

MTD Sales
2,964.97 L

Brand Share %
13.74 %

Information:

MTD : 01-03-2026 To 28-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **13.74 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	1,286.75	10.73 %
LED TV	799.01	19.84 %
Fridge	469.03	17.97 %
Wash-Mac	349.61	13.16 %
D-Freez	24.30	50.76 %
W.Heater	14.67	13.89 %
Oven	8.41	14.04 %
W-Disp	7.01	47.40 %
Chimney	6.17	9.63 %
Dummy-AC		14.15 %
Dummy-WH		100.00 %
Total	2,964.97	13.74 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	479.46	13.84 %
CHENNAI-02	370.36	13.24 %
CHENNAI-01	363.46	11.82 %
SOUTH-03	351.69	13.20 %
WEST-02	333.96	16.46 %
TRICHY-01	312.58	11.40 %
WEST-01	258.92	13.13 %
NORTH ARCOT	256.31	17.98 %
SOUTH ARCOT	238.22	16.88 %
Total	2,964.97	13.74 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	209.05	11.36 %
LED TV	123.20	17.37 %
Wash-Mac	69.04	14.90 %
Fridge	66.62	16.42 %
D-Freez	6.97	54.89 %
W.Heater	1.89	15.22 %
Oven	1.32	12.23 %
W-Disp	0.72	45.95 %
Chimney	0.66	7.11 %
Total	479.46	13.84 %

Branch *	MTD Sales L	Brand Share %
TUT1	32.35	5.51 %
TKS2	17.43	11.94 %
TUT2	16.78	11.39 %
VNR2	12.26	9.73 %
RPM1	11.01	8.96 %
TCN1	10.49	13.55 %
PKD1	8.43	10.89 %
ASM1	6.24	12.76 %
STU2	5.23	12.47 %
VKM1	4.48	11.08 %
UDN1	2.94	6.56 %
S2SD	0.93	1.62 %
WHTV		0.00 %
Total	479.46	13.84 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	175.03	10.57 %
LED TV	92.89	18.21 %
Fridge	63.88	21.32 %
Wash-Mac	31.94	10.53 %
Oven	1.66	22.38 %
W.Heater	1.65	12.68 %
D-Freez	1.30	61.19 %
W-Disp	1.11	54.12 %
Chimney	0.89	22.19 %
Dummy-WH		100.00 %
Dummy-AC		10.53 %
Total	370.36	13.24 %

Branch *	MTD Sales L	Brand Share %
CH15	27.17	10.05 %
CH03	23.47	7.32 %
CH21	22.12	12.95 %
CH12	15.31	8.90 %
CH18	15.06	13.13 %
CH50	14.82	11.50 %
CH06	9.37	7.59 %
CH34	8.00	8.90 %
MJR1	6.53	7.03 %
CH46	4.80	9.70 %
CH27	1.86	5.33 %
MC06	0.55	3.76 %
CH32	0.43	2.57 %
CH01		0.00 %
MC05		0.00 %
Total	370.36	13.24 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	157.21	8.87 %
LED TV	100.80	20.07 %
Fridge	53.55	14.39 %
Wash-Mac	41.93	11.21 %
W.Heater	3.11	12.89 %
D-Freez	2.29	35.91 %
Oven	1.98	16.81 %
W-Disp	1.38	41.13 %
Chimney	1.19	17.62 %
Dummy-AC		33.59 %
Total	363.46	11.82 %

Branch *	MTD Sales L	Brand Share %
CH16	17.01	9.80 %
CH42	16.88	12.25 %
CH08	15.70	8.74 %
CH14	15.38	7.61 %
CH05	13.72	5.67 %
CH19	10.29	8.04 %
CH35	10.15	11.63 %
MRM1	9.60	12.42 %
CH48	9.57	8.20 %
CH49	9.25	6.19 %
CH45	8.80	7.31 %
SKL1	8.61	13.59 %
CH47	8.42	10.76 %
CH38	7.60	13.09 %
CZWH	6.79	8.33 %
CH22	6.78	5.66 %
WHC3	2.90	4.74 %
CGL1	1.99	3.05 %
CH29	0.33	2.93 %
CH40	0.20	1.86 %
Total	363.46	11.82 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	149.38	10.15 %
LED TV	92.80	18.94 %
Fridge	51.99	16.18 %
Wash-Mac	51.78	15.00 %
D-Freez	2.26	38.87 %
Chimney	1.07	9.82 %
W.Heater	1.02	9.41 %
W-Disp	0.87	50.10 %
Oven	0.53	7.18 %
Total	351.69	13.20 %

