

MTD Sales
3,250.78 L

Brand Share %
13.62 %

Information:

MTD : 01-03-2026 To 30-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **13.62 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	1,454.88	10.78 %
LED TV	856.62	19.50 %
Fridge	501.68	17.77 %
Wash-Mac	369.70	13.02 %
D-Freez	28.89	53.55 %
W.Heater	15.67	13.98 %
Oven	8.99	13.82 %
W-Disp	7.29	47.36 %
Chimney	7.08	10.37 %
Dummy-AC		14.15 %
Dummy-WH		100.00 %
Total	3,250.78	13.62 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	535.19	13.90 %
CHENNAI-01	407.45	11.64 %
CHENNAI-02	406.33	13.24 %
SOUTH-03	374.16	12.98 %
WEST-02	361.84	16.32 %
TRICHY-01	334.08	11.28 %
NORTH ARCOT	289.70	17.87 %
WEST-01	287.16	12.92 %
SOUTH ARCOT	254.87	16.62 %
Total	3,250.78	13.62 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	247.05	11.71 %
LED TV	134.40	17.48 %
Wash-Mac	71.56	14.62 %
Fridge	69.79	16.12 %
D-Freez	7.67	56.91 %
W.Heater	1.89	14.42 %
Oven	1.38	11.84 %
W-Disp	0.78	48.20 %
Chimney	0.66	6.41 %
Total	535.19	13.90 %

Branch *	MTD Sales L	Brand Share %
TUT1	34.92	5.56 %
TKS2	19.19	12.01 %
TUT2	18.30	11.26 %
VNR2	12.56	9.01 %
RPM1	12.34	9.21 %
TCN1	10.49	12.18 %
PKD1	9.27	11.08 %
ASM1	6.53	11.74 %
STU2	6.06	12.17 %
MMT1	5.73	13.19 %
VKM1	5.51	11.92 %
UDN1	3.72	7.76 %
S2SD	0.93	1.55 %
WHTV		0.00 %
Total	535.19	13.90 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	180.06	8.83 %
LED TV	112.60	19.57 %
Fridge	59.22	14.19 %
Wash-Mac	44.45	10.85 %
W.Heater	3.29	12.82 %
D-Freez	2.92	39.61 %
Oven	2.08	15.28 %
Chimney	1.46	19.07 %
W-Disp	1.38	40.22 %
Dummy-AC		33.59 %
Total	407.45	11.64 %

Branch *	MTD Sales L	Brand Share %
CH16	20.73	10.74 %
CH14	17.45	7.53 %
CH42	17.37	11.56 %
CH08	16.09	8.36 %
CH05	15.13	5.67 %
CH35	12.18	12.10 %
CH19	11.50	6.41 %
MRM1	11.29	13.31 %
CH48	10.44	8.11 %
CH49	9.72	6.06 %
CH45	9.07	7.11 %
SKL1	9.06	12.74 %
CH47	8.74	10.64 %
CH38	8.53	13.59 %
CH22	7.06	5.57 %
CZWH	6.79	6.73 %
WHC3	2.90	4.71 %
CGL1	1.99	2.81 %
CH29	0.33	2.85 %
CH40	0.20	1.86 %
MC10	0.19	10.24 %
Total	407.45	11.64 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	195.04	10.68 %
LED TV	98.71	17.71 %
Fridge	69.22	21.06 %
Wash-Mac	35.78	11.00 %
W.Heater	1.94	13.98 %
Oven	1.72	21.74 %
Chimney	1.45	28.59 %
D-Freez	1.30	61.19 %
W-Disp	1.18	53.55 %
Dummy-WH		100.00 %
Dummy-AC		10.53 %
Total	406.33	13.24 %

Branch *	MTD Sales L	Brand Share %
CH15	30.54	10.30 %
CH03	24.83	7.14 %
CH21	24.35	12.71 %
CH12	18.43	9.67 %
CH50	16.44	11.93 %
CH18	16.40	13.00 %
CH44	11.76	13.14 %
CH06	11.09	8.33 %
CH34	8.00	8.35 %
MJR1	6.95	6.94 %
CH46	5.77	10.40 %
CH27	1.86	4.83 %
MC06	0.55	3.57 %
CH32	0.43	2.50 %
CH01		0.00 %
MC05		0.00 %
Total	406.33	13.24 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	160.40	9.98 %
LED TV	98.47	18.62 %
Wash-Mac	54.62	14.93 %
Fridge	53.95	15.74 %
D-Freez	2.91	45.04 %
W.Heater	1.20	10.50 %
Chimney	1.07	9.82 %
W-Disp	0.95	52.26 %
Oven	0.59	7.24 %
Total	374.16	12.98 %

