



TN : HAIER Sales Performance 29/05/2026 9:08 AM

MTD Sales
3,321.35 L

Brand Share %
12.66 %

Information:

MTD : 01-05-2026 To 28-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.66 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	1,391.30	8.89 %
LED TV	959.51	22.04 %
Fridge	618.69	19.28 %
Wash-Mac	284.31	10.80 %
D-Freez	40.58	54.67 %
Chimney	7.20	8.98 %
Oven	6.51	13.67 %
W-Disp	5.85	15.83 %
W.Heater	5.25	5.36 %
Vac-Clea	1.84	14.59 %
Small-Ap	0.32	0.70 %
Total	3,321.35	12.66 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	562.71	14.76 %
CHENNAI-01	487.13	10.71 %
TRICHY-01	421.54	12.05 %
SOUTH-03	411.27	12.91 %
CHENNAI-02	407.38	10.57 %
WEST-02	318.50	16.03 %
SOUTH ARCOT	283.45	13.54 %
NORTH ARCOT	233.14	12.75 %
WEST-01	196.22	13.70 %
Total	3,321.35	12.66 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	215.62	10.72 %
LED TV	177.25	24.43 %
Fridge	106.17	19.90 %
Wash-Mac	53.14	11.02 %
D-Freez	6.22	61.39 %
W.Heater	1.37	12.11 %
Oven	1.21	10.82 %
Vac-Clea	0.77	23.62 %
Chimney	0.48	4.28 %
W-Disp	0.31	13.45 %
Small-Ap	0.16	1.46 %
Total	562.71	14.76 %

Branch *	MTD Sales L	Brand Share %
TUT1	50.79	12.16 %
TVL1	45.97	10.90 %
VLY1	19.01	12.11 %
VNR2	13.71	10.07 %
TYI1	7.57	11.48 %
VKM1	6.33	11.94 %
UDN1	5.32	8.58 %
STU2	1.24	2.43 %
S2SD	0.10	0.31 %
Total	562.71	14.76 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	247.60	8.11 %
LED TV	117.25	19.05 %
Fridge	73.97	16.18 %
Wash-Mac	37.80	10.92 %
D-Freez	4.93	45.10 %
Chimney	2.25	24.78 %
W-Disp	1.89	11.62 %
Oven	0.88	11.12 %
W.Heater	0.43	2.02 %
Small-Ap	0.11	1.28 %
Total	487.13	10.71 %

Branch *	MTD Sales L	Brand Share %
CH05	29.31	8.64 %
CH08	26.28	12.26 %
CH16	22.29	7.26 %
CH14	19.45	6.13 %
CH19	16.99	7.80 %
CH42	16.71	8.81 %
CH47	15.61	6.14 %
CH48	14.25	7.94 %
AVD1	13.25	11.85 %
CH35	12.82	10.99 %
CH22	11.55	9.08 %
CH45	9.96	6.58 %
CH38	9.13	9.96 %
SKL1	8.51	10.53 %
KNR1	6.66	7.64 %
CH26	4.17	11.81 %
CH49	2.72	1.43 %
WHC3	2.56	3.07 %
CGL1	1.40	1.52 %
CH40	0.82	5.86 %
CH29		0.00 %
MC09		0.00 %
MC10		0.00 %
WCHN	-8.32	7.34 %
Total	487.13	10.71 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	202.03	9.10 %
LED TV	115.01	20.68 %
Fridge	65.93	16.81 %
Wash-Mac	30.56	10.35 %
D-Freez	7.51	69.56 %
Oven	0.34	8.05 %
Vac-Clea	0.13	13.77 %
W.Heater	0.03	0.47 %
W-Disp		0.00 %
Total	421.54	12.05 %

Branch *	MTD Sales L	Brand Share %
TRY1	41.66	7.62 %
TVR2	24.18	12.63 %
KUM1	19.07	10.14 %
TNJ2	14.28	8.13 %
TRY3	8.93	9.11 %
TNJ1	8.29	4.01 %
TRY2	6.49	11.45 %
TYR1	5.86	6.46 %
MSI1	4.27	7.61 %
NMM1	2.06	4.04 %
TZSD	0.01	0.08 %
WTRZ	-5.44	10.26 %
Total	421.54	12.05 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	150.73	8.51 %
LED TV	119.62	19.83 %
Fridge	90.46	21.12 %
Wash-Mac	40.77	12.20 %
D-Freez	6.82	70.37 %
Oven	0.80	14.93 %
Chimney	0.70	5.33 %
W-Disp	0.63	22.85 %
W.Heater	0.61	6.31 %
Vac-Clea	0.14	8.12 %
Total	411.27	12.91 %

