

MTD Sales
1,075.82 L

Brand Share %
25.07 %

Information:

MTD : 01-09-2026 To 08-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **25.07 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	342.45	20.75 %
LED TV	318.31	32.50 %
Fridge	199.56	25.91 %
Wash-Mac	159.73	22.17 %
W-Purifi	18.16	42.08 %
Dishwash	16.56	43.04 %
Home-The	13.94	18.77 %
Oven	7.11	49.39 %
Total	1,075.82	25.07 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	202.56	27.70 %
CHENNAI-01	154.37	22.47 %
TRICHY-01	146.42	25.79 %
CHENNAI-02	115.39	22.46 %
SOUTH-03	115.16	21.89 %
NORTH ARCOT	107.03	32.64 %
SOUTH ARCOT	75.06	23.57 %
WEST-02	60.19	24.91 %
WEST-01	52.37	25.41 %
WEST-03	47.28	27.72 %
Total	1,075.82	25.07 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	84.69	27.23 %
LED TV	45.12	29.65 %
Fridge	34.49	27.59 %
Wash-Mac	30.47	26.96 %
Home-The	2.85	20.14 %
W-Purifi	2.53	42.77 %
Oven	1.34	45.08 %
Dishwash	1.07	15.12 %
Total	202.56	27.70 %

Branch *	MTD Sales L	Brand Share %
KVT1	7.47	21.54 %
ERL2	3.86	21.05 %
PKD1	3.73	20.28 %
SVK1	3.05	13.77 %
VNR2	2.32	7.62 %
SNL1	2.26	18.02 %
SDI1	1.31	16.51 %
KGL1	1.05	17.00 %
KYR1	0.99	14.77 %
APK2	0.89	7.05 %
COL1	0.80	18.47 %
STU2	0.50	5.26 %
SGT1	0.26	7.54 %
VNR1	0.15	2.65 %
WHTV	-0.73	21.97 %
Total	202.56	27.70 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	45.91	34.51 %
Air-Cond	41.31	14.16 %
Fridge	33.72	27.48 %
Wash-Mac	21.56	19.35 %
Dishwash	5.20	58.62 %
W-Purifi	2.89	28.83 %
Home-The	2.81	39.25 %
Oven	0.97	45.95 %
Total	154.37	22.47 %

Branch *	MTD Sales L	Brand Share %
CH49	7.55	20.61 %
CH19	7.14	19.73 %
CH05	6.84	18.87 %
CH14	6.36	15.80 %
AVD1	6.08	20.75 %
CH42	6.06	18.36 %
GUD1	5.69	23.73 %
CH28	5.13	18.17 %
CH08	4.94	16.58 %
CH07	4.38	15.56 %
CZWH	4.20	18.13 %
CH25	3.83	13.23 %
CH22	2.55	15.82 %
SKL1	1.75	14.08 %
GUD2	1.45	12.06 %
CH38	0.96	6.86 %
CH26	0.85	12.68 %
CH40		0.00 %
MC09		0.00 %
Total	154.37	22.47 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	56.71	22.54 %
LED TV	41.61	31.62 %
Fridge	27.28	28.68 %
Wash-Mac	16.93	22.97 %
Dishwash	1.59	44.36 %
W-Purifi	1.33	34.49 %
Home-The	0.55	7.23 %
Oven	0.41	48.21 %
Total	146.42	25.79 %

Branch *	MTD Sales L	Brand Share %
TNJ1	7.11	23.03 %
TRY4	6.01	25.07 %
PBR2	5.53	19.83 %
TRY3	5.01	25.05 %
KIK1	3.04	15.80 %
TNJ2	2.91	11.97 %
AYR1	2.63	21.46 %
TTP1	2.16	18.75 %
TYR1	2.06	16.01 %
PBR1	1.04	9.66 %
TRY2	0.78	17.97 %
PDK1	0.76	9.32 %
ORU1	0.29	3.96 %
KRN1	0.23	3.84 %
NCK1	0.15	1.91 %
APM1		0.00 %
Total	146.42	25.79 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	37.71	18.31 %
LED TV	36.58	32.60 %
Fridge	18.59	22.04 %
Wash-Mac	15.49	17.21 %
W-Purifi	2.82	58.90 %
Dishwash	1.98	45.65 %
Oven	1.32	50.59 %
Home-The	0.89	9.47 %
Total	115.39	22.46 %

Branch *	MTD Sales L	Brand Share %
CH21	8.84	24.30 %
CH15	6.63	12.98 %
CH18	6.33	22.22 %
CH20	5.76	24.22 %
CH51	5.73	21.79 %
CH12	5.11	14.49 %
CH50	3.56	14.92 %
CH43	3.51	24.53 %
CH17	2.77	12.51 %
PON1	2.66	22.65 %
CH35	2.51	20.10 %
CH41	2.37	15.15 %
CH44	1.16	6.05 %
CH33	0.98	6.09 %
UKI1	0.96	16.24 %
GPD1	0.82	14.59 %
WHC3	0.30	-26.34 %
CH32	0.23	7.30 %
CH01		0.00 %
WCHN	-3.75	20.95 %
Total	115.39	22.46 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	37.45	18.35 %
LED TV	35.28	28.05 %
Fridge	19.39	20.86 %
Wash-Mac	15.85	18.89 %
Home-The	2.44	25.87 %
W-Purifi	2.19	43.25 %
Dishwash	1.44	46.88 %
Oven	1.14	56.34 %
Total	115.16	21.89 %

