

MTD Sales
2,116.90 L

Brand Share %
11.74 %

Information:

MTD : 01-09-2026 To 29-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.74 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	864.89	19.41 %
Fridge	420.14	12.80 %
Air-Cond	363.95	5.76 %
Wash-Mac	353.34	11.49 %
D-Freez	53.34	58.49 %
W.Heater	24.37	13.53 %
Oven	8.75	14.46 %
Chimney	7.52	7.67 %
Small-Ap	5.35	10.63 %
W-Disp	5.31	14.46 %
Vac-Clea	5.30	11.94 %
Gas-Stov	4.65	1.37 %
Total	2,116.90	11.74 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	385.53	12.39 %
TRICHY-01	260.63	10.89 %
CHENNAI-02	257.46	10.63 %
CHENNAI-01	244.00	8.75 %
SOUTH-03	221.64	11.17 %
SOUTH ARCOT	190.94	14.76 %
WEST-02	174.51	16.80 %
NORTH ARCOT	166.05	12.14 %
WEST-03	112.30	14.81 %
WEST-01	103.84	11.97 %
Total	2,116.90	11.74 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	141.84	19.16 %
Air-Cond	79.68	6.75 %
Wash-Mac	72.43	14.29 %
Fridge	72.25	13.50 %
D-Freez	10.02	69.35 %
Oven	2.09	14.64 %
Vac-Clea	1.85	16.63 %
W.Heater	1.84	8.84 %
Small-Ap	1.09	14.59 %
Chimney	1.02	7.54 %
Gas-Stov	0.81	1.29 %
W-Disp	0.60	17.74 %
Total	385.53	12.39 %

Branch *	MTD Sales L	Brand Share %
TUT1	25.82	7.24 %
NGR1	17.80	11.11 %
TKS2	13.77	10.71 %
RPM1	10.15	7.54 %
TKS1	8.70	9.59 %
TCN1	6.59	9.41 %
VNR2	6.46	6.80 %
ASM1	4.29	9.05 %
TUT2	4.26	3.33 %
VKM1	3.49	9.83 %
UDN1	3.45	6.94 %
VNR1	3.21	10.41 %
WHTV	-0.53	3.77 %
Total	385.53	12.39 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	128.88	21.03 %
Fridge	49.59	11.55 %
Wash-Mac	45.16	13.63 %
Air-Cond	27.07	2.94 %
D-Freez	5.90	51.98 %
W.Heater	2.56	10.99 %
Oven	0.52	12.93 %
Vac-Clea	0.45	15.92 %
Small-Ap	0.20	5.04 %
W-Disp	0.17	7.57 %
Chimney	0.13	1.18 %
Total	260.63	10.89 %

Branch *	MTD Sales L	Brand Share %
TRY1	23.72	6.27 %
MVM1	17.63	10.85 %
PBR2	16.11	11.30 %
KUM1	14.24	10.72 %
TNJ2	10.40	9.28 %
TVR2	9.06	7.72 %
TYR1	5.59	9.66 %
TNJ1	5.33	4.17 %
TRY3	5.31	7.65 %
AYR1	4.78	8.07 %
TTP1	4.33	9.26 %
PBR1	1.52	3.61 %
MSI1	0.84	1.97 %
WTRZ	-0.46	2.14 %
TZSD	-1.00	8.46 %
Total	260.63	10.89 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	112.28	18.36 %
Air-Cond	54.77	5.83 %
Fridge	44.47	10.89 %
Wash-Mac	35.28	9.37 %
D-Freez	3.57	45.58 %
W.Heater	2.48	11.68 %
Oven	1.25	15.13 %
Chimney	1.08	14.95 %
Small-Ap	0.69	10.14 %
W-Disp	0.60	14.84 %
Gas-Stov	0.60	2.17 %
Vac-Clea	0.38	9.98 %
Total	257.46	10.63 %

Branch *	MTD Sales L	Brand Share %
CH03	18.11	7.25 %
CH15	15.87	6.51 %
CH12	12.71	9.73 %
CH18	10.35	7.76 %
CH06	9.46	10.00 %
CH21	9.02	6.09 %
CH35	7.96	11.44 %
CH34	6.97	8.05 %
CH43	5.27	7.58 %
CH41	2.43	2.58 %
CH31	1.68	8.40 %
CH37	1.23	3.42 %
CH27	1.01	2.55 %
CH32	0.57	4.14 %
CH01	0.14	2.41 %
MC06		0.00 %
WCHN	-7.15	8.16 %
Total	257.46	10.63 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	93.28	16.21 %
Air-Cond	57.98	5.01 %
Fridge	42.26	8.86 %
Wash-Mac	34.27	7.82 %
D-Freez	6.66	59.54 %
W.Heater	3.23	9.16 %
W-Disp	1.50	18.53 %
Chimney	1.48	16.30 %
Oven	1.15	11.68 %
Small-Ap	0.92	8.85 %
Gas-Stov	0.87	1.87 %
Vac-Clea	0.41	3.63 %
Total	244.00	8.75 %

Branch *	MTD Sales L	Brand Share %
CH14	17.13	10.15 %
CH16	13.62	6.54 %
CH07	12.17	10.37 %
CH05	11.70	6.43 %
CH19	10.88	7.32 %
CH42	8.72	6.87 %
CH49	7.41	4.72 %
KNR1	6.74	11.42 %
CH25	6.48	5.75 %
CH22	6.45	7.73 %
MRM1	5.91	8.06 %
CH45	5.46	5.15 %
CZWH	4.51	5.70 %
CH47	3.84	2.11 %
CH48	2.18	1.69 %
CGL1	2.03	5.15 %
CH39	1.71	3.86 %
CH26	1.06	3.59 %
MC09	0.53	3.76 %
CH29	0.05	0.51 %
CH40		0.00 %
Total	244.00	8.75 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	95.09	19.29 %
Fridge	44.89	12.03 %
Wash-Mac	41.25	11.97 %
Air-Cond	28.97	4.32 %
D-Freez	5.33	63.83 %
W.Heater	2.83	16.19 %
Chimney	1.28	9.77 %
Oven	0.56	9.37 %
Small-Ap	0.55	10.91 %
Gas-Stov	0.35	0.80 %
W-Disp	0.33	6.30 %
Vac-Clea	0.20	5.80 %
Total	221.64	11.17 %

