

MTD Sales  
808.63 L

Brand Share %  
27.74 %

Information:

MTD : 01-10-2026 To 04-10-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **27.74 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 294.01      | 38.51 %       |
| Air-Cond | 227.90      | 20.41 %       |
| Fridge   | 136.85      | 29.05 %       |
| Wash-Mac | 107.50      | 24.21 %       |
| Home-The | 15.38       | 25.55 %       |
| Dishwash | 12.77       | 51.70 %       |
| W-Purifi | 11.41       | 43.35 %       |
| Oven     | 2.81        | 32.81 %       |
| Total    | 808.63      | 27.74 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 161.11      | 34.01 %       |
| CHENNAI-01  | 124.14      | 25.83 %       |
| SOUTH-03    | 98.25       | 22.70 %       |
| TRICHY-01   | 95.42       | 29.40 %       |
| CHENNAI-02  | 95.12       | 25.78 %       |
| NORTH ARCOT | 63.15       | 31.46 %       |
| WEST-01     | 50.28       | 28.89 %       |
| WEST-02     | 41.03       | 28.47 %       |
| WEST-03     | 40.54       | 27.20 %       |
| SOUTH ARCOT | 39.59       | 23.77 %       |
| Total       | 808.63      | 27.74 %       |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 71.22       | 47.92 %       |
| Air-Cond | 46.78       | 27.35 %       |
| Fridge   | 22.64       | 30.77 %       |
| Wash-Mac | 13.87       | 22.73 %       |
| Dishwash | 2.68        | 64.34 %       |
| Home-The | 1.96        | 17.90 %       |
| W-Purifi | 1.53        | 49.34 %       |
| Oven     | 0.44        | 35.40 %       |
| Total    | 161.11      | 34.01 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TKS1     | 4.72        | 26.91 %       |
| KVT1     | 3.82        | 18.36 %       |
| RND2     | 3.26        | 23.91 %       |
| VLY1     | 2.29        | 17.45 %       |
| SVK1     | 1.85        | 14.93 %       |
| UDN1     | 1.72        | 24.53 %       |
| SDI1     | 1.62        | 26.78 %       |
| TCN1     | 1.46        | 17.95 %       |
| TYI1     | 1.46        | 19.80 %       |
| ERL2     | 1.24        | 13.64 %       |
| APK2     | 1.22        | 16.15 %       |
| VNR2     | 1.11        | 9.98 %        |
| SNL1     | 0.94        | 11.31 %       |
| VNR1     | 0.92        | 16.97 %       |
| PKD1     | 0.82        | 12.43 %       |
| APK1     | 0.46        | 8.21 %        |
| STU2     | 0.39        | 10.44 %       |
| SGT1     | 0.30        | 22.24 %       |
| COL1     | 0.20        | 6.79 %        |
| KYR1     |             | 0.00 %        |
| WHTV     | -0.39       | 22.77 %       |
| S2SD     | -1.86       | -53.36 %      |
| Total    | 161.11      | 34.01 %       |

CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 47.64       | 46.20 %       |
| Air-Cond | 27.70       | 12.99 %       |
| Fridge   | 22.36       | 30.59 %       |
| Wash-Mac | 15.58       | 23.16 %       |
| Dishwash | 5.33        | 64.56 %       |
| Home-The | 2.89        | 46.80 %       |
| W-Purifi | 2.39        | 29.04 %       |
| Oven     | 0.26        | 23.58 %       |
| Total    | 124.14      | 25.83 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH49     | 8.19        | 26.31 %       |
| CH05     | 7.94        | 18.25 %       |
| CH14     | 7.35        | 19.27 %       |
| CH42     | 6.47        | 26.74 %       |
| CH47     | 5.29        | 22.91 %       |
| CH19     | 5.17        | 25.13 %       |
| CH07     | 5.03        | 27.07 %       |
| CH28     | 4.66        | 17.39 %       |
| CH25     | 4.39        | 12.99 %       |
| AVD1     | 4.06        | 18.00 %       |
| MRM1     | 3.31        | 27.10 %       |
| KNR1     | 1.64        | 18.94 %       |
| CH22     | 1.47        | 13.20 %       |
| SKL1     | 1.12        | 19.94 %       |
| CH38     | 0.71        | 11.33 %       |
| CH08     |             | 0.00 %        |
| CH26     |             | 0.00 %        |
| CH40     |             | 0.00 %        |
| CZWH     |             | 0.00 %        |
| Total    | 124.14      | 25.83 %       |

## SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 33.98       | 17.64 %       |
| LED TV   | 31.62       | 31.42 %       |
| Fridge   | 16.56       | 24.20 %       |
| Wash-Mac | 11.74       | 20.11 %       |
| W-Purifi | 1.57        | 65.59 %       |
| Home-The | 1.40        | 19.45 %       |
| Dishwash | 1.36        | 51.50 %       |
| Oven     | 0.01        | 3.38 %        |
| Total    | 98.25       | 22.70 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU8     | 28.74       | 22.56 %       |
| MDU1     | 8.43        | 14.63 %       |
| DGL1     | 4.86        | 22.01 %       |
| MDU3     | 3.49        | 26.45 %       |
| BNR1     | 1.28        | 25.63 %       |
| TMM1     | 1.24        | 18.68 %       |
| MDU2     | 1.20        | 6.47 %        |
| KPT1     | 1.14        | 27.21 %       |
| KKD3     | 1.12        | 8.96 %        |
| SVG1     | 1.02        | 14.56 %       |
| MDU5     | 1.01        | 22.78 %       |
| TDI1     | 0.93        | 16.17 %       |
| PVI1     | 0.91        | 18.69 %       |
| BTU1     | 0.66        | 14.70 %       |
| PNI1     | 0.62        | 9.39 %        |
| TEN1     | 0.53        | 7.35 %        |
| DGL2     | 0.50        | 11.44 %       |
| CMR1     | 0.46        | 12.39 %       |
| TEN2     | 0.31        | 4.60 %        |
| NKI1     | 0.29        | 9.05 %        |
| ADP1     | 0.15        | 3.34 %        |
| MNM1     |             | 0.00 %        |
| WHMD     | -0.19       | 12.69 %       |
| SZSD     | -0.69       | -13.70 %      |
| Total    | 98.25       | 22.70 %       |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 36.16       | 26.93 %       |
| LED TV   | 30.82       | 34.93 %       |
| Fridge   | 15.16       | 31.00 %       |
| Wash-Mac | 8.91        | 21.20 %       |
| Home-The | 2.53        | 37.84 %       |
| W-Purifi | 0.96        | 38.28 %       |
| Dishwash | 0.51        | 55.89 %       |
| Oven     | 0.37        | 36.77 %       |
| Total    | 95.42       | 29.40 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TNJ1     | 6.44        | 27.18 %       |
| PBR2     | 3.99        | 16.43 %       |
| PDK2     | 3.84        | 24.83 %       |
| PTK1     | 3.15        | 25.42 %       |
| TNJ2     | 3.01        | 22.00 %       |
| TRY3     | 2.35        | 20.90 %       |
| MDI1     | 2.32        | 26.62 %       |
| KUM2     | 1.99        | 24.71 %       |
| KIK1     | 1.87        | 22.87 %       |
| TYR1     | 1.64        | 16.53 %       |
| JKM1     | 1.50        | 16.04 %       |
| NCK1     | 0.96        | 27.54 %       |
| TVR1     | 0.88        | 22.61 %       |
| MSI1     | 0.68        | 13.84 %       |
| TTP1     | 0.49        | 26.42 %       |
| TRY2     | 0.22        | 5.80 %        |
| KRN1     | 0.16        | 3.10 %        |
| APM1     |             | 0.00 %        |
| ORU1     |             | 0.00 %        |
| TZSD     | -0.86       | 25.23 %       |
| Total    | 95.42       | 29.40 %       |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 34.93       | 36.84 %       |
| Air-Cond | 28.97       | 19.46 %       |
| Wash-Mac | 14.98       | 26.02 %       |
| Fridge   | 12.82       | 23.80 %       |
| Home-The | 2.44        | 29.38 %       |
| W-Purifi | 0.78        | 41.48 %       |
| Oven     | 0.23        | 12.29 %       |
| Dishwash | -0.04       | -2.24 %       |
| Total    | 95.12       | 25.78 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH03     | 7.02        | 22.21 %       |
| CH17     | 6.06        | 23.77 %       |
| CH21     | 6.02        | 25.39 %       |
| CH18     | 5.60        | 23.82 %       |
| CH15     | 3.84        | 9.79 %        |
| CH50     | 3.66        | 17.49 %       |
| CH41     | 3.18        | 25.13 %       |
| CH20     | 2.75        | 15.83 %       |
| CH12     | 2.56        | 11.33 %       |
| CH44     | 2.23        | 26.50 %       |
| MJR1     | 1.93        | 26.05 %       |
| CH33     | 1.61        | 17.33 %       |
| GPD1     | 0.67        | 12.54 %       |
| CH32     | 0.32        | 7.85 %        |
| MC06     | 0.31        | 26.91 %       |
| CH01     |             | 0.00 %        |
| WCHN     | -3.52       | 22.55 %       |
| Total    | 95.12       | 25.78 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 25.14       | 40.22 %       |
| Wash-Mac | 13.21       | 36.86 %       |
| Fridge   | 12.85       | 34.26 %       |
| Air-Cond | 9.58        | 16.70 %       |
| Home-The | 1.25        | 28.25 %       |
| W-Purifi | 0.63        | 34.61 %       |
| Oven     | 0.49        | 45.11 %       |
| Total    | 63.15       | 31.46 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRL1     | 3.73        | 26.30 %       |
| VEL4     | 3.37        | 24.59 %       |
| AKM1     | 1.63        | 21.96 %       |
| CYR1     | 1.51        | 24.55 %       |
| ANI1     | 1.27        | 22.30 %       |
| ABR1     | 1.23        | 17.75 %       |
| VEL1     | 1.11        | 18.14 %       |
| WJD1     | 1.04        | 18.93 %       |
| PTU1     | 0.74        | 24.07 %       |
| CPT1     | 0.70        | 20.10 %       |
| SLG1     | 0.30        | 6.81 %        |
| CGM1     | 0.28        | 6.63 %        |
| KPM1     | 0.14        | 3.22 %        |
| WHVL     | -0.37       | 14.12 %       |
| Total    | 63.15       | 31.46 %       |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 15.36       | 30.96 %       |
| Fridge   | 12.83       | 38.92 %       |
| Air-Cond | 11.89       | 25.87 %       |
| Wash-Mac | 7.02        | 20.87 %       |
| W-Purifi | 1.37        | 53.32 %       |
| Dishwash | 1.04        | 31.81 %       |
| Oven     | 0.61        | 60.77 %       |
| Home-The | 0.16        | 3.22 %        |
| Total    | 50.28       | 28.89 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CBE2     | 8.77        | 20.33 %       |
| KMR1     | 3.52        | 18.85 %       |
| UAM1     | 2.08        | 21.59 %       |
| SUL1     | 2.08        | 24.08 %       |
| MPM1     | 1.44        | 20.13 %       |
| PDM1     | 0.85        | 21.95 %       |
| KMD1     | 0.73        | 26.12 %       |
| ANR1     |             | 0.00 %        |
| WZSD     |             | 0.00 %        |
| Total    | 50.28       | 28.89 %       |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 12.29       | 27.37 %       |
| Air-Cond | 11.46       | 35.97 %       |
| Wash-Mac | 7.24        | 22.15 %       |
| Fridge   | 6.77        | 25.24 %       |
| Home-The | 1.57        | 32.77 %       |
| W-Purifi | 1.16        | 80.78 %       |
| Dishwash | 0.42        | 31.47 %       |
| Oven     | 0.13        | 36.00 %       |
| Total    | 41.03       | 28.47 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLM1     | 3.52        | 16.72 %       |
| KRI1     | 2.91        | 24.08 %       |
| HSR1     | 2.76        | 27.49 %       |
| ATU1     | 2.38        | 23.91 %       |
| HSR2     | 2.26        | 25.05 %       |
| SLM3     | 1.47        | 21.54 %       |
| KVP1     | 0.99        | 21.85 %       |
| OML1     | 0.74        | 18.21 %       |
| BMD1     | 0.71        | 21.84 %       |
| EPI1     | 0.61        | 25.98 %       |
| PLC1     | 0.50        | 15.33 %       |
| HRR1     | 0.36        | 13.69 %       |
| DPR1     | 0.15        | 3.99 %        |
| PNG1     | 0.15        | 10.02 %       |
| PMP1     |             | 0.00 %        |
| Total    | 41.03       | 28.47 %       |

