

MTD Sales
4,817.96 L

Brand Share %
12.07 %

Information:

MTD : 01-04-2026 To 27-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.07 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	2,972.61	10.12 %
LED TV	934.99	18.97 %
Fridge	522.38	18.66 %
Wash-Mac	312.01	12.38 %
D-Freez	43.53	53.18 %
Chimney	8.06	9.94 %
W-Disp	7.51	25.83 %
W.Heater	7.00	14.11 %
Oven	6.77	13.32 %
Vac-Clea	3.10	25.27 %
Total	4,817.96	12.07 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	812.80	12.28 %
TRICHY-01	601.42	11.27 %
SOUTH-03	593.17	11.02 %
WEST-02	584.81	14.68 %
CHENNAI-01	518.27	10.19 %
CHENNAI-02	507.74	11.50 %
NORTH ARCOT	423.46	15.36 %
SOUTH ARCOT	392.15	13.76 %
WEST-01	384.14	11.00 %
Total	4,817.96	12.07 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	514.41	10.45 %
LED TV	145.40	18.05 %
Fridge	90.03	20.25 %
Wash-Mac	54.15	13.41 %
D-Freez	3.79	31.57 %
Oven	1.43	14.49 %
W.Heater	1.27	19.69 %
Vac-Clea	1.13	41.52 %
Chimney	0.69	5.99 %
W-Disp	0.48	19.24 %
Total	812.80	12.28 %

Branch *	MTD Sales L	Brand Share %
TVL1	76.26	10.09 %
TUT1	44.31	6.88 %
KVT1	37.87	11.28 %
TKS2	35.59	11.20 %
VLY1	26.05	10.99 %
RPM1	20.95	9.92 %
VNR2	20.07	9.03 %
TCN1	16.78	10.56 %
TYI1	11.05	11.88 %
MMT1	10.63	9.28 %
ASM1	9.56	8.80 %
UDN1	9.19	9.43 %
S2SD	1.93	1.96 %
Total	812.80	12.28 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	383.08	9.52 %
LED TV	119.74	17.84 %
Fridge	58.81	18.71 %
Wash-Mac	29.18	9.90 %
D-Freez	8.76	59.52 %
W-Disp	0.76	37.05 %
Oven	0.55	11.14 %
Chimney	0.31	5.48 %
Vac-Clea	0.20	27.67 %
W.Heater	0.04	1.59 %
Total	601.42	11.27 %

Branch *	MTD Sales L	Brand Share %
TRY1	90.97	8.09 %
TVR2	28.19	11.12 %
TNJ2	27.92	11.58 %
KUM1	25.89	9.48 %
PTK1	23.13	11.30 %
TNJ1	15.92	5.27 %
AYR1	15.68	12.00 %
TRY3	14.57	7.41 %
TRY2	12.00	8.84 %
TTP1	10.93	11.23 %
TYR1	8.74	5.08 %
KUM2	7.27	7.12 %
NMM1	5.73	9.59 %
MSI1	3.52	3.14 %
TZSD	0.22	2.27 %
WTRZ	-4.21	10.58 %
Total	601.42	11.27 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	352.80	8.82 %
LED TV	107.48	17.34 %
Fridge	78.81	20.09 %
Wash-Mac	44.52	13.24 %
D-Freez	6.01	49.68 %
Chimney	1.13	9.18 %
W-Disp	1.12	45.23 %
W.Heater	0.67	14.23 %
Vac-Clea	0.35	20.72 %
Oven	0.26	5.71 %
Total	593.17	11.02 %

Branch *	MTD Sales L	Brand Share %
MDU1	49.32	7.48 %
MDU2	37.52	10.50 %
MDU6	28.08	9.86 %
TPT1	17.11	11.50 %
MDU3	16.88	9.30 %
ATG1	15.52	7.86 %
MDU4	15.26	10.78 %
SVG1	15.08	11.90 %
DGL2	13.10	11.16 %
KRR1	13.10	5.10 %
TEN1	10.52	9.68 %
PNI1	9.08	9.90 %
DKI1	7.72	5.77 %
MPA1	6.94	3.64 %
MNM1	6.44	9.92 %
MDU7	5.49	2.82 %
TMM1	5.05	2.92 %
PKM1	4.82	9.81 %
TEN2	3.45	2.32 %
SZSD	1.39	4.33 %
WHMD	-3.55	11.87 %
Total	593.17	11.02 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	364.35	12.71 %
LED TV	103.07	21.35 %
Fridge	65.33	20.54 %
Wash-Mac	45.19	16.00 %
D-Freez	4.60	78.97 %
W.Heater	0.76	17.11 %
Chimney	0.64	4.70 %
Oven	0.52	10.40 %
Vac-Clea	0.19	23.07 %
W-Disp	0.16	5.71 %
Total	584.81	14.68 %

