

MTD Sales
3,243.37 L

Brand Share %
12.69 %

Information:

MTD : 01-05-2026 To 27-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.69 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	1,367.18	8.94 %
LED TV	935.80	22.04 %
Fridge	601.34	19.48 %
Wash-Mac	274.07	10.75 %
D-Freez	39.45	54.45 %
Chimney	7.08	9.06 %
Oven	5.72	12.52 %
W-Disp	5.68	16.13 %
W.Heater	5.15	5.32 %
Vac-Clea	1.64	13.31 %
Small-Ap	0.26	0.60 %
Total	3,243.37	12.69 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	552.92	14.81 %
CHENNAI-01	480.10	10.85 %
TRICHY-01	408.70	11.95 %
CHENNAI-02	398.91	10.64 %
SOUTH-03	397.80	12.82 %
WEST-02	309.06	15.97 %
SOUTH ARCOT	273.38	13.57 %
NORTH ARCOT	229.99	12.90 %
WEST-01	192.50	13.75 %
Total	3,243.37	12.69 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	213.91	10.80 %
LED TV	174.07	24.46 %
Fridge	103.90	20.17 %
Wash-Mac	51.00	10.92 %
D-Freez	6.22	62.82 %
W.Heater	1.34	12.00 %
Oven	1.11	10.35 %
Vac-Clea	0.57	18.80 %
Chimney	0.48	4.28 %
W-Disp	0.23	10.24 %
Small-Ap	0.10	1.01 %
Total	552.92	14.81 %

Branch *	MTD Sales L	Brand Share %
TUT1	49.60	12.09 %
TVL1	44.96	10.95 %
VLY1	18.55	12.10 %
VNR2	13.48	10.13 %
TYI1	7.31	11.24 %
MMT1	6.79	12.47 %
VKM1	5.92	11.54 %
UDN1	5.17	8.48 %
STU2	1.10	2.20 %
S2SD	0.10	0.31 %
Total	552.92	14.81 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	245.16	8.25 %
LED TV	115.22	19.15 %
Fridge	72.60	16.43 %
Wash-Mac	36.69	10.90 %
D-Freez	4.93	45.10 %
Chimney	2.25	24.78 %
W-Disp	1.89	12.33 %
Oven	0.82	10.58 %
W.Heater	0.43	2.03 %
Small-Ap	0.11	1.32 %
Total	480.10	10.85 %

Branch *	MTD Sales L	Brand Share %
CH05	28.98	8.78 %
CH08	25.67	12.30 %
CH16	22.29	7.41 %
CH14	19.45	6.23 %
CH19	16.68	7.90 %
CH42	16.12	8.84 %
CH48	14.25	8.28 %
CH47	14.10	5.69 %
AVD1	13.00	12.06 %
CH35	12.82	11.43 %
CH22	11.55	9.18 %
CH45	9.64	6.58 %
CH38	8.99	10.28 %
SKL1	8.10	10.37 %
KNR1	6.66	7.90 %
CH26	4.05	11.83 %
WHC3	2.56	3.07 %
CH49	2.54	1.38 %
CGL1	1.40	1.57 %
CH40	0.76	5.44 %
CH29		0.00 %
MC09		0.00 %
MC10		0.00 %
WCHN	-7.80	7.48 %
Total	480.10	10.85 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	196.15	9.01 %
LED TV	111.18	20.43 %
Fridge	64.46	17.08 %
Wash-Mac	29.17	10.23 %
D-Freez	7.24	68.78 %
Oven	0.34	8.28 %
Vac-Clea	0.13	13.77 %
W.Heater	0.03	0.50 %
W-Disp		0.00 %
Total	408.70	11.95 %

Branch *	MTD Sales L	Brand Share %
TRY1	41.26	7.72 %
TVR2	23.86	12.67 %
KUM1	18.80	10.22 %
TNJ2	13.69	7.93 %
TRY3	8.67	9.08 %
TNJ1	7.77	3.82 %
TRY2	6.49	11.56 %
TYR1	5.72	6.50 %
MSI1	4.27	7.72 %
NMM1	2.06	4.11 %
TZSD	0.01	0.08 %
WTRZ	-5.44	10.26 %
Total	408.70	11.95 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	209.53	8.03 %
LED TV	96.60	20.24 %
Fridge	62.42	17.45 %
Wash-Mac	26.65	9.55 %
Chimney	1.07	22.20 %
W-Disp	1.05	24.66 %
D-Freez	0.69	14.35 %
Oven	0.57	15.50 %
W.Heater	0.32	11.46 %
Total	398.91	10.64 %