Branch *	MTD Sales L	Brand Share %
MDU1	24.89	7.44 %
DGL1	20.55	11.68 %
MDU6	15.14	12.25 %
KRR1	10.56	11.63 %
MDU3	10.36	9.95 %
DGL2	9.89	11.67 %
TEN1	7.29	12.28 %
DKI1	7.05	10.27 %
TPT1	5.73	9.36 %
MPA1	5.16	7.02 %
TMM1	4.89	5.95 %
BNR1	4.86	11.99 %
PNI1	4.76	11.95 %
SVG1	3.30	5.86 %
MDU7	3.12	3.39 %
KYK1	3.12	9.60 %
TEN2	2.38	3.85 %
PKM1	2.08	7.61 %
MNM1	1.75	6.30 %
SZSD	0.53	1.88 %
WHMD	-0.22	4.67 %
Total	351.69	13.20 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	137.33	13.80 %
LED TV	83.99	22.22 %
Fridge	60.01	19.18 %
Wash-Mac	47.74	15.09 %
D-Freez	2.00	75.84 %
W.Heater	1.54	18.58 %
Chimney	0.54	5.39 %
W-Disp	0.44	51.34 %
Oven	0.38	8.00 %
Total	333.96	16.46 %

Branch *	MTD Sales L	Brand Share %
SLM1	17.94	9.56 %
ERD1	16.59	11.05 %
SLM3	11.45	11.63 %
SLM2	8.18	11.81 %
KRI1	7.04	10.86 %
OML1	6.84	13.58 %
MCR1	6.84	12.70 %
HSR1	6.27	9.23 %
VPD1	6.16	13.10 %
TRM1	5.79	10.81 %
APN1	4.99	12.88 %
EDP1	4.12	13.73 %
CMI1	3.79	12.52 %
VKL1	2.62	10.57 %
WZWH	1.14	9.58 %
SGG1	0.98	6.13 %
WHKP	-0.26	13.66 %
WHPD	-0.50	5.69 %
Total	333.96	16.46 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	142.18	8.74 %
LED TV	86.77	15.89 %
Fridge	49.23	16.88 %
Wash-Mac	30.75	11.94 %
D-Freez	1.72	49.31 %
W.Heater	1.08	17.60 %
W-Disp	0.51	41.77 %
Oven	0.34	8.07 %
Total	312.58	11.40 %

Branch *	MTD Sales L	Brand Share %
TRY1	48.34	7.90 %
PBR2	22.44	13.37 %
TVR2	14.51	10.29 %
TNJ2	13.87	11.02 %
KUM1	13.62	8.38 %
PTK1	13.23	10.30 %
TRY4	12.57	12.43 %
TRY3	8.27	10.74 %
JKM1	7.97	12.04 %
TRY2	7.45	12.81 %
PBR1	6.99	12.88 %
TNJ1	5.52	3.88 %
TYR1	1.20	1.55 %
ORU1	0.76	2.11 %
MSI1	0.58	1.15 %
TZSD	0.23	1.45 %
WTRZ	-0.53	4.62 %
Total	312.58	11.40 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	122.75	11.24 %
LED TV	65.60	20.02 %
Fridge	42.48	16.42 %
Wash-Mac	24.02	9.21 %
W.Heater	2.14	18.62 %
Oven	0.73	9.62 %
D-Freez	0.52	22.53 %
W-Disp	0.43	60.63 %
Chimney	0.25	2.13 %
Total	258.92	13.13 %

Branch *	MTD Sales L	Brand Share %
CBE2	44.30	9.35 %
TPR2	11.75	8.70 %
TPR1	10.72	11.75 %
MPM1	8.43	12.07 %
KMR1	6.66	5.89 %
AVI1	4.36	7.98 %
KMD1	2.22	6.75 %
SUL1	2.08	3.39 %
GBM1	1.87	4.72 %
KGI1	1.08	6.76 %
SYM2	0.93	2.74 %
ANR1	0.81	6.03 %
KGM1	0.13	0.37 %
WZSD	0.10	0.74 %
WHCB	-0.50	5.21 %
Total	258.92	13.13 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	107.74	13.76 %
LED TV	72.31	26.54 %
Fridge	40.80	24.84 %
Wash-Mac	27.59	15.63 %
D-Freez	2.81	50.17 %
W.Heater	1.90	14.33 %
Chimney	1.12	23.05 %
Oven	1.09	33.26 %
W-Disp	0.96	40.56 %
Total	256.31	17.98 %

Branch *	MTD Sales L	Brand Share %
KPM2	20.00	13.10 %
TRL1	17.81	12.32 %
VEL2	10.26	10.00 %
TRT1	7.58	13.42 %
ANI1	3.32	11.45 %
CPT1	3.15	10.18 %
CYR1	2.88	8.59 %
UGI1	2.46	12.27 %
Total	256.31	17.98 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	86.10	11.37 %
LED TV	80.66	27.60 %
Fridge	40.47	21.95 %
Wash-Mac	24.80	15.62 %
D-Freez	4.45	64.79 %
W-Disp	0.59	64.28 %
Chimney	0.45	19.43 %
Oven	0.38	13.78 %
W.Heater	0.34	5.61 %
Total	238.22	16.88 %

Branch *	MTD Sales L	Brand Share %
CUD1	17.05	13.26 %
SJI2	10.78	13.41 %
KLM1	10.56	12.42 %
CDM1	9.99	13.36 %
TRK1	9.83	12.80 %
NVL2	9.09	12.34 %
VCM1	5.43	11.66 %
Total	238.22	16.88 %