

MTD Sales
1,842.86 L

Brand Share %
24.44 %

Information:

MTD : 01-09-2026 To 13-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **24.44 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	562.62	32.59 %
Air-Cond	539.50	18.98 %
Fridge	354.05	24.90 %
Wash-Mac	290.93	23.09 %
W-Purifi	33.16	42.96 %
Dishwash	25.16	42.14 %
Home-The	25.01	19.84 %
Oven	12.44	49.01 %
Total	1,842.86	24.44 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	326.82	25.57 %
TRICHY-01	263.68	24.82 %
CHENNAI-01	254.42	22.55 %
SOUTH-03	200.75	21.39 %
NORTH ARCOT	189.18	31.73 %
CHENNAI-02	188.41	21.47 %
SOUTH ARCOT	123.73	22.72 %
WEST-02	115.76	25.36 %
WEST-03	90.46	28.92 %
WEST-01	89.66	26.09 %
Total	1,842.86	24.44 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	126.91	23.92 %
LED TV	75.87	27.93 %
Fridge	60.12	26.22 %
Wash-Mac	48.76	24.82 %
W-Purifi	5.66	48.66 %
Home-The	4.38	18.29 %
Oven	2.60	44.56 %
Dishwash	2.52	27.77 %
Total	326.82	25.57 %

Branch *	MTD Sales L	Brand Share %
KVT1	13.43	18.87 %
RND1	8.31	23.48 %
TKS1	8.20	20.91 %
SDI1	7.92	22.43 %
SVK1	6.99	17.20 %
PKD1	6.41	21.16 %
ERL2	6.29	22.42 %
TCN1	6.24	23.84 %
APK1	3.67	22.42 %
SKD1	3.53	22.91 %
VNR2	3.47	7.88 %
SNL1	2.69	12.16 %
APK2	1.41	7.73 %
STU2	1.16	7.27 %
KYR1	0.99	8.00 %
VNR1	0.95	8.60 %
COL1	0.80	9.72 %
SGT1	0.26	4.41 %
Total	326.82	25.57 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	101.04	21.40 %
LED TV	76.47	32.34 %
Fridge	52.13	27.07 %
Wash-Mac	27.07	20.44 %
Dishwash	2.67	44.27 %
W-Purifi	1.82	27.50 %
Home-The	1.56	10.85 %
Oven	0.93	50.08 %
Total	263.68	24.82 %

Branch *	MTD Sales L	Brand Share %
TNJ1	12.42	21.61 %
PBR2	9.49	20.34 %
TRY4	8.76	20.16 %
KIK1	8.48	19.87 %
TRY3	7.62	23.08 %
PDK2	7.46	21.21 %
JKM1	6.65	24.42 %
AYR1	5.80	23.62 %
TNJ2	5.00	12.95 %
TTP1	4.80	22.63 %
TYR1	3.40	13.57 %
TRY2	1.71	14.25 %
PDK1	0.91	5.00 %
NCK1	0.82	7.42 %
APM1	0.77	8.05 %
ORU1	0.63	5.17 %
KRN1	0.58	4.58 %
Total	263.68	24.82 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	77.24	35.15 %
Fridge	58.05	27.12 %
Air-Cond	57.84	12.49 %
Wash-Mac	42.93	23.07 %
Dishwash	8.81	52.97 %
W-Purifi	4.12	28.12 %
Home-The	3.77	34.94 %
Oven	1.68	49.51 %
Total	254.42	22.55 %

Branch *	MTD Sales L	Brand Share %
CH47	16.36	22.35 %
CH05	15.05	21.11 %
CH28	13.16	24.43 %
CH49	11.98	21.00 %
CH14	11.60	18.85 %
CH42	11.04	21.34 %
GUD1	10.59	24.10 %
AVD1	9.26	19.96 %
CH07	7.47	15.30 %
CH08	6.61	14.68 %
CH25	6.21	13.57 %
SKL1	5.77	22.60 %
CH22	5.59	18.41 %
CZWH	4.20	15.15 %
GUD2	2.98	13.68 %
CH38	1.55	6.86 %
CH26	0.85	8.61 %
CH40		0.00 %
MC09		0.00 %
Total	254.42	22.55 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	64.57	28.64 %
Air-Cond	56.07	16.20 %
Fridge	38.50	21.63 %
Wash-Mac	28.79	18.54 %
W-Purifi	5.42	50.26 %
Home-The	3.96	25.19 %
Dishwash	1.95	43.39 %
Oven	1.48	49.97 %
Total	200.75	21.39 %