Branch *	MTD Sales L	Brand Share %
CH21	32.11	12.51 %
CH15	28.53	8.54 %
CH03	23.55	6.11 %
CH12	23.41	8.42 %
CH24	22.26	10.98 %
CH18	21.61	11.10 %
CH06	17.44	12.18 %
CH50	14.17	9.73 %
CH20	13.31	8.79 %
CH34	11.73	9.67 %
CH43	10.58	12.51 %
MJR1	9.27	7.20 %
CH36	7.69	11.86 %
CH31	7.66	9.87 %
CH46	3.38	5.33 %
CH44	3.08	2.17 %
CH32	0.92	3.83 %
CH27	0.64	1.19 %
MC06	0.54	3.27 %
CH01	0.30	4.23 %
MC05		0.00 %
Total	398.91	10.64 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	144.98	8.38 %
LED TV	116.16	19.68 %
Fridge	87.74	21.33 %
Wash-Mac	39.47	12.16 %
D-Freez	6.82	71.91 %
Chimney	0.70	5.33 %
W-Disp	0.63	22.85 %
W.Heater	0.61	6.37 %
Oven	0.57	11.54 %
Vac-Clea	0.14	8.12 %
Total	397.80	12.82 %

Branch *	MTD Sales L	Brand Share %
DGL1	32.46	9.66 %
MDU1	30.14	8.97 %
MDU6	15.51	11.24 %
ATG1	12.85	9.61 %
MDU3	10.18	10.95 %
DKI1	9.94	12.01 %
MDU7	8.93	8.48 %
MDU4	8.35	12.17 %
KRR1	7.32	8.04 %
MPA1	7.24	8.61 %
TMM1	6.70	7.80 %
PNI1	5.82	12.37 %
CBM1	5.42	11.08 %
DGL2	5.28	8.25 %
ODM1	4.72	9.32 %
KYK1	3.16	7.07 %
TEN2	2.06	3.33 %
SZSD	0.43	2.03 %
WHMD	-2.02	7.18 %
Total	397.80	12.82 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	108.33	11.53 %
LED TV	94.01	24.00 %
Fridge	71.08	23.57 %
Wash-Mac	29.94	11.26 %
D-Freez	3.20	60.91 %
Chimney	0.78	6.79 %
Oven	0.69	18.77 %
W.Heater	0.40	3.53 %
Vac-Clea	0.39	51.72 %
W-Disp	0.25	13.98 %
Total	309.06	15.97 %

Branch *	MTD Sales L	Brand Share %
ERD1	17.88	11.26 %
SLM1	16.49	9.23 %
SLM2	10.02	10.41 %
KRI1	6.29	9.53 %
VPD1	6.16	11.95 %
TRM1	4.96	12.60 %
WZWH	0.43	2.58 %
WHPD	-2.87	8.05 %
Total	309.06	15.97 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	110.52	9.21 %
LED TV	97.86	27.45 %
Fridge	40.22	17.73 %
Wash-Mac	19.97	10.07 %
D-Freez	3.70	50.82 %
W-Disp	0.41	38.72 %
Oven	0.40	15.92 %
Vac-Clea	0.21	28.97 %
W.Heater	0.05	0.32 %
Small-Ap	0.05	2.42 %
Total	273.38	13.57 %

Branch *	MTD Sales L	Brand Share %
POY1	18.76	7.78 %
CUD1	16.36	8.27 %
PRT1	13.45	12.62 %
KLM1	12.50	11.57 %
TRK1	10.10	9.54 %
ULP1	9.19	10.11 %
VCM2	8.30	11.48 %
VCM1	1.15	4.40 %
WHUT	-1.87	6.64 %
Total	273.38	13.57 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	88.52	8.03 %
LED TV	59.57	22.54 %
Fridge	56.09	25.20 %
Wash-Mac	17.63	10.58 %
D-Freez	4.78	47.10 %
Chimney	1.46	36.90 %
W-Disp	0.71	19.73 %
W.Heater	0.63	16.96 %
Oven	0.60	19.55 %
Total	229.99	12.90 %

Branch *	MTD Sales L	Brand Share %
VEL1	13.44	12.46 %
KPM2	12.43	6.59 %
AKM1	11.86	12.07 %
VEL2	11.49	7.56 %
TRR1	7.69	8.27 %
TRT1	7.02	8.36 %
TRL1	6.24	3.91 %
GDM1	5.22	10.92 %
CPT1	5.01	10.86 %
CYR1	3.00	6.38 %
WHVL	-4.75	11.32 %
Total	229.99	12.90 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	71.14	23.08 %
Air-Cond	50.08	8.52 %
Fridge	42.84	18.48 %
Wash-Mac	23.56	10.40 %
D-Freez	1.87	45.38 %
W.Heater	1.33	9.58 %
Oven	0.63	11.81 %
W-Disp	0.52	25.86 %
Chimney	0.33	2.30 %
Vac-Clea	0.20	11.55 %
Total	192.50	13.75 %

Branch *	MTD Sales L	Brand Share %
CBE2	31.38	12.48 %
TPR1	8.03	10.16 %
CBE4	7.94	10.42 %
TPR2	7.90	11.20 %
KMR1	5.64	5.96 %
AVI1	3.94	8.62 %
MPM1	2.98	5.23 %
SUL1	1.39	4.52 %
GBM1	1.18	3.45 %
KGM1	1.01	3.34 %
SYM2	0.77	2.64 %
WZSD	0.26	1.98 %
WHCB	-2.95	6.52 %
Total	192.50	13.75 %