

MTD Sales
611.41 L

Brand Share %
28.01 %

Information:

MTD : 01-10-2026 To 03-10-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **28.01 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	216.59	38.24 %
Air-Cond	177.98	21.13 %
Fridge	106.58	29.91 %
Wash-Mac	78.41	24.05 %
Home-The	11.04	24.50 %
Dishwash	9.91	49.08 %
W-Purifi	8.57	41.65 %
Oven	2.33	36.10 %
Total	611.41	28.01 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	134.58	36.34 %
CHENNAI-01	92.00	25.92 %
SOUTH-03	78.70	23.55 %
CHENNAI-02	70.51	26.95 %
TRICHY-01	69.19	28.54 %
NORTH ARCOT	46.64	31.45 %
WEST-01	36.47	28.66 %
WEST-03	29.16	25.77 %
SOUTH ARCOT	28.13	22.59 %
WEST-02	26.04	24.46 %
Total	611.41	28.01 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	61.65	51.71 %
Air-Cond	38.23	28.30 %
Fridge	18.58	33.59 %
Wash-Mac	10.49	23.41 %
Dishwash	2.68	64.34 %
Home-The	1.47	16.88 %
W-Purifi	1.25	53.97 %
Oven	0.23	32.07 %
Total	134.58	36.34 %

Branch *	MTD Sales L	Brand Share %
TKS2	4.47	26.29 %
KVT1	3.05	16.83 %
RPM1	2.35	23.95 %
VLY1	1.65	26.27 %
RND2	1.59	15.92 %
SVK1	1.50	16.25 %
TYI1	1.46	21.21 %
UDN1	1.41	24.05 %
TCN1	1.27	21.79 %
ERL2	1.24	19.35 %
VNR2	1.11	11.31 %
APK2	1.07	17.59 %
VNR1	0.92	20.62 %
PKD1	0.82	15.56 %
SNL1	0.43	8.74 %
STU2	0.39	15.05 %
COL1	0.20	13.71 %
SGT1	0.15	25.23 %
APK1	0.14	3.39 %
KYR1		0.00 %
WHTV	-0.39	22.77 %
S2SD	-1.86	-53.36 %
Total	134.58	36.34 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	31.40	44.10 %
Air-Cond	22.31	13.91 %
Fridge	17.78	32.27 %
Wash-Mac	13.26	25.76 %
Dishwash	3.42	63.09 %
W-Purifi	2.01	31.23 %
Home-The	1.82	43.89 %
Total	92.00	25.92 %

Branch *	MTD Sales L	Brand Share %
CH05	6.76	21.45 %
CH14	6.73	23.02 %
CH49	5.96	22.93 %
CH28	3.97	19.29 %
CH47	3.10	18.82 %
CH07	3.01	22.59 %
AVD1	2.71	17.82 %
CH25	2.69	10.67 %
CH42	2.36	13.86 %
CH22	1.47	17.47 %
MRM1	1.40	25.04 %
KNR1	1.17	22.78 %
CH39	1.05	25.13 %
SKL1	0.79	16.40 %
CH38	0.55	11.56 %
CH08		0.00 %
CH26		0.00 %
CH40		0.00 %
CZWH		0.00 %
Total	92.00	25.92 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	28.79	19.93 %
LED TV	23.14	30.11 %
Fridge	14.45	25.50 %
Wash-Mac	9.08	19.50 %
W-Purifi	1.44	66.64 %
Dishwash	0.94	42.43 %
Home-The	0.73	15.51 %
Oven	0.13	25.40 %
Total	78.70	23.55 %

Branch *	MTD Sales L	Brand Share %
MDU8	25.91	22.02 %
MDU1	6.26	19.00 %
DGL1	3.95	25.18 %
SVG1	1.02	24.74 %
MDU5	1.01	27.57 %
KKD3	0.97	12.47 %
KPT1	0.96	26.26 %
PVI1	0.91	23.48 %
USL1	0.88	22.82 %
TMM1	0.79	15.48 %
BTU1	0.66	17.48 %
MDU2	0.64	5.24 %
PNI1	0.62	12.62 %
DKI1	0.62	19.55 %
MLR1	0.59	25.08 %
TEN1	0.53	9.68 %
DGL2	0.50	14.01 %
CMR1	0.46	20.84 %
TDI1	0.44	9.45 %
TEN2	0.31	5.92 %
NKI1	0.29	11.06 %
ADP1		0.00 %
MNM1		0.00 %
WHMD	-0.19	17.94 %
SZSD	-0.69	-13.70 %
Total	78.70	23.55 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	24.93	22.70 %
LED TV	24.71	36.92 %
Wash-Mac	9.89	26.57 %
Fridge	8.61	22.98 %
Home-The	1.88	29.79 %
W-Purifi	0.30	25.18 %
Oven	0.23	16.53 %
Dishwash	-0.04	-3.16 %
Total	70.51	26.95 %

Branch *	MTD Sales L	Brand Share %
CH03	5.83	26.57 %
CH21	4.84	26.71 %
CH18	4.54	26.41 %
CH15	3.15	11.11 %
CH17	2.90	15.53 %
CH12	2.56	14.53 %
CH20	2.37	19.02 %
CH50	2.30	15.10 %
CH41	1.78	22.82 %
CH33	1.46	20.57 %
CH44	1.30	23.29 %
GPD1	0.67	17.42 %
CH32	0.32	8.49 %
MC06	0.31	26.91 %
CH01		0.00 %
WCHN	-3.52	23.33 %
Total	70.51	26.95 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	24.31	35.67 %
Air-Cond	24.08	24.74 %
Fridge	11.59	30.89 %
Wash-Mac	5.92	19.24 %
Home-The	1.79	35.37 %
W-Purifi	0.63	31.02 %
Dishwash	0.51	55.89 %
Oven	0.37	49.51 %
Total	69.19	28.54 %