Branch *	MTD Sales L	Brand Share %
MDU1	18.39	7.39 %
MDU2	12.60	9.71 %
DGL1	11.57	8.18 %
KKD3	10.69	8.14 %
MDU6	7.80	9.41 %
DKI1	5.61	7.53 %
ATG1	5.32	8.01 %
TMM1	3.52	6.09 %
SVG1	3.50	8.72 %
MPA1	3.02	6.09 %
BNR1	2.96	8.91 %
PNV2	2.61	9.91 %
MDU5	2.57	8.09 %
ODM1	1.91	11.28 %
MDU7	1.90	2.96 %
SZSD	1.56	-79.81 %
KRR1	1.45	2.37 %
PKM1	0.76	3.40 %
USL1	0.06	0.17 %
WHMD	-0.81	7.77 %
Total	221.64	11.17 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	81.32	23.47 %
Fridge	39.35	16.51 %
Air-Cond	38.13	8.98 %
Wash-Mac	19.19	8.87 %
D-Freez	8.99	67.96 %
W.Heater	2.23	14.06 %
Oven	0.59	15.90 %
Chimney	0.44	9.83 %
W-Disp	0.26	7.63 %
Vac-Clea	0.22	11.77 %
Gas-Stov	0.11	0.51 %
Small-Ap	0.10	2.78 %
Total	190.94	14.76 %

Branch *	MTD Sales L	Brand Share %
KLM1	9.78	11.53 %
SJI2	6.18	8.07 %
NVL2	5.77	9.38 %
TVM2	3.46	10.57 %
WHNV	-0.59	9.97 %
Total	190.94	14.76 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	62.80	21.18 %
Fridge	45.58	19.16 %
Wash-Mac	37.58	15.98 %
Air-Cond	19.24	9.63 %
D-Freez	3.39	62.11 %
W.Heater	3.09	29.31 %
Oven	0.86	20.93 %
Gas-Stov	0.71	2.41 %
Chimney	0.62	5.07 %
W-Disp	0.26	6.89 %
Vac-Clea	0.22	16.97 %
Small-Ap	0.16	6.40 %
Total	174.51	16.80 %

Branch *	MTD Sales L	Brand Share %
SLM1	10.43	9.68 %
TRM1	0.79	1.50 %
Total	174.51	16.80 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	65.49	18.81 %
Fridge	31.31	12.51 %
Air-Cond	29.25	6.60 %
Wash-Mac	25.57	10.26 %
D-Freez	5.78	46.54 %
W.Heater	3.75	22.86 %
Chimney	1.30	13.17 %
W-Disp	1.13	37.72 %
Small-Ap	0.87	17.98 %
Oven	0.82	25.10 %
Vac-Clea	0.56	19.35 %
Gas-Stov	0.22	0.92 %
Total	166.05	12.14 %

Branch *	MTD Sales L	Brand Share %
VEL4	10.93	11.70 %
KPM2	9.36	6.76 %
TRR1	7.86	9.10 %
VEL3	6.75	7.80 %
AKM1	5.95	10.25 %
CGM1	5.61	11.70 %
TRL1	4.19	4.45 %
PLR1	3.17	6.78 %
VEL2	3.00	3.48 %
TRT1	2.15	4.88 %
NASD	-0.64	5.93 %
Total	166.05	12.14 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	42.66	23.02 %
Fridge	25.02	17.20 %
Wash-Mac	20.21	11.96 %
Air-Cond	19.24	8.72 %
D-Freez	3.09	69.57 %
W.Heater	0.72	12.68 %
Oven	0.45	23.65 %
Gas-Stov	0.39	2.54 %
Small-Ap	0.20	12.86 %
W-Disp	0.18	14.80 %
Vac-Clea	0.13	7.73 %
Total	112.30	14.81 %

Branch *	MTD Sales L	Brand Share %
RSP1	4.08	10.18 %
ERD1	3.13	2.93 %
SYM2	2.95	9.25 %
KGM1	2.05	9.15 %
TPR4	1.47	10.64 %
W3SD	-0.86	-42.41 %
WHPD	-1.40	11.33 %
Total	112.30	14.81 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	41.24	16.71 %
Fridge	25.43	13.57 %
Wash-Mac	22.40	10.74 %
Air-Cond	9.62	6.18 %
W.Heater	1.65	12.05 %
Vac-Clea	0.87	21.09 %
D-Freez	0.60	24.41 %
Gas-Stov	0.59	2.28 %
Small-Ap	0.56	13.79 %
Oven	0.46	8.88 %
W-Disp	0.26	11.86 %
Chimney	0.16	1.40 %
Total	103.84	11.97 %

Branch *	MTD Sales L	Brand Share %
CBE2	12.23	7.18 %
KMR1	6.78	8.02 %
CBE6	5.70	8.83 %
SUL1	3.53	9.28 %
PLI1	2.82	4.86 %
KMD1	1.54	8.17 %
MPM1	0.69	1.68 %
ANR1	0.56	6.04 %
KGI1	0.35	2.45 %
WHCB	-0.92	4.83 %
Total	103.84	11.97 %