

MTD Sales
3,133.28 L

Brand Share %
13.69 %

Information:

MTD : 01-03-2026 To 29-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **13.69 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	1,381.23	10.78 %
LED TV	837.51	19.68 %
Fridge	488.83	17.83 %
Wash-Mac	360.76	13.02 %
D-Freez	27.17	53.04 %
W.Heater	15.15	13.89 %
Oven	8.68	13.82 %
W-Disp	7.08	46.87 %
Chimney	6.86	10.43 %
Dummy-AC		14.15 %
Dummy-WH		100.00 %
Total	3,133.28	13.69 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	510.63	13.91 %
CHENNAI-02	395.74	13.31 %
CHENNAI-01	394.59	11.73 %
SOUTH-03	362.72	13.11 %
WEST-02	349.25	16.42 %
TRICHY-01	322.55	11.35 %
WEST-01	275.80	13.00 %
NORTH ARCOT	274.78	17.75 %
SOUTH ARCOT	247.20	16.77 %
Total	3,133.28	13.69 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	228.25	11.59 %
LED TV	131.39	17.52 %
Wash-Mac	70.48	14.65 %
Fridge	68.36	16.20 %
D-Freez	7.51	56.72 %
W.Heater	1.89	14.68 %
Oven	1.38	12.40 %
W-Disp	0.72	45.95 %
Chimney	0.66	6.74 %
Total	510.63	13.91 %

Branch *	MTD Sales L	Brand Share %
TUT1	34.64	5.65 %
TKS2	18.29	12.03 %
TUT2	18.13	11.46 %
VNR2	12.56	9.38 %
RPM1	11.47	8.86 %
TCN1	10.49	13.04 %
PKD1	8.98	11.14 %
ASM1	6.24	11.86 %
STU2	5.94	12.59 %
VKM1	4.97	11.64 %
UDN1	3.59	7.70 %
S2SD	0.93	1.62 %
WHTV		0.00 %
Total	510.63	13.91 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	189.15	10.71 %
LED TV	96.42	17.85 %
Fridge	67.62	21.19 %
Wash-Mac	35.06	11.03 %
W.Heater	1.91	14.15 %
Oven	1.66	21.41 %
Chimney	1.45	30.50 %
D-Freez	1.30	61.19 %
W-Disp	1.18	53.55 %
Dummy-WH		100.00 %
Dummy-AC		10.53 %
Total	395.74	13.31 %

Branch *	MTD Sales L	Brand Share %
CH15	29.75	10.34 %
CH03	24.44	7.29 %
CH21	24.05	12.92 %
CH12	17.10	9.28 %
CH18	16.40	13.27 %
CH50	15.74	11.77 %
CH44	11.76	13.52 %
CH06	10.87	8.39 %
CH34	8.00	8.55 %
MJR1	6.95	7.11 %
CH46	5.58	10.36 %
CH27	1.86	5.07 %
MC06	0.55	3.70 %
CH32	0.43	2.55 %
CH01		0.00 %
MC05		0.00 %
Total	395.74	13.31 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	173.21	8.88 %
LED TV	110.68	20.01 %
Fridge	56.37	13.99 %
Wash-Mac	43.55	10.84 %
W.Heater	3.17	12.66 %
D-Freez	2.92	39.61 %
Oven	1.98	15.51 %
W-Disp	1.38	40.22 %
Chimney	1.33	19.24 %
Dummy-AC		33.59 %
Total	394.59	11.73 %

Branch *	MTD Sales L	Brand Share %
CH16	17.81	9.69 %
CH14	17.45	7.85 %
CH42	17.27	11.71 %
CH08	15.70	8.31 %
CH05	14.38	5.58 %
CH35	12.05	12.29 %
CH19	11.05	6.62 %
MRM1	10.66	12.99 %
CH48	9.84	7.88 %
CH49	9.25	6.00 %
CH45	9.07	7.24 %
SKL1	9.06	13.33 %
CH47	8.56	10.61 %
CH22	7.06	5.66 %
CZWH	6.79	8.33 %
WHC3	2.90	4.74 %
CGL1	1.99	2.89 %
CH29	0.33	2.85 %
CH40	0.20	1.86 %
Total	394.59	11.73 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	154.43	10.08 %
LED TV	96.16	18.88 %
Fridge	53.12	15.98 %
Wash-Mac	52.76	14.85 %
D-Freez	2.73	43.49 %
Chimney	1.07	9.82 %
W.Heater	1.05	9.45 %
W-Disp	0.87	50.10 %
Oven	0.53	6.79 %
Total	362.72	13.11 %

