

MTD Sales
1,979.42 L

Brand Share %
11.75 %

Information:

MTD : 01-09-2026 To 27-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.75 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	816.44	19.60 %
Fridge	393.11	12.71 %
Air-Cond	331.80	5.70 %
Wash-Mac	331.26	11.42 %
D-Freez	49.20	57.99 %
W.Heater	23.20	13.51 %
Oven	8.49	14.83 %
Chimney	6.83	7.43 %
Small-Ap	5.21	10.77 %
W-Disp	4.88	13.80 %
Vac-Clea	4.71	11.28 %
Gas-Stov	4.29	1.32 %
Total	1,979.42	11.75 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	357.74	12.38 %
TRICHY-01	242.13	10.88 %
CHENNAI-02	239.39	10.63 %
CHENNAI-01	233.97	8.95 %
SOUTH-03	209.81	11.20 %
SOUTH ARCOT	175.42	14.63 %
WEST-02	163.89	16.79 %
NORTH ARCOT	156.00	12.08 %
WEST-03	102.88	14.50 %
WEST-01	98.19	12.10 %
Total	1,979.42	11.75 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	131.35	19.38 %
Air-Cond	70.16	6.45 %
Fridge	69.36	13.68 %
Wash-Mac	68.48	14.33 %
D-Freez	9.80	72.07 %
Oven	2.09	15.77 %
Vac-Clea	1.65	15.15 %
W.Heater	1.50	7.61 %
Small-Ap	1.04	14.62 %
Chimney	1.02	8.26 %
Gas-Stov	0.69	1.16 %
W-Disp	0.60	18.52 %
Total	357.74	12.38 %

Branch *	MTD Sales L	Brand Share %
TUT1	24.32	7.37 %
KVT1	22.94	11.72 %
NGR1	17.10	11.36 %
TKS2	13.04	10.86 %
RPM1	8.97	7.11 %
TKS1	8.70	10.07 %
TYI1	5.40	10.33 %
VNR2	5.17	5.92 %
TCN1	4.44	7.16 %
ASM1	4.29	9.58 %
TUT2	3.81	3.18 %
VKM1	3.34	9.88 %
VNR1	3.21	10.76 %
UDN1	3.06	6.82 %
WHTV	-0.53	4.88 %
Total	357.74	12.38 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	119.70	21.23 %
Fridge	45.24	11.21 %
Wash-Mac	41.68	13.30 %
Air-Cond	26.32	3.10 %
D-Freez	5.58	52.48 %
W.Heater	2.53	11.36 %
Oven	0.47	11.78 %
Small-Ap	0.20	5.25 %
Vac-Clea	0.20	7.92 %
Chimney	0.13	1.21 %
W-Disp	0.09	4.13 %
Total	242.13	10.88 %

Branch *	MTD Sales L	Brand Share %
TRY1	22.21	6.45 %
MVM1	17.34	11.29 %
PBR2	15.34	11.32 %
KUM1	13.36	10.66 %
NGT1	10.81	11.34 %
TNJ2	9.64	9.16 %
TRY4	9.31	11.28 %
TVR2	8.48	7.66 %
TNJ1	5.33	4.46 %
TYR1	5.00	9.46 %
TTP1	4.33	10.20 %
TRY3	4.25	6.65 %
AYR1	3.43	6.85 %
PBR1	1.37	3.50 %
MSI1	0.56	1.44 %
WTRZ	-0.33	1.64 %
TZSD	-1.00	9.80 %
Total	242.13	10.88 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	106.88	19.01 %
Air-Cond	48.71	5.61 %
Fridge	41.09	10.64 %
Wash-Mac	32.68	9.28 %
D-Freez	3.36	44.08 %
W.Heater	2.45	12.20 %
Oven	1.20	15.08 %
Chimney	0.75	11.74 %
Small-Ap	0.69	10.50 %
W-Disp	0.60	15.41 %
Gas-Stov	0.60	2.25 %
Vac-Clea	0.38	10.16 %
Total	239.39	10.63 %