Branch *	MTD Sales L	Brand Share %
ERD1	45.26	11.75 %
SLM3	21.22	10.78 %
SLM1	21.15	5.36 %
NKL2	17.50	8.92 %
SLM2	15.15	9.71 %
KRI1	14.73	10.55 %
RSP1	13.78	12.05 %
VPD1	10.25	11.78 %
OML1	8.57	8.63 %
APN1	4.93	8.70 %
VKL1	3.17	7.81 %
WZWH	0.83	6.88 %
WHPD	-2.31	10.08 %
Total	584.81	14.68 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	303.85	8.33 %
LED TV	119.92	19.09 %
Fridge	49.93	12.38 %
Wash-Mac	33.88	9.54 %
D-Freez	4.07	56.70 %
Chimney	2.11	18.48 %
W-Disp	1.44	16.96 %
Oven	1.22	11.22 %
W.Heater	1.03	9.27 %
Vac-Clea	0.82	20.18 %
Total	518.27	10.19 %

Branch *	MTD Sales L	Brand Share %
CH47	32.84	9.84 %
CH08	27.23	10.73 %
CH14	26.57	7.69 %
CH05	21.09	5.37 %
CH16	19.85	6.53 %
CH42	18.72	8.74 %
CH48	17.45	8.09 %
CH35	13.37	10.76 %
SKL1	13.22	9.60 %
CH38	13.05	9.20 %
CH22	10.78	6.68 %
CH19	9.96	4.02 %
CH45	8.69	4.84 %
KNR1	7.70	9.22 %
CZWH	7.56	8.58 %
CH49	5.56	2.67 %
CGL1	3.33	3.05 %
WHC3	2.54	5.89 %
MC10	0.19	10.72 %
CH29	0.16	1.44 %
CH40		0.00 %
MC09		0.00 %
WCHN	-14.63	8.08 %
Total	518.27	10.19 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	305.24	9.58 %
LED TV	107.38	17.73 %
Fridge	55.44	17.54 %
Wash-Mac	33.98	12.05 %
D-Freez	1.84	37.18 %
W-Disp	1.56	43.98 %
Oven	0.96	18.90 %
W.Heater	0.93	16.10 %
Chimney	0.41	8.10 %
Total	507.74	11.50 %

Branch *	MTD Sales L	Brand Share %
CH15	35.63	7.86 %
CH03	30.75	6.69 %
CH24	29.66	11.90 %
CH12	26.72	9.79 %
CH51	16.98	10.56 %
CH06	13.75	7.96 %
CH34	12.56	8.74 %
CH44	9.98	8.05 %
MJR1	8.85	6.21 %
CH46	7.17	8.46 %
CH27	2.47	3.92 %
CH32	1.22	4.16 %
MC06	1.14	7.04 %
MC05		0.00 %
Total	507.74	11.50 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	263.42	12.86 %
LED TV	76.22	24.08 %
Fridge	47.54	26.14 %
Wash-Mac	23.78	13.34 %
D-Freez	7.92	59.93 %
Chimney	2.05	26.06 %
W-Disp	1.12	39.73 %
Oven	0.78	27.64 %
W.Heater	0.64	13.73 %
Total	423.46	15.36 %

Branch *	MTD Sales L	Brand Share %
KPM2	23.27	8.04 %
TRR1	20.81	11.16 %
VEL2	16.71	7.21 %
TRL1	12.54	6.18 %
GDM1	12.45	11.76 %
CYR1	3.94	6.16 %
UGI1	3.06	10.37 %
Total	423.46	15.36 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	235.05	11.49 %
LED TV	89.65	21.93 %
Fridge	35.78	17.59 %
Wash-Mac	25.88	14.73 %
D-Freez	4.29	64.65 %
Oven	0.42	20.67 %
W.Heater	0.34	11.37 %
Chimney	0.32	9.56 %
W-Disp	0.22	14.41 %
Vac-Clea	0.19	50.85 %
Total	392.15	13.76 %

Branch *	MTD Sales L	Brand Share %
CUD1	22.69	7.38 %
KLM1	13.88	9.47 %
TRK1	13.41	8.66 %
VCM2	8.39	11.73 %
WHUT	-2.49	10.20 %
Total	392.15	13.76 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	250.42	9.51 %
LED TV	66.12	16.96 %
Fridge	40.71	18.01 %
Wash-Mac	21.44	10.16 %
D-Freez	2.25	43.08 %
W.Heater	1.32	18.41 %
W-Disp	0.64	22.61 %
Oven	0.63	11.19 %
Chimney	0.41	3.93 %
Vac-Clea	0.21	17.67 %
Total	384.14	11.00 %

Branch *	MTD Sales L	Brand Share %
CBE2	48.52	6.85 %
TPR2	27.38	10.43 %
CBE4	22.85	10.05 %
TPR1	20.92	11.78 %
MPM1	17.73	10.73 %
UMP1	10.20	9.57 %
TPR3	9.38	11.23 %
GBM1	9.04	9.63 %
AVI1	8.43	8.27 %
KMD1	7.40	9.61 %
PPI1	5.46	11.28 %
KMR1	3.26	1.72 %
ANR1	2.75	8.96 %
SUL1	2.65	3.02 %
KGM1	1.63	2.12 %
SYM2	1.38	1.81 %
KGI1	0.88	5.57 %
WZSD	0.42	7.40 %
WHCB	-6.44	11.97 %
Total	384.14	11.00 %