Branch *	MTD Sales L	Brand Share %
MDU1	26.78	7.75 %
DGL1	21.28	11.51 %
MDU6	15.14	11.84 %
KRR1	10.56	10.94 %
MDU3	10.49	9.63 %
DGL2	10.16	11.88 %
TEN1	7.74	12.06 %
DKI1	7.05	9.84 %
TPT1	6.27	9.88 %
MPA1	5.45	7.32 %
BNR1	5.13	12.08 %
TMM1	4.89	5.69 %
PNI1	4.76	11.62 %
SVG1	3.30	5.76 %
MDU7	3.12	3.26 %
KYK1	3.12	9.51 %
TEN2	2.38	3.61 %
PKM1	2.08	7.56 %
MNM1	1.78	6.30 %
SZSD	0.53	1.88 %
WHMD	-0.22	4.38 %
Total	362.72	13.11 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	145.71	13.85 %
LED TV	86.95	22.03 %
Fridge	62.84	19.23 %
Wash-Mac	48.46	14.85 %
D-Freez	2.31	75.34 %
W.Heater	1.57	18.26 %
Chimney	0.54	5.28 %
W-Disp	0.44	51.34 %
Oven	0.43	8.92 %
Total	349.25	16.42 %

Branch *	MTD Sales L	Brand Share %
SLM1	18.62	8.89 %
ERD1	17.91	11.26 %
SLM3	12.74	12.37 %
SLM2	8.76	12.22 %
KRI1	7.38	10.72 %
MCR1	7.28	12.97 %
VPD1	6.32	12.82 %
HSR1	6.27	9.04 %
TRM1	5.92	10.49 %
APN1	4.99	12.61 %
EDP1	4.31	13.28 %
CMI1	4.13	13.34 %
VKL1	2.62	9.89 %
SGG1	1.60	9.65 %
WZWH	1.14	9.58 %
WHKP	-0.26	13.66 %
WHPD	-0.50	5.39 %
Total	349.25	16.42 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	146.37	8.67 %
LED TV	89.84	15.96 %
Fridge	50.92	16.74 %
Wash-Mac	31.77	11.93 %
D-Freez	1.72	49.31 %
W.Heater	1.08	17.14 %
W-Disp	0.51	41.77 %
Oven	0.34	8.07 %
Total	322.55	11.35 %

Branch *	MTD Sales L	Brand Share %
TRY1	50.38	7.91 %
PBR2	23.06	13.23 %
MVM1	20.20	13.28 %
TVR2	14.51	10.22 %
KUM1	14.36	8.61 %
TNJ2	14.15	10.64 %
PTK1	13.41	10.21 %
TRY4	12.70	12.26 %
TRY3	9.10	11.42 %
JKM1	8.10	11.78 %
PBR1	7.61	12.97 %
TRY2	7.58	12.54 %
TNJ1	6.21	4.11 %
TYR1	1.45	1.84 %
ORU1	0.76	2.08 %
MSI1	0.58	1.10 %
TZSD	0.23	1.45 %
WTRZ	-0.79	6.01 %
Total	322.55	11.35 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	132.98	11.13 %
LED TV	69.68	19.92 %
Fridge	44.21	16.30 %
Wash-Mac	24.49	9.01 %
W.Heater	2.19	18.51 %
Oven	0.89	10.95 %
D-Freez	0.69	27.85 %
W-Disp	0.43	60.63 %
Chimney	0.25	2.10 %
Total	275.80	13.00 %

Branch *	MTD Sales L	Brand Share %
CBE2	47.12	9.41 %
TPR2	12.63	8.76 %
TPR1	12.10	12.23 %
MPM1	8.78	11.41 %
KMR1	7.03	5.69 %
TPR3	5.50	13.30 %
AVI1	4.62	7.57 %
SUL1	2.29	3.47 %
KMD1	2.22	6.64 %
GBM1	1.87	4.64 %
KGI1	1.08	6.39 %
SYM2	0.93	2.47 %
ANR1	0.81	5.45 %
KGM1	0.13	0.34 %
WZSD	0.10	0.74 %
WHCB	-0.87	8.17 %
Total	275.80	13.00 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	120.12	13.83 %
LED TV	74.22	25.59 %
Fridge	43.42	24.99 %
Wash-Mac	28.34	15.31 %
D-Freez	3.56	56.06 %
W.Heater	1.95	14.36 %
Chimney	1.12	23.05 %
Oven	1.09	32.16 %
W-Disp	0.96	39.12 %
Total	274.78	17.75 %

Branch *	MTD Sales L	Brand Share %
KPM2	21.65	13.42 %
TRL1	19.35	12.66 %
TRR1	12.88	13.62 %
VEL2	11.07	9.51 %
TRT1	8.04	13.20 %
ANI1	3.98	12.41 %
CPT1	3.29	10.12 %
CYR1	2.88	8.07 %
UGI1	2.46	11.10 %
WHVL	-1.57	13.67 %
Total	274.78	17.75 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	91.02	11.47 %
LED TV	82.18	26.86 %
Fridge	41.96	22.14 %
Wash-Mac	25.85	15.61 %
D-Freez	4.45	64.79 %
W-Disp	0.59	64.28 %
Chimney	0.45	19.43 %
Oven	0.38	13.31 %
W.Heater	0.34	5.44 %
Total	247.20	16.77 %

Branch *	MTD Sales L	Brand Share %
CUD1	17.48	13.16 %
KLM1	11.42	13.10 %
SJI2	11.17	13.35 %
CDM1	10.29	13.37 %
TRK1	10.11	12.57 %
NVL2	9.72	12.64 %
VCM1	5.73	10.89 %
TVM1	5.37	13.63 %
Total	247.20	16.77 %