

MTD Sales
1,470.22 L

Brand Share %
24.99 %

Information:

MTD : 01-09-2026 To 11-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **24.99 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	454.87	20.22 %
LED TV	437.02	32.32 %
Fridge	276.73	25.56 %
Wash-Mac	224.47	23.07 %
W-Purifi	27.48	44.58 %
Dishwash	20.47	44.44 %
Home-The	19.58	19.79 %
Oven	9.58	47.86 %
Total	1,470.22	24.99 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	267.02	26.18 %
TRICHY-01	210.10	25.54 %
CHENNAI-01	204.98	22.87 %
SOUTH-03	160.48	22.34 %
CHENNAI-02	149.74	21.69 %
NORTH ARCOT	149.59	32.56 %
SOUTH ARCOT	102.53	23.20 %
WEST-02	86.17	26.47 %
WEST-03	71.06	29.77 %
WEST-01	68.54	25.29 %
Total	1,470.22	24.99 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	105.91	24.79 %
LED TV	60.71	28.05 %
Fridge	48.77	27.02 %
Wash-Mac	38.94	25.26 %
W-Purifi	4.92	48.52 %
Home-The	4.03	20.94 %
Oven	2.14	44.52 %
Dishwash	1.61	21.15 %
Total	267.02	26.18 %

Branch *	MTD Sales L	Brand Share %
KVT1	9.37	20.58 %
RND1	7.09	23.41 %
TKS1	6.77	22.67 %
PKD1	5.63	22.74 %
TCN1	5.24	24.82 %
ERL2	4.95	20.97 %
SVK1	4.64	15.82 %
SDI1	4.60	20.01 %
ASM1	4.18	24.98 %
UDN1	3.95	24.86 %
APK1	3.67	24.34 %
SKD1	2.81	21.64 %
KGL1	2.53	23.78 %
VNR2	2.50	6.68 %
SNL1	2.40	13.08 %
APK2	1.28	7.55 %
KYR1	0.99	10.52 %
STU2	0.90	6.90 %
COL1	0.80	10.62 %
VNR1	0.55	6.44 %
SGT1	0.26	5.99 %
Total	267.02	26.18 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	82.21	22.70 %
LED TV	61.32	31.93 %
Fridge	39.04	27.41 %
Wash-Mac	22.59	21.70 %
W-Purifi	1.82	33.38 %
Dishwash	1.59	34.93 %
Oven	0.82	46.94 %
Home-The	0.71	7.01 %
Total	210.10	25.54 %

Branch *	MTD Sales L	Brand Share %
TNJ1	10.19	24.03 %
PBR2	7.81	20.31 %
TRY4	7.58	23.97 %
KIK1	7.26	20.23 %
MDI1	7.22	24.30 %
PDK2	6.74	22.29 %
AYR1	3.96	20.77 %
TNJ2	3.48	11.34 %
TTP1	3.14	19.23 %
TYR1	3.11	15.32 %
TRY2	1.56	15.54 %
PBR1	1.47	11.03 %
PDK1	0.91	7.66 %
NCK1	0.68	6.92 %
ORU1	0.63	6.52 %
APM1	0.47	6.44 %
KRN1	0.43	4.03 %
Total	210.10	25.54 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	62.51	36.95 %
Air-Cond	51.32	13.45 %
Fridge	45.19	27.49 %
Wash-Mac	31.33	21.24 %
Dishwash	6.62	60.17 %
Home-The	3.51	41.43 %
W-Purifi	3.42	28.70 %
Oven	1.09	43.41 %
Total	204.98	22.87 %

Branch *	MTD Sales L	Brand Share %
CH47	13.28	22.58 %
CH05	11.50	21.33 %
CH19	11.22	24.97 %
CH14	9.77	19.29 %
CH49	9.65	20.84 %
CH42	9.61	23.22 %
CH28	8.30	22.20 %
GUD1	7.80	23.96 %
AVD1	7.63	20.92 %
CH07	6.52	16.73 %
CH08	5.42	13.53 %
CH25	5.34	14.10 %
CZWH	4.20	15.88 %
CH22	3.76	15.94 %
SKL1	3.48	20.68 %
GUD2	2.44	14.98 %
CH38	1.36	7.20 %
CH26	0.85	10.94 %
CH40		0.00 %
MC09		0.00 %
Total	204.98	22.87 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	49.48	28.98 %
Air-Cond	49.11	18.21 %
Fridge	29.55	21.91 %
Wash-Mac	21.66	18.58 %
W-Purifi	4.38	51.26 %
Home-The	3.22	26.24 %
Dishwash	1.95	54.50 %
Oven	1.14	52.66 %
Total	160.48	22.34 %