Branch *	MTD Sales L	Brand Share %
MDU1	27.84	7.70 %
DGL1	22.20	11.27 %
MDU6	15.99	12.23 %
DGL2	10.95	11.75 %
MDU3	10.89	9.67 %
KRR1	10.56	10.15 %
TEN1	7.74	11.82 %
DKI1	7.23	9.61 %
TPT1	6.56	10.14 %
MPA1	5.45	7.32 %
BNR1	5.37	12.24 %
TMM1	5.02	5.64 %
PNI1	4.76	11.17 %
KYK1	3.61	10.54 %
SVG1	3.30	5.33 %
MDU7	3.20	3.26 %
TEN2	2.50	3.54 %
PKM1	2.26	8.05 %
MNM1	1.78	6.21 %
SZSD	0.53	1.88 %
WHMD	-0.22	4.12 %
Total	374.16	12.98 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	153.63	13.86 %
LED TV	88.21	21.60 %
Fridge	63.88	19.00 %
Wash-Mac	50.20	15.00 %
D-Freez	2.55	77.13 %
W.Heater	1.78	19.04 %
Chimney	0.62	6.01 %
Oven	0.53	10.63 %
W-Disp	0.44	46.78 %
Total	361.84	16.32 %

Branch *	MTD Sales L	Brand Share %
ERD1	19.61	11.66 %
SLM1	19.33	9.00 %
SLM3	12.92	12.21 %
SLM2	8.76	11.17 %
OML1	7.46	13.29 %
KRI1	7.38	10.32 %
MCR1	7.28	12.90 %
HSR1	6.90	9.70 %
VPD1	6.32	12.31 %
TRM1	5.92	10.04 %
APN1	4.99	12.27 %
EDP1	4.31	13.01 %
CMI1	4.13	12.89 %
WZWH	2.70	10.95 %
VKL1	2.62	9.36 %
SGG1	2.05	11.15 %
WHPD	-0.50	4.57 %
Total	361.84	16.32 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	152.01	8.56 %
LED TV	92.74	16.02 %
Fridge	52.67	16.84 %
Wash-Mac	32.46	11.80 %
D-Freez	2.27	54.40 %
W.Heater	1.08	16.99 %
W-Disp	0.51	41.77 %
Oven	0.34	8.07 %
Total	334.08	11.28 %

Branch *	MTD Sales L	Brand Share %
TRY1	51.93	7.87 %
PBR2	24.51	13.49 %
MVM1	21.76	13.56 %
TVR2	15.78	10.43 %
TNJ2	14.95	10.48 %
KUM1	14.64	8.52 %
PTK1	14.10	10.42 %
TRY4	13.79	12.45 %
TRY3	9.70	11.77 %
JKM1	8.52	11.98 %
TRY2	8.21	13.01 %
PBR1	7.61	12.75 %
TNJ1	6.21	3.92 %
TYR1	1.45	1.77 %
ORU1	0.76	2.05 %
MSI1	0.58	1.03 %
TZSD	0.23	1.45 %
Total	334.08	11.28 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	131.11	14.27 %
LED TV	76.37	25.43 %
Fridge	44.42	24.70 %
Wash-Mac	29.06	15.23 %
D-Freez	3.56	53.57 %
W.Heater	1.95	14.19 %
Chimney	1.12	23.05 %
Oven	1.09	32.16 %
W-Disp	1.03	40.75 %
Total	289.70	17.87 %

Branch *	MTD Sales L	Brand Share %
TRL1	20.53	12.88 %
TRR1	13.33	13.48 %
VEL2	12.11	9.76 %
TRT1	8.04	12.68 %
ANI1	4.17	12.69 %
CPT1	4.13	11.95 %
CYR1	3.17	8.06 %
UGI1	2.81	12.11 %
Total	289.70	17.87 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	141.40	11.11 %
LED TV	70.52	19.68 %
Fridge	45.03	16.32 %
Wash-Mac	25.44	9.12 %
W.Heater	2.19	18.23 %
D-Freez	1.01	32.51 %
Oven	0.89	10.56 %
W-Disp	0.43	60.63 %
Chimney	0.25	2.01 %
Total	287.16	12.92 %

Branch *	MTD Sales L	Brand Share %
CBE2	48.87	9.23 %
TPR2	13.26	8.82 %
TPR1	12.85	12.68 %
MPM1	9.07	11.26 %
KMR1	7.40	5.68 %
AVI1	4.91	7.43 %
SUL1	2.29	3.36 %
KMD1	2.22	6.64 %
GBM1	1.87	4.40 %
KGI1	1.08	5.94 %
SYM2	0.93	2.40 %
ANR1	0.81	4.96 %
KGM1	0.45	1.15 %
WZSD	0.10	0.74 %
WHCB	-0.87	7.64 %
Total	287.16	12.92 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	94.18	11.34 %
LED TV	84.61	26.75 %
Fridge	43.49	22.14 %
Wash-Mac	26.14	15.36 %
D-Freez	4.70	64.51 %
W-Disp	0.59	64.28 %
Chimney	0.45	18.14 %
Oven	0.38	13.31 %
W.Heater	0.34	5.24 %
Total	254.87	16.62 %

Branch *	MTD Sales L	Brand Share %
CUD1	17.90	13.17 %
SJI2	11.40	12.83 %
CDM1	10.29	13.06 %
TRK1	10.24	12.38 %
NVL2	9.98	12.54 %
VCM1	6.00	11.10 %
TVM1	5.37	12.37 %
Total	254.87	16.62 %