5.12	10.00 %
VNR2	5.01	5.95 %
ASM1	4.29	9.82 %
TCN1	4.08	6.98 %
TUT2	3.30	2.96 %
VKM1	3.19	9.82 %
UDN1	2.93	6.76 %
WHTV	-0.53	5.25 %
Total	339.02	12.37 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	99.07	18.82 %
Air-Cond	46.75	5.64 %
Fridge	39.04	10.57 %
Wash-Mac	32.02	9.57 %
D-Freez	3.36	47.34 %
W.Heater	2.27	12.06 %
Oven	1.20	15.95 %
Chimney	0.76	12.36 %
Small-Ap	0.69	11.12 %
W-Disp	0.60	15.41 %
Gas-Stov	0.60	2.39 %
Vac-Clea	0.26	7.53 %
Total	226.63	10.60 %

Branch *	MTD Sales L	Brand Share %
CH03	14.85	6.73 %
CH15	12.56	5.83 %
CH12	11.23	9.75 %
CH18	9.28	7.91 %
CH21	8.70	6.82 %
CH06	7.64	9.19 %
CH33	7.54	10.79 %
CH34	5.19	6.70 %
CH43	3.64	6.08 %
CH41	2.13	2.62 %
CH31	1.68	10.02 %
CH37	0.89	2.77 %
CH27	0.67	1.86 %
CH32	0.57	5.01 %
CH01	0.14	2.60 %
MC06		0.00 %
WCHN	-5.72	7.71 %
Total	226.63	10.60 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	109.51	20.79 %
Fridge	42.84	11.06 %
Wash-Mac	39.17	13.13 %
Air-Cond	25.72	3.16 %
D-Freez	5.58	53.20 %
W.Heater	2.39	11.40 %
Oven	0.47	11.78 %
Small-Ap	0.20	5.51 %
Vac-Clea	0.20	9.96 %
Chimney	0.13	1.34 %
W-Disp	0.09	4.43 %
Total	226.29	10.69 %

Branch *	MTD Sales L	Brand Share %
TRY1	19.63	6.13 %
MVM1	15.07	10.52 %
KUM1	13.10	10.74 %
PBR2	12.95	10.35 %
TRY4	9.31	11.42 %
TNJ2	8.93	8.82 %
TVR2	8.08	7.62 %
PDK2	7.81	11.69 %
TNJ1	5.33	4.74 %
TYR1	4.87	9.48 %
TRY3	4.25	6.99 %
TTP1	4.16	10.15 %
AYR1	3.17	6.58 %
PBR1	1.12	3.05 %
MSI1	0.56	1.53 %
WTRZ	-0.33	1.68 %
TZSD	-1.00	9.80 %
Total	226.29	10.69 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	83.96	16.42 %
Air-Cond	53.07	5.31 %
Fridge	37.34	8.65 %
Wash-Mac	30.76	7.90 %
D-Freez	6.35	61.98 %
W.Heater	2.97	9.33 %
Chimney	1.33	16.19 %
W-Disp	1.16	16.76 %
Oven	1.01	11.75 %
Gas-Stov	0.87	2.09 %
Small-Ap	0.83	8.76 %
Vac-Clea	0.41	4.59 %
Total	220.06	8.96 %

Branch *	MTD Sales L	Brand Share %
CH14	15.50	10.50 %
CH16	11.58	6.35 %
CH07	10.36	10.07 %
CH19	9.75	7.50 %
CH05	9.40	5.89 %
CH42	7.57	6.56 %
CH22	6.36	8.43 %
CH25	6.08	6.37 %
MRM1	5.91	8.61 %
CH49	4.88	3.66 %
CH45	4.79	4.86 %
CZWH	4.51	7.79 %
CH47	3.25	2.02 %
CH48	2.03	1.92 %
CH39	1.58	4.02 %
CGL1	1.57	4.14 %
MC09	0.53	4.32 %
CH26	0.52	2.08 %
CH29	0.05	0.65 %
CH40		0.00 %
Total	220.06	8.96 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	85.96	19.46 %
Fridge	39.53	11.61 %
Wash-Mac	38.35	12.22 %
Air-Cond	28.97	4.70 %
D-Freez	4.58	61.35 %
W.Heater	2.50	15.58 %
Chimney	1.09	9.70 %
Small-Ap	0.41	9.04 %
Oven	0.40	8.03 %
Gas-Stov	0.35	0.87 %
W-Disp	0.24	4.83 %
Vac-Clea	0.20	5.83 %
Total	202.59	11.22 %