Branch *	MTD Sales L	Brand Share %
MDU1	24.44	18.57 %
DGL1	13.23	19.29 %
MDU2	8.32	14.15 %
MDU6	8.05	17.85 %
MDU7	5.68	21.42 %
TMM1	5.56	20.01 %
TPT1	4.69	23.31 %
MDU3	3.58	13.26 %
TDI1	3.36	20.26 %
BNR1	3.26	18.94 %
MDU4	3.08	15.42 %
DGL2	2.57	12.22 %
MNM1	2.30	21.14 %
TEN2	1.98	11.89 %
ODM1	1.68	23.87 %
TEN1	1.59	7.39 %
BTU1	1.53	12.28 %
NKI1	1.52	8.48 %
CMR1	1.18	13.05 %
ADP1	0.67	6.15 %
MDU5	0.55	3.58 %
SZSD	-0.66	-24.10 %
Total	200.75	21.39 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	58.74	43.97 %
Air-Cond	51.82	23.27 %
Fridge	34.60	29.91 %
Wash-Mac	33.56	33.23 %
W-Purifi	4.10	63.67 %
Dishwash	3.08	48.18 %
Home-The	2.40	26.29 %
Oven	0.88	68.46 %
Total	189.18	31.73 %

Branch *	MTD Sales L	Brand Share %
VEL4	10.03	20.65 %
TRL1	8.58	20.85 %
ABR1	6.90	22.30 %
WJD1	3.08	19.98 %
TRT1	3.07	23.81 %
CGM1	1.38	12.55 %
SLG1	0.84	10.49 %
WHVL	-0.47	21.04 %
Total	189.18	31.73 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	65.43	31.61 %
Air-Cond	53.08	15.40 %
Fridge	33.54	22.68 %
Wash-Mac	26.18	17.94 %
W-Purifi	3.76	49.09 %
Dishwash	2.53	43.28 %
Home-The	2.22	15.02 %
Oven	1.67	45.77 %
Total	188.41	21.47 %

Branch *	MTD Sales L	Brand Share %
CH03	22.05	24.33 %
CH15	12.79	13.88 %
CH21	11.61	21.22 %
CH20	10.01	23.13 %
CH51	9.13	21.88 %
CH41	7.42	23.28 %
CH12	5.55	9.79 %
CH50	5.31	14.37 %
CH17	4.58	12.52 %
PON1	3.93	22.31 %
CH33	3.52	11.89 %
CH44	2.76	9.84 %
UKI1	2.22	13.89 %
GPD1	0.82	4.49 %
CH32	0.23	4.61 %
CH01		0.00 %
MC05		0.00 %
Total	188.41	21.47 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	43.76	32.74 %
Air-Cond	29.10	15.14 %
Fridge	24.46	22.92 %
Wash-Mac	21.88	23.82 %
W-Purifi	1.78	34.24 %
Home-The	1.30	14.55 %
Oven	1.02	54.70 %
Dishwash	0.43	10.06 %
Total	123.73	22.72 %

Branch *	MTD Sales L	Brand Share %
POY1	9.33	16.83 %
CUD1	8.16	13.16 %
CDM1	5.59	13.11 %
NVL2	5.41	19.23 %
VPM2	4.65	15.17 %
PRT1	4.10	16.69 %
VCM2	1.99	12.18 %
KKI2	1.80	7.35 %
MKM1	0.92	6.70 %
WHNV	-0.30	24.18 %
WHUT	-0.56	7.72 %
Total	123.73	22.72 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	40.35	32.19 %
Wash-Mac	24.84	24.18 %
Air-Cond	22.46	21.23 %
Fridge	20.59	19.84 %
W-Purifi	3.74	69.24 %
Home-The	2.72	26.92 %
Oven	1.04	57.63 %
Total	115.76	25.36 %

Branch *	MTD Sales L	Brand Share %
TRM1	7.94	23.88 %
SLM1	7.55	19.26 %
KRI1	4.52	17.33 %
OML1	2.91	18.00 %
VPD1	2.63	16.72 %
SLM2	2.35	9.49 %
EDP1	1.36	16.01 %
PLC1	0.93	8.52 %
DPR1	0.33	2.62 %
Total	115.76	25.36 %

WEST-03

Property	MTD Sales L	Brand Share %
Air-Cond	27.89	27.51 %
LED TV	24.90	34.18 %
Wash-Mac	18.73	28.09 %
Fridge	13.92	23.58 %
Home-The	1.96	26.66 %
Dishwash	1.58	100.00 %
W-Purifi	1.35	38.36 %
Oven	0.12	33.82 %
Total	90.46	28.92 %

Branch *	MTD Sales L	Brand Share %
ERD2	10.03	18.61 %
TPR2	2.56	10.93 %
CMI1	0.76	9.29 %
TPR3	0.50	11.64 %
Total	90.46	28.92 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	35.30	35.11 %
Wash-Mac	18.19	22.27 %
Fridge	18.14	24.26 %
Air-Cond	13.28	20.70 %
Dishwash	1.59	39.87 %
W-Purifi	1.40	26.57 %
Oven	1.03	42.93 %
Home-The	0.73	6.70 %
Total	89.66	26.09 %

Branch *	MTD Sales L	Brand Share %
KMR1	6.74	20.54 %
CBE4	4.67	16.81 %
CBE1	3.32	17.00 %
SNR1	3.12	14.10 %
UAM1	3.04	17.31 %
CBE5	1.97	21.03 %
UMP1	1.92	10.73 %
PPI1	1.25	20.27 %
PDM1	0.75	9.91 %
WZSD	0.16	4.15 %
WHCB	-1.09	13.01 %
Total	89.66	26.09 %