

MTD Sales
4,627.39 L

Brand Share %
24.90 %

Information:

MTD : 01-09-2026 To 30-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **24.90 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,558.21	33.88 %
Air-Cond	1,223.32	18.40 %
Fridge	870.67	25.57 %
Wash-Mac	733.35	22.99 %
W-Purifi	80.11	43.01 %
Dishwash	67.27	40.65 %
Home-The	65.01	19.60 %
Oven	29.44	47.92 %
Total	4,627.39	24.90 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	841.28	26.01 %
CHENNAI-01	672.03	23.00 %
TRICHY-01	628.56	25.40 %
CHENNAI-02	545.12	21.99 %
SOUTH-03	444.04	21.92 %
NORTH ARCOT	441.53	31.40 %
SOUTH ARCOT	321.33	24.12 %
WEST-02	273.01	25.87 %
WEST-01	233.44	26.79 %
WEST-03	227.05	28.92 %
Total	4,627.39	24.90 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	283.47	22.69 %
LED TV	241.46	31.68 %
Fridge	147.15	26.61 %
Wash-Mac	124.95	23.71 %
W-Purifi	17.32	50.67 %
Home-The	10.98	16.55 %
Dishwash	8.96	31.49 %
Oven	6.99	47.69 %
Total	841.28	26.01 %

Branch *	MTD Sales L	Brand Share %
KVT1	47.16	22.26 %
RND1	19.55	20.57 %
SVK1	18.84	20.37 %
PKD1	16.09	22.86 %
TCN1	13.52	19.46 %
ERL2	12.60	18.47 %
UDN1	10.60	20.97 %
SKD1	9.26	23.55 %
VNR2	8.34	8.55 %
KGL1	7.48	20.60 %
SNL1	6.78	11.53 %
APK2	6.43	9.62 %
KYR1	5.17	18.17 %
S2SD	3.62	22.03 %
VNR1	2.83	9.29 %
SGT1	2.55	18.10 %
STU2	1.51	4.66 %
Total	841.28	26.01 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	204.80	34.66 %
Air-Cond	186.33	14.77 %
Fridge	130.25	26.25 %
Wash-Mac	105.27	23.33 %
Dishwash	20.18	44.77 %
W-Purifi	10.88	29.91 %
Home-The	9.97	31.91 %
Oven	4.35	44.95 %
Total	672.03	23.00 %

Branch *	MTD Sales L	Brand Share %
CH47	41.16	20.69 %
CH14	37.95	21.42 %
CH05	34.91	17.78 %
CH49	34.61	21.59 %
CH19	34.47	21.37 %
CH42	27.16	20.73 %
AVD1	22.59	19.91 %
CH30	22.44	19.34 %
CH07	20.74	17.28 %
CH22	20.11	23.65 %
CH25	19.52	17.44 %
CZWH	15.24	14.77 %
SKL1	13.18	22.37 %
CH38	9.96	16.60 %
GUD2	8.40	15.09 %
CH08	7.52	15.94 %
CH26	2.28	7.78 %
MC09	1.81	12.53 %
CH40		0.00 %
Total	672.03	23.00 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	218.38	34.39 %
Air-Cond	195.81	20.16 %
Fridge	124.90	28.25 %
Wash-Mac	66.13	18.96 %
W-Purifi	8.07	40.04 %
Dishwash	8.05	44.28 %
Home-The	5.52	15.78 %
Oven	1.70	41.97 %
Total	628.56	25.40 %

Branch *	MTD Sales L	Brand Share %
PBR2	32.28	23.03 %
TNJ1	29.80	21.70 %
TNJ2	23.70	20.30 %
KIK1	20.68	20.06 %
TRY4	18.30	20.13 %
PDK2	17.96	22.48 %
AYR1	14.99	23.79 %
TYR1	8.19	13.93 %
PDK1	3.02	7.05 %
TRY2	2.20	9.34 %
NCK1	2.03	8.50 %
KRN1	1.82	5.97 %
APM1	1.71	7.20 %
ORU1	1.22	4.03 %
Total	628.56	25.40 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	200.89	31.71 %
Air-Cond	149.77	15.78 %
Fridge	90.10	21.45 %
Wash-Mac	73.70	19.05 %
Dishwash	10.39	49.74 %
Home-The	8.20	20.08 %
W-Purifi	8.05	40.26 %
Oven	4.03	48.35 %
Total	545.12	21.99 %

Branch *	MTD Sales L	Brand Share %
CH03	63.41	24.20 %
CH21	34.01	22.09 %
CH15	33.25	13.13 %
CH51	31.28	22.80 %
CH18	30.99	22.25 %
CH20	28.52	23.49 %
CH50	18.38	16.06 %
CH17	14.06	14.36 %
MJR1	12.91	17.67 %
CH33	12.36	15.17 %
PON1	10.70	15.60 %
CH44	10.29	13.93 %
CH12	9.84	7.19 %
UKI1	7.46	20.35 %
GPD1	2.61	8.10 %
CH01	1.22	18.11 %
CH32	0.87	5.93 %
MC06	0.77	10.63 %
MC05		0.00 %
WHC3	-12.59	-183.39 %
WCHN	-22.93	23.95 %
Total	545.12	21.99 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	146.82	28.93 %
Air-Cond	110.77	15.88 %
Fridge	91.55	23.70 %
Wash-Mac	71.50	19.98 %
W-Purifi	10.69	45.64 %
Home-The	6.50	18.05 %
Dishwash	3.30	28.81 %
Oven	2.92	49.93 %
Total	444.04	21.92 %

