

MTD Sales
2,048.59 L

Brand Share %
11.78 %

Information:

MTD : 01-09-2026 To 28-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.78 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	841.82	19.54 %
Fridge	407.54	12.80 %
Air-Cond	344.91	5.72 %
Wash-Mac	342.60	11.48 %
D-Freez	52.50	58.49 %
W.Heater	23.76	13.51 %
Oven	8.65	14.70 %
Chimney	7.17	7.57 %
Small-Ap	5.26	10.71 %
W-Disp	5.05	14.05 %
Vac-Clea	4.91	11.46 %
Gas-Stov	4.41	1.33 %
Total	2,048.59	11.78 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	372.70	12.39 %
TRICHY-01	250.86	10.92 %
CHENNAI-02	247.43	10.65 %
CHENNAI-01	238.73	8.89 %
SOUTH-03	216.03	11.24 %
SOUTH ARCOT	183.26	14.73 %
WEST-02	169.37	16.75 %
NORTH ARCOT	161.54	12.18 %
WEST-03	107.23	14.61 %
WEST-01	101.45	12.14 %
Total	2,048.59	11.78 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	137.59	19.30 %
Air-Cond	74.08	6.51 %
Wash-Mac	71.20	14.49 %
Fridge	70.87	13.62 %
D-Freez	10.02	71.59 %
Oven	2.09	15.33 %
Vac-Clea	1.85	16.63 %
W.Heater	1.65	8.11 %
Small-Ap	1.04	14.42 %
Chimney	1.02	7.72 %
Gas-Stov	0.69	1.13 %
W-Disp	0.60	18.15 %
Total	372.70	12.39 %

Branch *	MTD Sales L	Brand Share %
TUT1	24.92	7.26 %
NGR1	17.75	11.35 %
TKS2	13.41	10.87 %
RPM1	9.40	7.12 %
TKS1	8.70	9.85 %
TYI1	6.30	11.74 %
VNR2	6.02	6.62 %
TCN1	5.24	8.08 %
ASM1	4.29	9.25 %
TUT2	4.12	3.26 %
UDN1	3.45	7.29 %
VKM1	3.34	9.73 %
VNR1	3.21	10.41 %
WHTV	-0.53	4.61 %
Total	372.70	12.39 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	123.76	21.15 %
Fridge	47.84	11.51 %
Wash-Mac	43.30	13.47 %
Air-Cond	26.32	3.00 %
D-Freez	5.90	52.61 %
W.Heater	2.53	11.10 %
Oven	0.52	12.93 %
Small-Ap	0.20	5.15 %
Vac-Clea	0.20	7.69 %
W-Disp	0.17	7.57 %
Chimney	0.13	1.20 %
Total	250.86	10.92 %

Branch *	MTD Sales L	Brand Share %
TRY1	23.45	6.53 %
MVM1	17.34	11.05 %
PBR2	15.34	11.07 %
KUM1	14.08	10.92 %
TNJ2	10.40	9.57 %
TVR2	8.77	7.63 %
TNJ1	5.33	4.30 %
TYR1	5.00	9.24 %
TRY3	4.40	6.72 %
TTP1	4.33	10.07 %
AYR1	3.67	7.18 %
PBR1	1.37	3.50 %
MSI1	0.69	1.69 %
WTRZ	-0.46	2.22 %
TZSD	-1.00	9.92 %
Total	250.86	10.92 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	110.30	18.90 %
Air-Cond	50.94	5.68 %
Fridge	42.16	10.68 %
Wash-Mac	33.45	9.18 %
D-Freez	3.57	45.58 %
W.Heater	2.45	11.96 %
Oven	1.20	14.59 %
Chimney	1.08	15.77 %
Small-Ap	0.69	10.41 %
W-Disp	0.60	15.41 %
Gas-Stov	0.60	2.19 %
Vac-Clea	0.38	10.09 %
Total	247.43	10.65 %

Branch *	MTD Sales L	Brand Share %
CH03	17.16	7.06 %
CH15	14.40	6.06 %
CH12	12.11	9.55 %
CH18	9.86	7.76 %
CH33	8.88	11.76 %
CH21	8.87	6.37 %
CH06	8.84	9.76 %
CH35	7.40	11.68 %
CH34	6.97	8.27 %
CH43	5.15	7.73 %
CH41	2.13	2.43 %
CH31	1.68	8.78 %
CH37	1.06	3.07 %
CH27	1.01	2.61 %
CH32	0.57	4.65 %
CH01	0.14	2.47 %
MC06		0.00 %
WCHN	-6.30	7.80 %
Total	247.43	10.65 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	92.22	16.48 %
Air-Cond	55.66	5.07 %
Fridge	41.31	8.90 %
Wash-Mac	33.67	7.91 %
D-Freez	6.66	59.54 %
W.Heater	3.17	9.22 %
W-Disp	1.41	18.09 %
Chimney	1.33	15.13 %
Oven	1.10	11.39 %
Small-Ap	0.92	9.06 %
Gas-Stov	0.87	1.89 %
Vac-Clea	0.41	3.93 %
Total	238.73	8.89 %