Branch *	MTD Sales L	Brand Share %
MDU1	16.26	7.13 %
MDU2	11.26	9.28 %
DGL1	10.73	8.49 %
KKD3	10.19	8.96 %
MDU6	7.70	10.15 %
ATG1	5.04	8.32 %
DKI1	4.58	6.53 %
TEN2	4.04	10.43 %
SVG1	3.50	9.24 %
TMM1	3.08	5.78 %
MPA1	2.90	6.42 %
BNR1	2.84	9.09 %
PNV2	2.61	10.89 %
MDU5	2.28	7.69 %
MDU7	1.67	2.98 %
SZSD	1.56	-88.45 %
ODM1	1.38	8.96 %
KRR1	1.16	2.06 %
PKM1	0.76	4.03 %
USL1	0.06	0.18 %
WHMD	-0.81	8.35 %
Total	202.59	11.22 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	69.93	23.44 %
Fridge	37.24	17.60 %
Air-Cond	32.67	8.85 %
Wash-Mac	15.64	8.07 %
D-Freez	7.23	64.32 %
W.Heater	2.12	15.60 %
Oven	0.59	17.62 %
Chimney	0.44	10.89 %
Small-Ap	0.10	3.07 %
W-Disp	0.09	4.06 %
Vac-Clea	0.03	1.97 %
Total	166.08	14.68 %

Branch *	MTD Sales L	Brand Share %
KLM1	7.47	10.26 %
SJI2	5.57	8.32 %
NVL2	5.21	9.26 %
TVM2	3.16	10.73 %
WHNV	-0.27	5.53 %
Total	166.08	14.68 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	55.27	20.89 %
Fridge	41.38	19.17 %
Wash-Mac	32.57	15.34 %
Air-Cond	17.30	9.70 %
D-Freez	3.07	59.80 %
W.Heater	2.70	28.50 %
Oven	0.77	21.23 %
Gas-Stov	0.46	1.71 %
Chimney	0.43	3.96 %
W-Disp	0.26	6.89 %
Vac-Clea	0.22	17.31 %
Small-Ap	0.11	4.67 %
Total	154.55	16.54 %

Branch *	MTD Sales L	Brand Share %
SLM1	9.41	9.87 %
TRM1	0.79	1.59 %
Total	154.55	16.54 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	58.07	19.03 %
Fridge	28.09	12.54 %
Air-Cond	27.21	6.76 %
Wash-Mac	22.24	10.09 %
D-Freez	4.98	44.67 %
W.Heater	3.26	22.49 %
Chimney	1.30	15.92 %
W-Disp	0.96	36.82 %
Small-Ap	0.82	18.47 %
Oven	0.77	26.15 %
Vac-Clea	0.56	25.66 %
Gas-Stov	0.11	0.49 %
Total	148.35	12.17 %

Branch *	MTD Sales L	Brand Share %
VEL4	9.63	11.05 %
KPM2	8.96	7.32 %
TRR1	6.28	8.68 %
AKM1	5.92	10.86 %
VEL3	5.65	7.27 %
CGM1	4.88	11.51 %
TRL1	3.88	4.92 %
VEL2	2.70	3.65 %
PLR1	2.49	6.03 %
TRT1	1.63	4.25 %
NASD	-0.64	7.29 %
Total	148.35	12.17 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	37.22	22.20 %
Fridge	21.37	16.60 %
Wash-Mac	18.32	12.01 %
Air-Cond	15.91	8.50 %
D-Freez	2.47	64.62 %
W.Heater	0.72	12.76 %
Gas-Stov	0.39	2.71 %
Oven	0.35	19.70 %
Small-Ap	0.20	14.33 %
W-Disp	0.18	15.64 %
Total	97.14	14.48 %

Branch *	MTD Sales L	Brand Share %
RSP1	4.08	10.86 %
ERD1	2.89	3.15 %
SYM2	2.39	8.42 %
KGM1	2.05	11.05 %
TPR3	1.03	8.92 %
TPR4	0.58	4.68 %
W3SD	-0.86	-62.52 %
WHPD	-1.02	11.02 %
Total	97.14	14.48 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	36.61	17.14 %
Fridge	22.23	13.22 %
Wash-Mac	19.83	11.00 %
Air-Cond	8.64	6.65 %
W.Heater	1.53	12.81 %
Vac-Clea	0.87	22.37 %
D-Freez	0.60	26.85 %
Gas-Stov	0.59	2.46 %
Small-Ap	0.46	12.44 %
Oven	0.46	9.84 %
W-Disp	0.26	11.86 %
Chimney	0.16	1.51 %
Total	92.24	12.21 %

Branch *	MTD Sales L	Brand Share %
CBE2	9.77	6.98 %
KMR1	6.19	8.16 %
CBE6	4.19	7.75 %
SUL1	3.08	9.41 %
PLI1	2.38	4.57 %
KMD1	1.43	7.74 %
MPM1	0.69	1.83 %
KGI1	0.52	3.85 %
ANR1	0.45	6.47 %
WHCB	-0.92	5.67 %
Total	92.24	12.21 %