

MTD Sales  
4,950.93 L

Brand Share %  
12.00 %

Information:

MTD : 01-04-2026 To 28-04-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **12.00 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	3,062.75	10.07 %
LED TV	953.61	18.87 %
Fridge	539.71	18.73 %
Wash-Mac	316.83	12.26 %
D-Freez	45.24	52.96 %
Chimney	8.06	9.73 %
W-Disp	7.72	25.35 %
W.Heater	7.07	13.93 %
Oven	6.83	13.09 %
Vac-Clea	3.10	25.04 %
<b>Total</b>	<b>4,950.93</b>	<b>12.00 %</b>

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	847.73	12.36 %
TRICHY-01	622.50	11.31 %
SOUTH-03	609.68	10.93 %
WEST-02	593.54	14.43 %
CHENNAI-01	530.10	10.03 %
CHENNAI-02	520.63	11.36 %
NORTH ARCOT	431.82	15.27 %
SOUTH ARCOT	401.59	13.72 %
WEST-01	393.33	10.98 %
<b>Total</b>	<b>4,950.93</b>	<b>12.00 %</b>

## SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	542.37	10.61 %
LED TV	148.33	17.96 %
Fridge	93.14	20.39 %
Wash-Mac	55.09	13.16 %
D-Freez	3.79	31.65 %
Oven	1.43	14.34 %
W.Heater	1.27	18.79 %
Vac-Clea	1.13	41.52 %
Chimney	0.69	5.85 %
W-Disp	0.48	18.18 %
<b>Total</b>	<b>847.73</b>	<b>12.36 %</b>

Branch *	MTD Sales L	Brand Share %
TVL1	79.66	10.23 %
TUT1	45.88	6.87 %
KVT1	38.66	11.16 %
TKS2	38.49	11.76 %
TUT2	36.28	11.79 %
MAR1	26.79	11.83 %
VLY1	26.29	10.79 %
RPM1	22.03	10.03 %
VNR2	20.75	9.08 %
TCN1	17.50	10.71 %
MMT1	11.49	9.67 %
TY11	11.32	11.57 %
STU2	11.02	11.93 %
ASM1	9.56	8.54 %
UDN1	9.19	9.14 %
S2SD	1.93	1.95 %
<b>Total</b>	<b>847.73</b>	<b>12.36 %</b>

**TRICHY-01**

Property	MTD Sales L	Brand Share %
Air-Cond	397.14	9.54 %
LED TV	122.90	17.88 %
Fridge	61.62	19.12 %
Wash-Mac	29.98	10.02 %
D-Freez	9.01	60.19 %
W-Disp	0.76	35.80 %
Oven	0.55	10.91 %
Chimney	0.31	5.48 %
Vac-Clea	0.20	27.67 %
W.Heater	0.04	1.59 %
<b>Total</b>	<b>622.50</b>	<b>11.31 %</b>

Branch *	MTD Sales L	Brand Share %
TRY1	92.95	8.03 %
TVR2	29.13	11.11 %
TNJ2	28.74	11.63 %
KUM1	26.34	9.41 %
PTK1	24.16	11.45 %
TNJ1	17.39	5.59 %
AYR1	16.10	11.91 %
TRY3	14.57	7.25 %
TRY2	12.00	8.63 %
TTP1	11.44	11.33 %
TYR1	8.85	5.03 %
KUM2	7.82	7.52 %
NMM1	5.73	9.15 %
MSI1	3.52	3.04 %
TZSD	0.22	1.91 %
WTRZ	-4.30	10.64 %
<b>Total</b>	<b>622.50</b>	<b>11.31 %</b>

**SOUTH-03**

Property	MTD Sales L	Brand Share %
Air-Cond	364.30	8.78 %
LED TV	108.95	17.06 %
Fridge	81.89	20.26 %
Wash-Mac	44.98	13.05 %
D-Freez	6.01	48.21 %
Chimney	1.13	8.94 %
W-Disp	1.12	43.77 %
W.Heater	0.67	13.95 %
Vac-Clea	0.35	20.37 %
Oven	0.26	5.59 %
<b>Total</b>	<b>609.68</b>	<b>10.93 %</b>

