

MTD Sales
1,672.12 L

Brand Share %
24.70 %

Information:

MTD : 01-09-2026 To 12-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **24.70 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	509.01	32.75 %
Air-Cond	499.39	19.33 %
Fridge	316.22	25.17 %
Wash-Mac	259.91	23.27 %
W-Purifi	30.36	43.97 %
Dishwash	23.38	44.62 %
Home-The	22.33	19.54 %
Oven	11.53	49.14 %
Total	1,672.12	24.70 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	300.70	25.65 %
TRICHY-01	238.38	24.88 %
CHENNAI-01	229.78	22.84 %
SOUTH-03	187.55	22.26 %
NORTH ARCOT	172.02	32.27 %
CHENNAI-02	169.50	21.42 %
SOUTH ARCOT	114.80	23.26 %
WEST-02	101.72	25.59 %
WEST-03	81.31	29.49 %
WEST-01	76.36	25.47 %
Total	1,672.12	24.70 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	116.10	24.05 %
LED TV	70.92	28.19 %
Fridge	55.27	26.09 %
Wash-Mac	44.20	24.73 %
W-Purifi	5.46	49.96 %
Home-The	4.38	19.48 %
Oven	2.37	43.35 %
Dishwash	2.01	23.44 %
Total	300.70	25.65 %

Branch *	MTD Sales L	Brand Share %
TKS2	13.06	24.29 %
KVT1	11.32	19.58 %
RND1	8.16	23.94 %
SDI1	7.77	23.56 %
TKS1	7.26	20.20 %
SVK1	6.45	18.03 %
PKD1	6.10	22.15 %
TCN1	5.80	24.34 %
TYI1	5.32	24.21 %
ERL2	5.20	19.95 %
APK1	3.67	22.81 %
SKD1	3.53	23.68 %
VNR2	3.33	8.08 %
SNL1	2.69	12.67 %
APK2	1.41	8.17 %
KYR1	0.99	8.58 %
VNR1	0.95	8.99 %
STU2	0.90	6.52 %
COL1	0.80	9.76 %
SGT1	0.26	5.14 %
Total	300.70	25.65 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	88.42	20.87 %
LED TV	72.88	33.27 %
Fridge	45.07	26.48 %
Wash-Mac	25.25	21.31 %
Dishwash	2.67	47.41 %
W-Purifi	1.82	28.20 %
Home-The	1.46	11.26 %
Oven	0.82	46.94 %
Total	238.38	24.88 %

Branch *	MTD Sales L	Brand Share %
TNJ1	11.62	22.04 %
TRY4	8.28	21.14 %
PBR2	8.24	19.38 %
KIK1	7.90	19.93 %
TRY3	7.41	24.20 %
PDK2	7.30	21.83 %
AYR1	5.41	24.39 %
TTP1	4.36	21.90 %
TNJ2	4.35	12.56 %
TYR1	3.40	14.33 %
PBR1	2.12	13.65 %
TRY2	1.71	15.39 %
PDK1	0.91	5.75 %
NCK1	0.68	6.48 %
ORU1	0.63	5.99 %
KRN1	0.58	5.06 %
APM1	0.47	5.54 %
Total	238.38	24.88 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	68.33	35.72 %
Air-Cond	56.27	13.22 %
Fridge	52.18	28.22 %
Wash-Mac	36.29	22.09 %
Dishwash	7.54	56.16 %
W-Purifi	3.82	28.91 %
Home-The	3.68	36.47 %
Oven	1.68	53.28 %
Total	229.78	22.84 %

Branch *	MTD Sales L	Brand Share %
CH47	15.84	23.56 %
CH05	13.62	21.58 %
CH49	11.53	21.53 %
CH14	9.92	17.93 %
CH42	9.81	21.30 %
AVD1	8.40	20.66 %
CH07	6.66	15.26 %
CH08	5.78	13.94 %
CH25	5.59	13.89 %
CH22	4.51	16.35 %
SKL1	4.45	23.58 %
CZWH	4.20	15.15 %
GUD2	2.69	14.73 %
CH38	1.55	7.45 %
CH26	0.85	9.33 %
CH29	0.42	21.57 %
CH40		0.00 %
MC09		0.00 %
Total	229.78	22.84 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	60.31	29.38 %
Air-Cond	53.73	17.31 %
Fridge	35.75	22.32 %
Wash-Mac	26.22	19.13 %
W-Purifi	5.01	52.90 %
Home-The	3.22	22.97 %
Dishwash	1.95	54.50 %
Oven	1.37	50.60 %
Total	187.55	22.26 %