Branch *	MTD Sales L	Brand Share %
PBR2	3.32	15.67 %
TNJ2	2.60	25.31 %
TRY3	2.03	20.07 %
KIK1	1.87	27.15 %
MDI1	1.82	26.81 %
TYR1	1.64	18.56 %
PDK2	1.37	14.31 %
KUM2	1.25	18.67 %
JKM1	0.95	14.12 %
TVR1	0.72	22.70 %
MSI1	0.68	21.95 %
TRY2	0.22	11.94 %
KRN1	0.16	5.24 %
TTP1	0.14	10.59 %
APM1		0.00 %
ORU1		0.00 %
TZSD	-0.86	25.23 %
Total	69.19	28.54 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	17.89	38.26 %
Fridge	9.49	33.72 %
Wash-Mac	9.49	36.07 %
Air-Cond	7.69	18.75 %
Home-The	1.09	31.16 %
Oven	0.49	57.66 %
W-Purifi	0.48	32.85 %
Total	46.64	31.45 %

Branch *	MTD Sales L	Brand Share %
VEL3	3.89	27.18 %
KPM2	2.43	24.13 %
VEL2	2.10	20.32 %
TRL1	1.82	17.66 %
AKM1	1.63	26.50 %
VEL1	1.11	25.81 %
WJD1	0.89	20.22 %
ANI1	0.80	22.93 %
ARC2	0.78	23.82 %
ABR1	0.77	17.39 %
PTU1	0.31	15.08 %
KPM1	0.14	3.86 %
SLG1	0.14	5.34 %
CGM1		0.00 %
WHVL	-0.37	14.97 %
Total	46.64	31.45 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	10.27	30.50 %
Fridge	9.70	39.79 %
Air-Cond	9.56	26.86 %
Wash-Mac	4.30	17.50 %
W-Purifi	1.37	61.89 %
Oven	0.61	79.42 %
Dishwash	0.50	25.90 %
Home-The	0.16	3.91 %
Total	36.47	28.66 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.12	15.82 %
KMR1	2.81	18.87 %
UAM1	1.41	19.36 %
PLI1	1.28	27.69 %
MPM1	1.16	24.56 %
CNR1	0.96	27.02 %
SUL1	0.84	16.67 %
PDM1	0.45	17.43 %
ANR1		0.00 %
WZSD		0.00 %
Total	36.47	28.66 %

WEST-03

Property	MTD Sales L	Brand Share %
Air-Cond	9.41	20.69 %
LED TV	6.65	30.81 %
Wash-Mac	6.51	29.59 %
Fridge	4.80	23.94 %
Dishwash	0.98	73.00 %
Home-The	0.60	25.68 %
W-Purifi	0.20	74.14 %
Total	29.16	25.77 %

Branch *	MTD Sales L	Brand Share %
ERD2	4.18	23.66 %
TPR2	3.51	23.50 %
AVI1	1.24	15.74 %
NKL2	1.01	10.85 %
SYM2	0.94	18.88 %
SGG1	0.72	23.91 %
CMI1	0.59	14.55 %
RSP1	0.40	10.64 %
TPR3	0.25	6.28 %
TCG1	0.16	5.26 %
W3SD		0.00 %
Total	29.16	25.77 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	7.64	29.15 %
Air-Cond	7.56	14.80 %
Fridge	7.13	31.93 %
Wash-Mac	4.73	24.51 %
Dishwash	0.50	35.91 %
Home-The	0.26	10.17 %
W-Purifi	0.18	13.36 %
Oven	0.13	41.25 %
Total	28.13	22.59 %

Branch *	MTD Sales L	Brand Share %
CUD1	2.23	23.41 %
KLM1	2.23	20.14 %
NVL2	1.56	26.36 %
SJI2	1.39	19.34 %
TRK1	0.95	14.95 %
CDM1	0.88	15.07 %
KKI2	0.70	16.55 %
TDM1	0.48	17.03 %
TVM2	0.37	16.80 %
STP1	0.35	15.59 %
VPM2	0.30	5.14 %
MKM1	0.26	7.61 %
POY1	0.10	0.76 %
VCM1		0.00 %
WHUT		0.00 %
WHNV	-0.19	17.77 %
Total	28.13	22.59 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	8.93	24.98 %
Air-Cond	5.42	24.82 %
Wash-Mac	4.75	20.63 %
Fridge	4.44	22.94 %
Home-The	1.24	34.15 %
W-Purifi	0.70	62.62 %
Dishwash	0.42	31.47 %
Oven	0.13	36.00 %
Total	26.04	24.46 %

Branch *	MTD Sales L	Brand Share %
KRI1	2.12	25.45 %
SLM1	2.04	11.85 %
HSR2	1.99	26.48 %
HSR1	1.94	27.00 %
ATU1	1.83	22.77 %
SLM3	1.15	19.95 %
MTR1	1.06	22.08 %
KVP1	0.79	20.09 %
VPD1	0.53	20.36 %
SLM2	0.49	7.27 %
OML1	0.47	14.30 %
PLC1	0.17	7.40 %
DPR1	0.15	7.08 %
PNG1	0.15	11.50 %
BMD1		0.00 %
HRR1		0.00 %
PMP1		0.00 %
Total	26.04	24.46 %