Branch *	MTD Sales L	Brand Share %
MDU1	49.80	7.39 %
MDU2	39.08	10.45 %
MDU6	29.49	10.07 %
TPT1	17.43	11.14 %
MDU3	17.16	9.18 %
ATG1	15.81	7.75 %
MDU4	15.62	10.80 %
SVG1	15.43	11.93 %
KRR1	14.20	5.27 %
DGL2	13.10	10.81 %
TEN1	10.88	9.53 %
PNI1	9.07	9.53 %
BNR1	8.80	11.57 %
DKI1	8.08	5.88 %
MPA1	7.27	3.69 %
MNM1	6.66	9.73 %
TMM1	6.01	3.41 %
MDU7	5.49	2.67 %
PKM1	4.82	9.73 %
TEN2	3.45	2.24 %
SZSD	1.39	3.93 %
WHMD	-3.55	11.71 %
<b>Total</b>	<b>609.68</b>	<b>10.93 %</b>

## WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	368.89	12.40 %
LED TV	105.26	21.48 %
Fridge	67.05	20.49 %
Wash-Mac	45.47	15.84 %
D-Freez	4.60	78.97 %
W.Heater	0.76	17.11 %
Chimney	0.64	4.52 %
Oven	0.52	10.40 %
Vac-Clea	0.19	23.07 %
W-Disp	0.16	5.14 %
<b>Total</b>	<b>593.54</b>	<b>14.43 %</b>

Branch *	MTD Sales L	Brand Share %
ERD1	46.34	11.70 %
SLM3	21.94	10.51 %
SLM1	21.61	5.31 %
NKL2	18.16	8.97 %
SLM2	15.37	9.17 %
KRI1	14.73	10.32 %
RSP1	14.33	11.94 %
VPD1	10.38	11.43 %
OML1	8.99	8.84 %
APN1	5.15	8.83 %
VKL1	3.31	7.70 %
WZWH	0.83	6.88 %
WHPD	-2.31	9.42 %
<b>Total</b>	<b>593.54</b>	<b>14.43 %</b>

## CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	310.95	8.16 %
LED TV	122.63	19.07 %
Fridge	51.05	12.32 %
Wash-Mac	34.31	9.43 %
D-Freez	4.43	57.01 %
Chimney	2.11	18.38 %
W-Disp	1.57	17.88 %
Oven	1.22	10.73 %
W.Heater	1.03	9.51 %
Vac-Clea	0.82	19.98 %
<b>Total</b>	<b>530.10</b>	<b>10.03 %</b>

Branch *	MTD Sales L	Brand Share %
CH47	32.58	9.65 %
CH08	28.58	10.95 %
CH14	26.89	7.39 %
CH05	22.53	5.15 %
CH16	20.16	6.44 %
CH42	19.19	8.80 %
CH48	18.19	8.17 %
CH35	13.37	10.55 %
SKL1	13.22	8.56 %
CH38	13.05	9.03 %
CH22	11.78	6.92 %
CH19	10.60	4.19 %
CH45	8.84	4.76 %
KNR1	8.43	9.90 %
CZWH	8.14	7.55 %
CH49	5.56	2.62 %
CGL1	3.33	3.01 %
WHC3	2.54	5.89 %
MC10	0.19	9.23 %
CH29	0.16	1.44 %
CH40		0.00 %
MC09		0.00 %
WCHN	-15.46	8.03 %
<b>Total</b>	<b>530.10</b>	<b>10.03 %</b>

## CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	313.03	9.44 %
LED TV	109.16	17.44 %
Fridge	57.05	17.51 %
Wash-Mac	35.01	12.09 %
D-Freez	2.32	41.07 %
W-Disp	1.64	44.27 %
Oven	1.01	18.99 %
W.Heater	1.00	15.15 %
Chimney	0.41	8.10 %
<b>Total</b>	<b>520.63</b>	<b>11.36 %</b>

Branch *	MTD Sales L	Brand Share %
CH15	37.47	8.11 %
CH03	30.89	6.40 %
CH24	29.87	11.72 %
CH12	27.97	9.84 %
CH51	16.98	9.74 %
CH06	15.20	8.47 %
CH34	12.87	8.70 %
CH44	10.09	7.92 %
MJR1	8.85	6.04 %
CH46	7.49	8.58 %
CH27	2.47	3.86 %
CH32	1.61	4.99 %
MC06	1.14	6.74 %
MC05		0.00 %
<b>Total</b>	<b>520.63</b>	<b>11.36 %</b>

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	269.01	12.81 %
LED TV	77.52	23.92 %
Fridge	48.75	25.84 %
Wash-Mac	24.03	13.17 %
D-Freez	7.92	57.32 %
Chimney	2.05	25.51 %
W-Disp	1.12	37.56 %
Oven	0.78	27.64 %
W.Heater	0.64	13.52 %
<b>Total</b>	<b>431.82</b>	<b>15.27 %</b>

Branch *	MTD Sales L	Brand Share %
KPM2	23.73	7.95 %
TRR1	21.30	11.11 %
VEL2	16.71	7.05 %
TRL1	12.54	5.99 %
GDM1	12.45	11.54 %
CYR1	3.94	6.02 %
UGI1	3.06	10.32 %
<b>Total</b>	<b>431.82</b>	<b>15.27 %</b>

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	240.57	11.49 %
LED TV	91.87	21.71 %
Fridge	36.49	17.42 %
Wash-Mac	26.36	14.43 %
D-Freez	4.81	65.11 %
Oven	0.42	20.67 %
W.Heater	0.34	10.96 %
Chimney	0.32	8.47 %
W-Disp	0.22	13.07 %
Vac-Clea	0.19	50.85 %
<b>Total</b>	<b>401.59</b>	<b>13.72 %</b>

Branch *	MTD Sales L	Brand Share %
CUD1	23.49	7.20 %
KLM1	14.20	9.57 %
TRK1	13.72	8.61 %
VCM2	8.39	11.39 %
WHUT	-2.49	9.25 %
<b>Total</b>	<b>401.59</b>	<b>13.72 %</b>

**WEST-01**

Property	MTD Sales L	Brand Share %
Air-Cond	256.49	9.47 %
LED TV	67.01	16.99 %
Fridge	42.67	18.35 %
Wash-Mac	21.60	10.01 %
D-Freez	2.37	42.28 %
W.Heater	1.32	18.41 %
W-Disp	0.64	22.61 %
Oven	0.63	10.72 %
Chimney	0.41	3.93 %
Vac-Clea	0.21	17.67 %
<b>Total</b>	<b>393.33</b>	<b>10.98 %</b>

Branch *	MTD Sales L	Brand Share %
CBE2	50.21	6.92 %
TPR2	27.70	10.41 %
CBE4	23.41	10.05 %
TPR1	21.16	11.51 %
MPM1	18.09	10.62 %
CBE6	17.53	11.92 %
UMP1	10.50	9.52 %
TPR3	10.01	11.25 %
GBM1	9.16	9.47 %
AVI1	9.07	8.69 %
KMD1	7.40	9.35 %
KMR1	3.57	1.85 %
ANR1	2.75	8.59 %
SUL1	2.65	2.90 %
KGM1	1.93	2.41 %
SYM2	1.61	2.05 %
KGI1	0.88	5.35 %
WZSD	0.42	7.40 %
WHCB	-6.44	11.33 %
<b>Total</b>	<b>393.33</b>	<b>10.98 %</b>