Branch *	MTD Sales L	Brand Share %
MDU1	54.45	21.67 %
DGL1	30.02	20.41 %
KKD3	22.67	16.77 %
MDU6	18.49	21.71 %
MDU2	18.18	13.96 %
TMM1	13.70	23.01 %
TPT1	9.61	20.92 %
TDI1	9.32	22.34 %
BNR1	8.04	23.58 %
MDU4	7.58	18.75 %
MDU3	6.43	11.76 %
MNM1	4.86	22.67 %
TEN1	4.68	8.51 %
NKI1	4.34	12.88 %
TEN2	4.05	9.15 %
DGL2	3.77	9.88 %
CMR1	3.12	19.17 %
BTU1	2.05	9.10 %
MDU5	1.88	5.90 %
ADP1	1.83	7.74 %
WHMD	-2.60	24.26 %
Total	444.04	21.92 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	154.87	42.92 %
Air-Cond	108.05	23.17 %
Wash-Mac	79.47	30.74 %
Fridge	74.98	28.33 %
W-Purifi	8.56	56.87 %
Home-The	7.53	28.20 %
Dishwash	5.76	54.11 %
Oven	2.31	65.41 %
Total	441.53	31.40 %

Branch *	MTD Sales L	Brand Share %
KPM2	35.31	24.66 %
TRL1	20.53	20.49 %
VEL4	16.65	17.63 %
ABR1	15.61	24.82 %
KPM1	9.09	23.01 %
WJD1	8.25	22.47 %
CYR1	7.51	20.55 %
CGM1	7.45	15.00 %
CPT1	6.58	24.61 %
SLG1	3.42	19.14 %
Total	441.53	31.40 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	128.04	35.72 %
Fridge	60.60	24.28 %
Air-Cond	60.52	13.54 %
Wash-Mac	59.23	26.10 %
W-Purifi	4.33	43.67 %
Home-The	3.39	13.43 %
Oven	2.63	68.11 %
Dishwash	2.60	22.95 %
Total	321.33	24.12 %

Branch *	MTD Sales L	Brand Share %
POY1	27.21	18.25 %
CUD1	19.56	14.25 %
CDM1	13.32	14.96 %
NVL2	12.50	20.04 %
PRT1	10.05	16.99 %
VPM2	9.83	13.03 %
KKI2	7.58	13.36 %
STP1	3.74	20.05 %
MKM1	2.60	8.38 %
WHUT	-1.72	11.70 %
Total	321.33	24.12 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	98.36	32.15 %
Fridge	59.74	24.10 %
Wash-Mac	56.19	22.95 %
Air-Cond	41.64	19.98 %
W-Purifi	7.45	66.86 %
Home-The	5.45	20.99 %
Oven	2.25	53.56 %
Dishwash	1.93	28.30 %
Total	273.01	25.87 %

Branch *	MTD Sales L	Brand Share %
SLM1	22.07	20.19 %
SLM3	12.42	19.59 %
KRI1	10.53	20.11 %
VPD1	7.76	23.09 %
SLM2	7.10	12.42 %
OML1	6.91	18.09 %
KVP1	6.48	21.81 %
EDP1	4.01	19.29 %
DPR1	1.72	5.12 %
WZWH	0.70	7.45 %
Total	273.01	25.87 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	88.24	34.74 %
Fridge	54.70	28.64 %
Wash-Mac	49.49	23.33 %
Air-Cond	31.71	19.22 %
W-Purifi	2.76	28.24 %
Dishwash	2.63	35.52 %
Home-The	2.20	8.26 %
Oven	1.71	31.54 %
Total	233.44	26.79 %

Branch *	MTD Sales L	Brand Share %
CBE2	38.40	22.08 %
KMR1	19.20	23.23 %
CBE1	10.26	21.20 %
SNR1	8.66	16.38 %
UAM1	7.98	20.01 %
UMP1	6.24	15.54 %
PDM1	1.26	7.15 %
WZSD	0.16	10.90 %
WHCB	-4.34	21.94 %
Total	233.44	26.79 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	76.35	39.91 %
Air-Cond	55.24	23.68 %
Wash-Mac	47.42	27.04 %
Fridge	36.70	23.85 %
Home-The	5.28	29.74 %
Dishwash	3.47	66.15 %
W-Purifi	2.02	32.01 %
Oven	0.57	30.15 %
Total	227.05	28.92 %

Branch *	MTD Sales L	Brand Share %
ERD2	24.54	18.45 %
TPR2	15.29	21.07 %
Total	227.05	28.92 %