

MTD Sales
1,214.66 L

Brand Share %
25.23 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **25.23 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	384.29	20.77 %
LED TV	354.24	32.11 %
Fridge	229.02	26.28 %
Wash-Mac	182.78	22.75 %
W-Purifi	22.87	45.39 %
Dishwash	18.10	45.69 %
Home-The	15.10	18.73 %
Oven	8.25	51.09 %
Total	1,214.66	25.23 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	223.85	27.32 %
CHENNAI-01	170.87	22.67 %
TRICHY-01	168.44	25.89 %
SOUTH-03	129.98	22.17 %
CHENNAI-02	129.18	22.02 %
NORTH ARCOT	124.45	33.33 %
SOUTH ARCOT	84.36	23.80 %
WEST-02	68.91	25.42 %
WEST-03	57.50	30.03 %
WEST-01	57.14	25.09 %
Total	1,214.66	25.23 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	92.56	26.66 %
LED TV	50.28	28.88 %
Fridge	37.57	27.13 %
Wash-Mac	33.46	26.71 %
W-Purifi	4.11	51.32 %
Home-The	3.02	19.03 %
Oven	1.80	50.82 %
Dishwash	1.07	15.12 %
Total	223.85	27.32 %

Branch *	MTD Sales L	Brand Share %
KVT1	7.92	20.14 %
RND1	6.81	25.06 %
PKD1	4.58	20.09 %
ERL2	4.26	21.52 %
TCN1	3.89	24.72 %
SVK1	3.56	14.71 %
SKD1	2.71	24.28 %
VNR2	2.50	7.95 %
SNL1	2.40	16.23 %
SDI1	1.87	14.88 %
KYR1	0.99	14.13 %
APK2	0.89	6.47 %
COL1	0.80	13.33 %
STU2	0.50	5.17 %
SGT1	0.26	6.71 %
VNR1	0.15	2.34 %
Total	223.85	27.32 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	51.11	35.70 %
Air-Cond	44.56	13.80 %
Fridge	37.00	27.54 %
Wash-Mac	24.96	20.19 %
Dishwash	6.19	62.76 %
Home-The	3.08	41.12 %
W-Purifi	2.89	28.03 %
Oven	1.09	48.82 %
Total	170.87	22.67 %

Branch *	MTD Sales L	Brand Share %
CH47	13.00	24.58 %
CH19	8.78	22.83 %
CH05	8.37	20.06 %
CH49	8.25	21.62 %
CH42	7.94	21.28 %
CH14	7.22	16.71 %
AVD1	7.18	22.42 %
CH28	5.71	18.74 %
GUD1	5.69	22.08 %
CH08	5.50	15.90 %
CH25	4.69	14.61 %
CH07	4.68	14.81 %
CZWH	4.20	16.07 %
CH22	2.90	16.94 %
GUD2	2.10	14.96 %
SKL1	1.75	13.12 %
CH38	1.15	7.58 %
CH26	0.85	11.89 %
CH29	0.42	25.22 %
CH40		0.00 %
MC09		0.00 %
Total	170.87	22.67 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	64.73	22.45 %
LED TV	47.06	31.86 %
Fridge	32.90	29.54 %
Wash-Mac	19.57	22.79 %
Dishwash	1.59	44.36 %
W-Purifi	1.52	34.84 %
Home-The	0.55	6.47 %
Oven	0.53	54.48 %
Total	168.44	25.89 %

Branch *	MTD Sales L	Brand Share %
TNJ1	8.41	24.39 %
PBR2	6.90	21.91 %
PDK2	6.14	23.75 %
TRY4	6.01	23.49 %
JKM1	4.60	23.49 %
KIK1	3.74	16.02 %
TTP1	2.99	23.05 %
TNJ2	2.91	11.14 %
AYR1	2.81	20.79 %
TYR1	2.35	15.19 %
PBR1	1.04	9.53 %
PDK1	0.91	9.81 %
ORU1	0.63	7.86 %
APM1	0.47	8.07 %
KRN1	0.43	5.32 %
NCK1	0.15	1.84 %
Total	168.44	25.89 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	41.40	18.41 %
LED TV	38.34	27.58 %
Fridge	23.24	22.01 %
Wash-Mac	18.27	19.21 %
W-Purifi	3.72	53.72 %
Home-The	2.44	24.16 %
Dishwash	1.44	53.88 %
Oven	1.14	56.34 %
Total	129.98	22.17 %

Branch *	MTD Sales L	Brand Share %
MDU1	14.72	16.79 %
DGL1	9.87	21.97 %
MDU6	6.73	20.47 %
MDU2	4.87	13.06 %
SVG1	3.29	23.95 %
TMM1	3.11	17.63 %
MDU7	3.03	19.10 %
USL1	2.50	24.86 %
BNR1	2.32	18.28 %
MDU4	2.32	15.60 %
MDU3	2.28	15.98 %
PNV2	2.27	23.35 %
TDI1	2.00	20.54 %
DGL2	1.79	12.19 %
MNM1	1.67	20.97 %
TEN2	1.59	16.03 %
CMR1	1.03	20.45 %
BTU1	1.00	11.96 %
TEN1	0.98	7.19 %
ODM1	0.87	14.86 %
NKI1	0.48	4.41 %
ADP1	0.29	4.37 %
MDU5	0.12	1.24 %
Total	129.98	22.17 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	40.01	17.38 %
LED TV	39.01	29.11 %
Fridge	23.78	23.59 %
Wash-Mac	18.51	18.70 %
W-Purifi	3.12	57.56 %
Dishwash	2.53	51.82 %
Oven	1.32	47.36 %
Home-The	0.89	9.26 %
Total	129.18	22.02 %