Branch *	MTD Sales L	Brand Share %
CH14	17.00	10.31 %
CH16	12.63	6.20 %
CH07	11.63	10.21 %
CH05	11.25	6.42 %
CH19	10.10	7.19 %
CH42	7.84	6.37 %
CH49	6.97	4.61 %
KNR1	6.69	11.76 %
CH22	6.45	7.89 %
CH25	6.39	5.84 %
MRM1	5.91	8.28 %
CH45	5.20	5.01 %
CZWH	4.51	7.09 %
CH47	3.84	2.17 %
CH48	2.18	1.83 %
CGL1	1.88	4.91 %
CH39	1.71	4.05 %
CH26	0.64	2.31 %
MC09	0.53	3.96 %
CH29	0.05	0.53 %
CH40		0.00 %
Total	238.73	8.89 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	92.64	19.35 %
Fridge	43.25	11.97 %
Wash-Mac	40.02	12.00 %
Air-Cond	28.97	4.46 %
D-Freez	5.09	62.73 %
W.Heater	2.83	16.51 %
Chimney	1.28	10.22 %
Oven	0.56	10.50 %
Small-Ap	0.50	10.25 %
Gas-Stov	0.35	0.82 %
W-Disp	0.33	6.30 %
Vac-Clea	0.20	5.83 %
Total	216.03	11.24 %

Branch *	MTD Sales L	Brand Share %
MDU1	17.36	7.23 %
MDU2	12.18	9.65 %
DGL1	11.26	8.22 %
KKD3	10.56	8.37 %
MDU6	7.80	9.61 %
TEN1	5.87	11.72 %
DKI1	5.61	7.60 %
ATG1	5.32	8.39 %
TEN2	4.44	10.60 %
TMM1	3.52	6.24 %
SVG1	3.50	8.83 %
MPA1	3.02	6.24 %
BNR1	2.96	9.01 %
PNV2	2.61	10.05 %
MDU5	2.57	8.25 %
ODM1	1.91	11.67 %
MDU7	1.67	2.74 %
SZSD	1.56	-94.78 %
KRR1	1.30	2.20 %
PKM1	0.76	3.64 %
USL1	0.06	0.17 %
WHMD	-0.81	8.16 %
Total	216.03	11.24 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	79.06	23.47 %
Fridge	39.01	16.96 %
Air-Cond	35.53	8.84 %
Wash-Mac	17.45	8.37 %
D-Freez	8.40	66.47 %
W.Heater	2.17	14.02 %
Oven	0.59	15.90 %
Chimney	0.44	10.14 %
Vac-Clea	0.22	11.77 %
W-Disp	0.18	5.37 %
Gas-Stov	0.11	0.52 %
Small-Ap	0.10	2.88 %
Total	183.26	14.73 %

Branch *	MTD Sales L	Brand Share %
SJI2	5.57	7.49 %
NVL2	5.50	9.33 %
TVM2	3.32	10.47 %
WHNV	-0.27	5.53 %
Total	183.26	14.73 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	60.63	20.89 %
Fridge	44.18	18.99 %
Wash-Mac	37.07	16.02 %
Air-Cond	18.58	9.83 %
D-Freez	3.39	62.11 %
W.Heater	3.00	29.21 %
Oven	0.86	21.81 %
Gas-Stov	0.59	2.05 %
Chimney	0.43	3.66 %
W-Disp	0.26	6.89 %
Vac-Clea	0.22	16.97 %
Small-Ap	0.16	6.50 %
Total	169.37	16.75 %

Branch *	MTD Sales L	Brand Share %
SLM1	10.43	9.92 %
TRM1	0.79	1.53 %
Total	169.37	16.75 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	63.46	18.74 %
Fridge	30.37	12.55 %
Air-Cond	28.54	6.66 %
Wash-Mac	24.99	10.33 %
D-Freez	5.78	46.54 %
W.Heater	3.60	22.63 %
Chimney	1.30	13.39 %
W-Disp	1.05	36.76 %
Small-Ap	0.87	18.12 %
Oven	0.82	25.10 %
Vac-Clea	0.56	19.86 %
Gas-Stov	0.22	0.94 %
Total	161.54	12.18 %

Branch *	MTD Sales L	Brand Share %
VEL4	10.26	11.36 %
KPM2	9.24	6.81 %
TRR1	6.78	8.23 %
VEL3	6.63	8.12 %
AKM1	5.92	10.39 %
TRL1	4.19	4.61 %
VEL2	3.00	3.57 %
PLR1	2.73	6.17 %
TRT1	2.15	5.09 %
NASD	-0.64	5.93 %
Total	161.54	12.18 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	41.96	23.01 %
Fridge	23.74	16.80 %
Wash-Mac	19.50	11.84 %
Air-Cond	16.99	8.15 %
D-Freez	3.09	69.57 %
W.Heater	0.72	12.47 %
Oven	0.45	23.65 %
Gas-Stov	0.39	2.57 %
Small-Ap	0.20	13.19 %
W-Disp	0.18	14.80 %
Total	107.23	14.61 %

Branch *	MTD Sales L	Brand Share %
RSP1	4.08	10.37 %
SYM2	2.95	9.41 %
ERD1	2.89	2.81 %
KGM1	2.05	9.82 %
TPR4	1.47	10.64 %
W3SD	-0.86	-56.02 %
WHPD	-1.02	9.54 %
Total	107.23	14.61 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	40.21	16.70 %
Fridge	24.82	13.58 %
Wash-Mac	21.96	10.96 %
Air-Cond	9.31	6.49 %
W.Heater	1.65	12.38 %
Vac-Clea	0.87	21.30 %
D-Freez	0.60	24.41 %
Gas-Stov	0.59	2.29 %
Small-Ap	0.56	14.18 %
Oven	0.46	8.88 %
W-Disp	0.26	11.86 %
Chimney	0.16	1.43 %
Total	101.45	12.14 %

Branch *	MTD Sales L	Brand Share %
CBE2	12.23	7.41 %
KMR1	6.60	7.92 %
CBE6	5.41	8.86 %
SUL1	3.53	9.66 %
PLI1	2.51	4.48 %
KMD1	1.54	8.13 %
MPM1	0.69	1.74 %
ANR1	0.56	6.80 %
KGI1	0.52	3.69 %
WHCB	-0.92	4.83 %
Total	101.45	12.14 %