Branch *	MTD Sales L	Brand Share %
MDU1	22.40	19.40 %
DGL1	13.23	21.48 %
MDU6	7.77	19.09 %
MDU2	7.52	14.86 %
MDU7	5.39	24.17 %
TMM1	5.37	21.55 %
TPT1	4.54	24.02 %
MDU3	3.58	15.09 %
BNR1	3.26	20.31 %
MDU4	2.96	16.51 %
TDI1	2.65	17.93 %
MNM1	2.30	23.59 %
TEN2	1.98	13.13 %
DGL2	1.79	9.40 %
ODM1	1.68	24.28 %
KPT1	1.63	23.69 %
TEN1	1.59	9.03 %
BTU1	1.53	13.37 %
NKI1	1.52	9.07 %
CMR1	1.03	14.14 %
ADP1	0.67	6.75 %
MDU5	0.26	1.93 %
SZSD	-0.66	-24.10 %
Total	187.55	22.26 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	53.65	45.47 %
Air-Cond	49.11	23.82 %
Fridge	30.70	30.59 %
Wash-Mac	29.32	33.07 %
Dishwash	3.08	52.48 %
W-Purifi	3.06	60.33 %
Home-The	2.23	28.85 %
Oven	0.88	68.46 %
Total	172.02	32.27 %

Branch *	MTD Sales L	Brand Share %
VEL4	9.83	22.45 %
TRL1	8.11	21.79 %
ABR1	6.01	21.01 %
WJD1	2.89	21.05 %
TRT1	2.68	23.23 %
CGM1	1.38	13.49 %
SLG1	0.11	1.50 %
Total	172.02	32.27 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	57.72	30.52 %
Air-Cond	48.50	15.49 %
Fridge	29.86	23.16 %
Wash-Mac	23.65	18.23 %
W-Purifi	3.63	51.29 %
Dishwash	2.53	43.28 %
Home-The	1.94	14.29 %
Oven	1.67	45.77 %
Total	169.50	21.42 %

Branch *	MTD Sales L	Brand Share %
CH03	21.07	24.47 %
CH21	11.61	22.00 %
CH15	10.18	12.82 %
CH20	9.06	23.86 %
CH51	8.73	22.91 %
CH12	5.55	11.01 %
CH50	5.31	14.74 %
CH41	4.75	17.98 %
CH17	4.58	13.26 %
PON1	3.93	24.50 %
CH44	2.76	10.28 %
CH33	2.68	10.02 %
UKI1	2.22	16.40 %
GPD1	0.82	4.95 %
CH32	0.23	4.61 %
CH01		0.00 %
MC05		0.00 %
Total	169.50	21.42 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	39.14	33.14 %
Air-Cond	28.31	16.08 %
Fridge	23.06	23.56 %
Wash-Mac	20.01	23.98 %
W-Purifi	1.78	36.72 %
Home-The	1.04	12.90 %
Oven	1.02	54.70 %
Dishwash	0.43	13.11 %
Total	114.80	23.26 %

Branch *	MTD Sales L	Brand Share %
POY1	9.07	17.12 %
CUD1	7.90	14.43 %
NVL2	5.07	18.70 %
CDM1	4.79	12.98 %
PRT1	4.01	17.84 %
VPM2	3.93	14.88 %
KKI2	1.80	7.60 %
VCM2	1.71	11.95 %
MKM1	0.66	5.53 %
WHNV	-0.30	24.18 %
WHUT	-0.41	5.94 %
Total	114.80	23.26 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	33.98	31.03 %
Wash-Mac	22.03	24.73 %
Air-Cond	20.86	22.44 %
Fridge	18.66	20.70 %
W-Purifi	3.17	69.03 %
Home-The	2.20	25.37 %
Oven	0.81	58.92 %
Total	101.72	25.59 %

Branch *	MTD Sales L	Brand Share %
SLM1	6.96	19.74 %
TRM1	5.58	19.81 %
KRI1	3.88	17.07 %
OML1	2.68	18.57 %
VPD1	2.15	14.59 %
SLM2	2.01	9.12 %
EDP1	1.08	16.24 %
PLC1	0.79	10.47 %
DPR1	0.33	2.91 %
Total	101.72	25.59 %

WEST-03

Property	MTD Sales L	Brand Share %
Air-Cond	26.62	28.13 %
LED TV	21.42	34.02 %
Wash-Mac	17.12	29.52 %
Fridge	11.48	23.71 %
Home-The	1.63	24.43 %
Dishwash	1.58	100.00 %
W-Purifi	1.35	43.46 %
Oven	0.12	33.82 %
Total	81.31	29.49 %

Branch *	MTD Sales L	Brand Share %
ERD2	8.87	18.77 %
TPR2	1.96	9.77 %
CMI1	0.76	10.97 %
TPR3	0.50	14.05 %
Total	81.31	29.49 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	30.65	34.26 %
Wash-Mac	15.83	22.82 %
Fridge	14.19	22.36 %
Air-Cond	11.47	19.85 %
Dishwash	1.59	46.74 %
W-Purifi	1.26	29.39 %
Oven	0.80	42.60 %
Home-The	0.56	5.55 %
Total	76.36	25.47 %

Branch *	MTD Sales L	Brand Share %
CBE2	13.55	24.57 %
KMR1	6.09	21.40 %
CBE4	3.90	16.55 %
UAM1	2.89	17.41 %
CBE1	2.79	16.96 %
UMP1	1.72	10.52 %
SNR1	1.71	9.89 %
CBE5	1.61	19.37 %
PDM1	0.64	8.92 %
WZSD	0.16	4.15 %
WHCB	-1.09	13.27 %
Total	76.36	25.47 %