Branch *	MTD Sales L	Brand Share %
MDU1	13.56	17.62 %
DGL1	9.33	23.43 %
MDU6	6.06	19.57 %
MDU2	3.99	11.34 %
TMM1	2.95	17.69 %
SVG1	2.90	23.17 %
MDU7	2.63	19.12 %
USL1	2.34	24.82 %
BNR1	2.32	20.02 %
MDU4	2.03	14.83 %
PNV2	1.98	23.09 %
MDU3	1.91	15.39 %
DGL2	1.79	12.71 %
TDI1	1.70	21.18 %
TEN2	1.59	16.80 %
MNM1	1.24	16.44 %
CMR1	1.03	20.82 %
TEN1	0.98	7.48 %
ODM1	0.87	15.18 %
BTU1	0.73	9.90 %
NKI1	0.73	6.72 %
ADP1	0.16	2.73 %
MDU5	0.12	1.28 %
Total	115.16	21.89 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	32.12	44.65 %
Air-Cond	31.09	25.64 %
Fridge	20.37	31.98 %
Wash-Mac	18.25	31.07 %
Dishwash	1.69	47.66 %
W-Purifi	1.61	52.41 %
Home-The	1.45	29.01 %
Oven	0.46	68.78 %
Total	107.03	32.64 %

Branch *	MTD Sales L	Brand Share %
VEL4	5.60	22.94 %
TRL1	5.35	22.63 %
ABR1	4.60	23.57 %
KPM1	2.56	23.23 %
WJD1	1.78	22.96 %
TRT1	1.26	20.54 %
CGM1	1.09	13.91 %
SLG1	0.11	2.57 %
Total	107.03	32.64 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	25.60	32.30 %
Air-Cond	20.57	17.60 %
Fridge	15.11	24.95 %
Wash-Mac	11.27	22.04 %
W-Purifi	1.07	37.48 %
Oven	0.54	55.73 %
Home-The	0.46	10.32 %
Dishwash	0.43	18.77 %
Total	75.06	23.57 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.83	13.75 %
POY1	4.59	14.71 %
CDM1	3.01	12.59 %
NVL2	2.98	17.10 %
VPM2	2.67	15.78 %
PRT1	1.82	13.86 %
KKI2	1.21	8.27 %
VCM2	1.05	12.02 %
VPM1	0.98	24.75 %
MKM1		0.00 %
WHUT	-0.41	7.64 %
Total	75.06	23.57 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	22.51	30.45 %
Wash-Mac	11.77	22.34 %
Fridge	11.70	22.05 %
Air-Cond	10.69	20.79 %
W-Purifi	2.01	70.86 %
Home-The	1.05	18.40 %
Oven	0.47	59.84 %
Total	60.19	24.91 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.87	18.94 %
ATU1	3.55	21.26 %
KRI1	3.12	19.23 %
TRM1	2.16	21.83 %
VPD1	1.99	24.14 %
MTR1	1.83	21.35 %
SLM2	1.47	9.14 %
OML1	1.28	15.21 %
WZWH	0.74	20.19 %
PLC1	0.65	11.54 %
EDP1	0.36	9.58 %
DPR1	0.14	1.74 %
Total	60.19	24.91 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	21.34	36.10 %
Fridge	11.17	25.36 %
Wash-Mac	8.71	17.77 %
Air-Cond	7.95	19.83 %
Dishwash	1.59	54.13 %
W-Purifi	0.99	35.29 %
Oven	0.34	31.00 %
Home-The	0.27	3.94 %
Total	52.37	25.41 %

Branch *	MTD Sales L	Brand Share %
CBE2	8.71	21.48 %
CBE4	3.07	20.40 %
CBE1	2.39	18.61 %
UAM1	2.11	21.57 %
MPM1	2.05	22.33 %
CBE5	1.19	21.46 %
UMP1	0.90	6.89 %
PPI1	0.84	22.94 %
SNR1	0.59	5.10 %
WZSD	0.16	13.06 %
ANR1	0.15	15.27 %
PDM1		0.00 %
WHCB	-0.90	17.21 %
Total	52.37	25.41 %

WEST-03

Property	MTD Sales L	Brand Share %
Air-Cond	14.27	25.37 %
LED TV	12.24	30.34 %
Wash-Mac	9.44	25.48 %
Fridge	7.74	27.03 %
Dishwash	1.58	100.00 %
Home-The	1.18	26.17 %
W-Purifi	0.72	37.35 %
Oven	0.12	38.99 %
Total	47.28	27.72 %

Branch *	MTD Sales L	Brand Share %
ERD2	4.81	15.63 %
TCG1	2.23	23.18 %
RSP1	2.06	22.11 %
TPR2	0.96	9.05 %
CMI1	0.47	7.65 %
TPR3	0.27	10.70 %
WHPD	-0.46	21.69 %
Total	47.28	27.72 %