### WEST-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 13.05       | 22.72 %       |
| LED TV   | 11.04       | 35.33 %       |
| Wash-Mac | 8.12        | 28.23 %       |
| Fridge   | 5.76        | 21.71 %       |
| Dishwash | 0.98        | 73.00 %       |
| Home-The | 0.93        | 31.48 %       |
| W-Purifi | 0.53        | 88.29 %       |
| Oven     | 0.13        | 71.28 %       |
| Total    | 40.54       | 27.20 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| ERD1     | 5.59        | 26.05 %       |
| ERD2     | 4.90        | 20.92 %       |
| TPR2     | 3.70        | 20.31 %       |
| NKL2     | 2.25        | 17.29 %       |
| AVI1     | 2.19        | 23.47 %       |
| SYM2     | 1.64        | 25.90 %       |
| CM11     | 1.43        | 21.89 %       |
| TCG1     | 1.32        | 26.51 %       |
| TPR3     | 0.95        | 18.56 %       |
| RSP1     | 0.57        | 11.18 %       |
| W3SD     |             | 0.00 %        |
| Total    | 40.54       | 27.20 %       |

### SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 13.95       | 35.04 %       |
| Fridge   | 9.09        | 31.04 %       |
| Air-Cond | 8.33        | 13.01 %       |
| Wash-Mac | 6.83        | 25.50 %       |
| W-Purifi | 0.50        | 27.72 %       |
| Dishwash | 0.50        | 62.67 %       |
| Home-The | 0.26        | 6.92 %        |
| Oven     | 0.13        | 41.25 %       |
| Total    | 39.59       | 23.77 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KLM1     | 2.52        | 17.08 %       |
| CUD1     | 2.41        | 16.83 %       |
| NVL2     | 2.05        | 24.25 %       |
| SJI2     | 1.98        | 19.91 %       |
| VPM2     | 1.81        | 16.77 %       |
| TRK1     | 1.12        | 11.93 %       |
| CDM1     | 1.08        | 16.84 %       |
| POY1     | 0.92        | 5.45 %        |
| TDM1     | 0.63        | 15.81 %       |
| TVM2     | 0.37        | 14.84 %       |
| MKM1     | 0.26        | 5.57 %        |
| VCM1     |             | 0.00 %        |
| WHUT     |             | 0.00 %        |
| WHNV     | -0.19       | 17.77 %       |
| Total    | 39.59       | 23.77 %       |