Branch *	MTD Sales L	Brand Share %
MDU1	21.34	20.52 %
DGL1	11.81	20.49 %
MDU6	7.09	19.91 %
MDU2	5.71	13.17 %
TMM1	4.89	21.65 %
MDU3	3.39	17.09 %
MDU4	2.96	17.99 %
BNR1	2.48	17.33 %
TDI1	2.29	17.22 %
MNM1	1.67	19.00 %
DGL2	1.64	9.13 %
TEN2	1.59	13.23 %
BTU1	1.26	12.69 %
CMR1	1.03	18.48 %
NKI1	1.00	7.12 %
TEN1	0.98	6.34 %
ODM1	0.87	14.35 %
ADP1	0.29	3.87 %
MDU5	0.26	2.06 %
SZSD	-1.01	-1527.29 %
Total	160.48	22.34 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	48.79	29.75 %
Air-Cond	44.62	16.65 %
Fridge	26.67	22.83 %
Wash-Mac	20.91	18.12 %
W-Purifi	3.43	54.50 %
Dishwash	2.53	51.83 %
Oven	1.56	46.71 %
Home-The	1.24	10.70 %
Total	149.74	21.69 %

Branch *	MTD Sales L	Brand Share %
CH03	18.77	24.64 %
CH15	10.00	14.18 %
CH21	9.76	21.96 %
CH51	8.73	23.88 %
CH20	6.94	22.82 %
CH12	5.24	11.64 %
CH50	4.42	14.17 %
CH43	4.10	23.71 %
CH17	4.02	12.89 %
CH41	3.04	13.58 %
CH44	2.76	10.92 %
CH33	2.12	9.04 %
UKI1	1.96	18.51 %
GPD1	0.82	10.81 %
CH32	0.23	4.73 %
CH01		0.00 %
MC05		0.00 %
Total	149.74	21.69 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	45.10	44.26 %
Air-Cond	43.98	24.98 %
Fridge	26.99	31.55 %
Wash-Mac	25.27	32.29 %
W-Purifi	3.06	63.76 %
Dishwash	2.57	47.98 %
Home-The	2.07	31.19 %
Oven	0.55	57.48 %
Total	149.59	32.56 %

Branch *	MTD Sales L	Brand Share %
TRL1	7.39	23.67 %
VEL4	7.23	21.81 %
ABR1	5.64	21.48 %
KPM1	3.40	20.89 %
WJD1	2.75	22.25 %
TRT1	2.06	23.28 %
CGM1	1.09	11.43 %
SLG1	0.11	1.55 %
WHVL	-0.19	17.88 %
Total	149.59	32.56 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	34.06	32.34 %
Air-Cond	25.28	15.95 %
Fridge	21.44	24.28 %
Wash-Mac	17.79	24.11 %
W-Purifi	1.62	38.13 %
Oven	1.02	65.37 %
Home-The	0.88	12.14 %
Dishwash	0.43	14.92 %
Total	102.53	23.20 %

Branch *	MTD Sales L	Brand Share %
POY2	8.08	24.44 %
CUD1	7.75	15.08 %
POY1	7.05	14.58 %
NVL2	4.93	20.07 %
CDM1	4.58	13.53 %
VPM2	2.97	13.47 %
PRT1	2.40	13.40 %
STP1	1.62	23.94 %
KKI2	1.44	7.60 %
VCM2	1.32	10.75 %
MKM1	0.66	6.50 %
WHUT	-0.41	6.85 %
Total	102.53	23.20 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	29.65	30.98 %
Wash-Mac	17.96	25.28 %
Air-Cond	17.33	24.18 %
Fridge	15.87	21.76 %
W-Purifi	2.64	70.13 %
Home-The	2.02	25.07 %
Oven	0.69	62.72 %
Total	86.17	26.47 %

Branch *	MTD Sales L	Brand Share %
SLM1	5.75	20.58 %
KRI1	3.88	20.26 %
TRM1	3.40	24.26 %
MTR1	2.42	23.14 %
OML1	2.25	19.01 %
VPD1	2.15	16.32 %
SLM2	1.87	10.27 %
EDP1	1.08	18.78 %
PLC1	0.79	11.86 %
DPR1	0.14	1.36 %
Total	86.17	26.47 %

WEST-03

Property	MTD Sales L	Brand Share %
Air-Cond	23.93	29.25 %
LED TV	18.32	32.70 %
Wash-Mac	14.41	29.01 %
Fridge	10.26	25.14 %
Dishwash	1.58	100.00 %
Home-The	1.36	23.56 %
W-Purifi	1.08	40.11 %
Oven	0.12	38.99 %
Total	71.06	29.77 %

Branch *	MTD Sales L	Brand Share %
ERD2	8.10	19.13 %
TPR2	1.96	11.02 %
CMI1	0.76	11.33 %
TPR3	0.50	15.21 %
WHPD	-0.46	21.69 %
Total	71.06	29.77 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	27.07	33.55 %
Wash-Mac	13.60	21.80 %
Fridge	12.96	23.09 %
Air-Cond	11.17	20.93 %
Dishwash	1.59	46.74 %
W-Purifi	1.13	29.43 %
Home-The	0.56	5.76 %
Oven	0.46	29.72 %
Total	68.54	25.29 %

Branch *	MTD Sales L	Brand Share %
CBE2	12.04	23.54 %
KMR1	5.58	21.37 %
CBE4	3.19	15.25 %
UAM1	2.40	16.30 %
CBE1	2.39	15.60 %
CBE5	1.61	21.62 %
UMP1	1.44	9.82 %
SNR1	1.08	7.17 %
PDM1	0.64	10.72 %
WZSD	0.16	4.15 %
WHCB	-0.90	11.60 %
Total	68.54	25.29 %