Branch *	MTD Sales L	Brand Share %
CH21	9.18	23.38 %
CH15	8.95	15.17 %
CH18	8.00	24.91 %
CH51	6.48	21.51 %
CH20	5.76	22.60 %
CH12	5.25	13.66 %
CH50	3.86	14.40 %
CH17	3.44	13.01 %
PON1	2.66	19.68 %
CH41	2.57	14.23 %
CH44	1.97	9.63 %
CH33	1.34	6.77 %
UKI1	0.96	13.11 %
GPD1	0.82	11.97 %
WHC3	0.30	5.00 %
CH32	0.23	5.08 %
CH01		0.00 %
WCHN	-4.68	22.25 %
Total	129.18	22.02 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	37.69	27.06 %
LED TV	36.65	44.00 %
Fridge	23.13	32.03 %
Wash-Mac	21.20	32.54 %
W-Purifi	2.08	54.53 %
Dishwash	1.69	47.66 %
Home-The	1.45	27.85 %
Oven	0.55	63.42 %
Total	124.45	33.33 %

Branch *	MTD Sales L	Brand Share %
TRL1	6.24	24.61 %
VEL4	6.20	22.91 %
ABR1	5.29	24.72 %
KPM1	2.85	24.53 %
WJD1	2.17	22.92 %
TRT1	1.71	23.69 %
CGM1	1.09	13.43 %
SLG1	0.11	1.81 %
WHVL	-0.19	22.54 %
Total	124.45	33.33 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	29.15	32.89 %
Air-Cond	21.59	16.86 %
Fridge	17.67	25.73 %
Wash-Mac	12.94	22.74 %
W-Purifi	1.34	38.46 %
Oven	0.78	64.40 %
Home-The	0.46	8.82 %
Dishwash	0.43	18.77 %
Total	84.36	23.80 %

Branch *	MTD Sales L	Brand Share %
CUD1	5.47	13.91 %
POY1	4.94	14.25 %
CDM1	3.88	13.94 %
NVL2	3.13	16.52 %
VPM2	2.97	15.56 %
PRT1	1.96	12.38 %
VCM2	1.32	12.96 %
KKI2	1.21	6.98 %
MKM1	0.15	1.89 %
WHUT	-0.41	7.40 %
Total	84.36	23.80 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	25.25	31.28 %
Fridge	13.76	22.50 %
Air-Cond	12.97	21.80 %
Wash-Mac	12.88	22.03 %
W-Purifi	2.18	72.50 %
Home-The	1.40	22.50 %
Oven	0.47	59.84 %
Total	68.91	25.42 %

Branch *	MTD Sales L	Brand Share %
SLM1	4.55	20.73 %
ATU1	4.29	23.84 %
KRI1	3.41	19.08 %
TRM1	2.58	23.08 %
VPD1	1.99	18.92 %
MTR1	1.83	19.76 %
OML1	1.68	17.97 %
SLM2	1.47	8.60 %
HRR1	1.24	24.47 %
PLC1	0.65	10.99 %
EDP1	0.36	7.79 %
DPR1	0.14	1.54 %
Total	68.91	25.42 %

WEST-03

Property	MTD Sales L	Brand Share %
Air-Cond	20.24	31.15 %
LED TV	14.14	31.21 %
Wash-Mac	10.66	26.67 %
Fridge	8.47	26.54 %
Dishwash	1.58	100.00 %
Home-The	1.36	25.88 %
W-Purifi	0.92	43.20 %
Oven	0.12	38.99 %
Total	57.50	30.03 %

Branch *	MTD Sales L	Brand Share %
ERD2	5.91	17.58 %
TCG1	2.23	20.66 %
TPR2	1.67	13.00 %
CMI1	0.47	7.40 %
TPR3	0.27	9.73 %
WHPD	-0.46	21.69 %
Total	57.50	30.03 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	23.25	34.58 %
Fridge	11.50	24.57 %
Wash-Mac	10.33	19.11 %
Air-Cond	8.55	18.95 %
Dishwash	1.59	54.13 %
W-Purifi	0.99	33.90 %
Home-The	0.46	6.39 %
Oven	0.46	31.93 %
Total	57.14	25.09 %

Branch *	MTD Sales L	Brand Share %
CBE2	9.43	21.71 %
KMR1	4.86	22.70 %
CBE4	3.19	20.00 %
CBE1	2.39	17.53 %
UAM1	2.11	17.83 %
PPI1	1.05	23.78 %
UMP1	0.90	6.66 %
SNR1	0.78	6.48 %
PDM1	0.19	4.14 %
WZSD	0.16	4.15 %
ANR1	0.15	15.27 %
WHCB	-0.90	14.60 %
Total	57.14	25.09 %