Branch *	MTD Sales L	Brand Share %
CH03	14.98	6.41 %
CH15	14.09	6.14 %
CH12	12.11	9.88 %
CH18	9.86	7.96 %
CH21	8.87	6.61 %
CH06	8.49	9.78 %
CH33	8.26	11.12 %
CH34	6.52	8.07 %
CH43	5.15	7.77 %
CH46	4.29	11.50 %
CH41	2.13	2.47 %
CH31	1.68	9.52 %
CH27	1.01	2.63 %
CH37	0.89	2.71 %
CH32	0.57	4.68 %
CH01	0.14	2.47 %
MC06		0.00 %
WCHN	-6.30	7.80 %
Total	239.39	10.63 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	90.91	16.50 %
Air-Cond	54.25	5.11 %
Fridge	40.16	8.89 %
Wash-Mac	33.29	8.03 %
D-Freez	6.35	60.90 %
W.Heater	3.06	9.02 %
Chimney	1.33	15.13 %
W-Disp	1.32	17.32 %
Oven	1.10	11.55 %
Small-Ap	0.92	9.20 %
Gas-Stov	0.87	1.94 %
Vac-Clea	0.41	4.16 %
Total	233.97	8.95 %

Branch *	MTD Sales L	Brand Share %
CH14	16.56	10.32 %
CH16	12.48	6.39 %
CH07	11.63	10.47 %
CH05	10.81	6.36 %
CH19	9.87	7.16 %
CH42	7.84	6.53 %
CH49	6.67	4.58 %
CH22	6.36	7.91 %
CH25	6.08	5.75 %
MRM1	5.91	8.43 %
CH45	5.20	5.15 %
CZWH	4.51	7.79 %
CH47	3.84	2.23 %
CH48	2.03	1.76 %
CH39	1.71	4.11 %
CGL1	1.57	4.14 %
CH26	0.64	2.44 %
MC09	0.53	4.08 %
CH29	0.05	0.58 %
CH40		0.00 %
Total	233.97	8.95 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	90.62	19.44 %
Fridge	40.58	11.53 %
Wash-Mac	39.02	11.98 %
Air-Cond	28.97	4.58 %
D-Freez	4.77	61.23 %
W.Heater	2.68	16.00 %
Chimney	1.28	10.44 %
Oven	0.50	9.81 %
Small-Ap	0.50	10.33 %
Gas-Stov	0.35	0.84 %
W-Disp	0.33	6.30 %
Vac-Clea	0.20	5.83 %
Total	209.81	11.20 %

Branch *	MTD Sales L	Brand Share %
MDU1	17.12	7.25 %
MDU2	11.63	9.37 %
DGL1	10.95	8.40 %
KKD3	10.32	8.49 %
MDU6	7.53	9.62 %
DKI1	5.21	7.18 %
ATG1	5.08	8.17 %
TEN2	4.44	10.73 %
SVG1	3.50	8.90 %
TMM1	3.08	5.71 %
MPA1	2.90	6.06 %
BNR1	2.84	8.81 %
PNV2	2.61	10.48 %
MDU5	2.43	7.99 %
ODM1	1.76	10.91 %
MDU7	1.67	2.85 %
SZSD	1.56	-88.45 %
KRR1	1.30	2.24 %
PKM1	0.76	3.66 %
USL1	0.06	0.18 %
WHMD	-0.81	8.16 %
Total	209.81	11.20 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	76.95	23.72 %
Fridge	37.78	17.12 %
Air-Cond	32.66	8.47 %
Wash-Mac	16.61	8.14 %
D-Freez	7.60	65.46 %
W.Heater	2.17	14.67 %
Oven	0.59	16.46 %
Chimney	0.44	10.14 %
Vac-Clea	0.22	11.77 %
W-Disp	0.18	5.37 %
Gas-Stov	0.11	0.53 %
Small-Ap	0.10	2.91 %
Total	175.42	14.63 %