Branch *	MTD Sales L	Brand Share %
DGL1	33.20	9.80 %
MDU1	31.07	9.01 %
MDU6	16.83	11.87 %
ATG1	13.00	9.67 %
MDU3	10.18	10.84 %
DKI1	9.94	11.82 %
MDU7	8.93	8.17 %
MDU4	8.54	12.16 %
KRR1	7.32	7.88 %
TEN1	7.29	12.23 %
MPA1	7.24	8.43 %
TMM1	6.82	7.52 %
CBM1	5.91	11.64 %
DGL2	5.28	7.65 %
ODM1	5.02	9.78 %
KYK1	3.48	7.53 %
TEN2	2.06	3.19 %
SZSD	0.43	2.03 %
WHMD	-2.02	6.99 %
Total	411.27	12.91 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	214.28	8.00 %
LED TV	97.34	19.92 %
Fridge	64.88	17.53 %
Wash-Mac	27.00	9.35 %
Chimney	1.07	21.38 %
W-Disp	1.05	24.21 %
Oven	0.74	19.23 %
D-Freez	0.69	13.73 %
W.Heater	0.32	11.46 %
Total	407.38	10.57 %

Branch *	MTD Sales L	Brand Share %
CH21	32.44	12.46 %
CH15	29.32	8.59 %
CH03	24.64	6.18 %
CH12	23.55	8.26 %
CH24	22.75	10.78 %
CH18	22.01	11.03 %
CH06	17.65	12.07 %
CH50	15.11	10.11 %
CH20	14.02	9.01 %
CH34	11.87	9.54 %
CH43	10.58	12.00 %
MJR1	9.63	7.25 %
CH31	8.02	10.07 %
CH36	7.69	11.74 %
CH46	3.73	5.72 %
CH44	3.08	2.13 %
CH32	0.92	3.73 %
CH27	0.64	1.17 %
MC06	0.54	3.22 %
CH01	0.30	4.13 %
MC05		0.00 %
Total	407.38	10.57 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	110.10	11.56 %
LED TV	97.56	24.14 %
Fridge	73.50	23.16 %
Wash-Mac	31.32	11.40 %
D-Freez	3.52	63.15 %
Chimney	0.78	6.23 %
Oven	0.69	17.70 %
W.Heater	0.40	3.53 %
Vac-Clea	0.39	48.61 %
W-Disp	0.25	13.43 %
Total	318.50	16.03 %

Branch *	MTD Sales L	Brand Share %
ERD1	18.38	11.45 %
SLM1	16.89	9.05 %
SLM2	10.16	10.39 %
VPD1	6.57	12.40 %
KRI1	6.29	9.51 %
TRM1	5.10	12.41 %
WZWH	0.43	2.53 %
WHPD	-2.87	8.05 %
Total	318.50	16.03 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	114.07	9.16 %
LED TV	101.26	27.30 %
Fridge	41.00	17.29 %
Wash-Mac	21.84	10.61 %
D-Freez	3.93	52.36 %
Oven	0.51	18.81 %
W-Disp	0.41	38.72 %
Vac-Clea	0.21	28.97 %
Chimney	0.12	4.16 %
W.Heater	0.05	0.32 %
Small-Ap	0.05	2.38 %
Total	283.45	13.54 %

Branch *	MTD Sales L	Brand Share %
POY1	20.92	8.05 %
CUD1	16.73	8.03 %
PRT1	13.45	12.38 %
KLM1	13.27	11.95 %
TRK1	10.79	9.85 %
ULP1	9.80	10.18 %
VCM2	8.59	11.65 %
VCM1	1.15	4.27 %
WHUT	-1.87	6.15 %
Total	283.45	13.54 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	86.77	7.71 %
LED TV	61.98	22.70 %
Fridge	57.49	24.99 %
Wash-Mac	18.31	10.66 %
D-Freez	5.09	48.67 %
Chimney	1.46	33.35 %
W-Disp	0.80	19.85 %
W.Heater	0.63	16.84 %
Oven	0.60	19.55 %
Total	233.14	12.75 %

Branch *	MTD Sales L	Brand Share %
VEL1	13.86	12.57 %
KPM2	13.46	6.93 %
AKM1	12.32	12.17 %
VEL2	11.57	7.51 %
TRR1	7.85	8.21 %
TRT1	7.02	8.33 %
TRL1	6.24	3.73 %
GDM1	5.22	10.49 %
CPT1	5.01	10.79 %
CYR1	3.00	6.25 %
WHVL	-4.75	11.28 %
Total	233.14	12.75 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	72.24	22.83 %
Air-Cond	50.08	8.42 %
Fridge	45.28	18.65 %
Wash-Mac	23.56	10.15 %
D-Freez	1.87	45.38 %
W.Heater	1.39	9.97 %
Oven	0.75	13.66 %
W-Disp	0.52	25.01 %
Chimney	0.33	2.26 %
Vac-Clea	0.20	11.55 %
Total	196.22	13.70 %

Branch *	MTD Sales L	Brand Share %
TPR1	8.24	10.35 %
CBE4	7.94	10.33 %
TPR2	7.90	11.01 %
KMR1	5.64	5.85 %
AVI1	3.94	8.57 %
PPI1	3.01	12.39 %
MPM1	2.98	5.06 %
SUL1	1.39	4.39 %
GBM1	1.34	3.80 %
KGM1	1.01	3.27 %
SYM2	0.77	2.56 %
WZSD	0.26	1.98 %
WHCB	-2.95	6.30 %
Total	196.22	13.70 %