Branch *	MTD Sales L	Brand Share %
POY1	15.08	11.57 %
SJI2	5.57	8.00 %
NVL2	5.21	9.01 %
TVM2	3.16	10.62 %
WHNV	-0.27	5.53 %
Total	175.42	14.63 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	58.45	20.89 %
Fridge	43.65	19.46 %
Wash-Mac	35.37	15.89 %
Air-Cond	17.97	9.78 %
D-Freez	3.07	59.80 %
W.Heater	2.85	28.66 %
Oven	0.86	22.35 %
Gas-Stov	0.59	2.09 %
Chimney	0.43	3.82 %
W-Disp	0.26	6.89 %
Vac-Clea	0.22	16.97 %
Small-Ap	0.16	6.69 %
Total	163.89	16.79 %

Branch *	MTD Sales L	Brand Share %
SLM1	9.77	9.69 %
TRM1	0.79	1.54 %
Total	163.89	16.79 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	61.96	18.85 %
Fridge	28.91	12.28 %
Air-Cond	27.51	6.56 %
Wash-Mac	23.73	10.09 %
D-Freez	5.59	46.81 %
W.Heater	3.60	23.19 %
Chimney	1.30	14.03 %
W-Disp	1.05	38.83 %
Small-Ap	0.87	18.79 %
Oven	0.82	26.26 %
Vac-Clea	0.56	20.39 %
Gas-Stov	0.11	0.46 %
Total	156.00	12.08 %

Branch *	MTD Sales L	Brand Share %
VEL4	9.86	11.03 %
KPM2	9.09	6.89 %
TRR1	6.28	8.03 %
VEL3	6.09	7.65 %
AKM1	5.92	10.50 %
CGM1	5.25	11.46 %
TRL1	4.07	4.70 %
VEL2	2.81	3.46 %
PLR1	2.49	5.85 %
TRT1	1.88	4.58 %
NASD	-0.64	7.29 %
Total	156.00	12.08 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	40.23	22.70 %
Fridge	23.03	16.82 %
Wash-Mac	19.04	11.86 %
Air-Cond	16.21	8.16 %
D-Freez	2.47	64.62 %
W.Heater	0.72	12.59 %
Oven	0.40	21.72 %
Gas-Stov	0.39	2.59 %
Small-Ap	0.20	13.07 %
W-Disp	0.18	15.64 %
Total	102.88	14.50 %

Branch *	MTD Sales L	Brand Share %
TPR1	5.72	11.30 %
RSP1	4.08	10.50 %
ERD1	2.89	2.98 %
SYM2	2.66	8.86 %
KGM1	2.05	10.13 %
TPR4	1.08	8.08 %
W3SD	-0.86	-62.52 %
WHPD	-1.02	9.54 %
Total	102.88	14.50 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	39.40	16.76 %
Fridge	23.31	13.23 %
Wash-Mac	21.35	10.98 %
Air-Cond	9.03	6.51 %
W.Heater	1.65	12.58 %
Vac-Clea	0.87	21.81 %
D-Freez	0.60	26.85 %
Gas-Stov	0.59	2.32 %
Small-Ap	0.51	13.12 %
Oven	0.46	9.12 %
W-Disp	0.26	11.86 %
Chimney	0.16	1.43 %
Total	98.19	12.10 %

Branch *	MTD Sales L	Brand Share %
CBE2	11.49	7.19 %
KMR1	6.37	7.86 %
CBE6	5.02	8.53 %
SUL1	3.21	9.04 %
PLI1	2.38	4.35 %
KMD1	1.54	8.24 %
MPM1	0.69	1.79 %
ANR1	0.56	7.25 %
KGI1	0.52	3.77 %
WHCB	-0.92	5.01 %
Total	98.19	12.10 %