

MTD Sales
2,225.68 L

Brand Share %
24.56 %

Information:

MTD : 01-09-2026 To 14-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **24.56 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	698.47	33.01 %
Air-Cond	618.44	18.37 %
Fridge	431.74	25.42 %
Wash-Mac	358.12	23.44 %
W-Purifi	41.20	43.73 %
Dishwash	33.06	42.90 %
Home-The	31.03	20.17 %
Oven	13.62	47.87 %
Total	2,225.68	24.56 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	412.10	25.93 %
CHENNAI-01	316.24	23.11 %
TRICHY-01	296.82	24.19 %
CHENNAI-02	250.91	21.96 %
SOUTH-03	228.54	21.60 %
NORTH ARCOT	228.37	31.60 %
WEST-02	143.32	26.16 %
SOUTH ARCOT	142.65	22.19 %
WEST-03	104.70	28.77 %
WEST-01	102.02	25.56 %
Total	2,225.68	24.56 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	150.81	23.36 %
LED TV	105.38	29.87 %
Fridge	72.42	26.01 %
Wash-Mac	62.33	25.17 %
W-Purifi	8.25	52.42 %
Home-The	5.40	18.14 %
Dishwash	4.69	37.44 %
Oven	2.83	43.08 %
Total	412.10	25.93 %

Branch *	MTD Sales L	Brand Share %
KVT1	19.44	22.06 %
TKS1	10.56	22.61 %
SDI1	9.43	23.98 %
RND1	9.28	20.13 %
SVK1	7.77	16.42 %
ERL2	7.69	22.49 %
PKD1	7.61	21.28 %
TCN1	7.22	22.55 %
VNR2	4.26	8.20 %
SKD1	4.02	19.95 %
KGL1	3.34	18.67 %
SNL1	2.97	9.96 %
KYR1	2.00	13.26 %
APK2	1.71	8.11 %
COL1	1.42	12.99 %
STU2	1.16	6.74 %
VNR1	1.14	7.63 %
SGT1	0.26	4.27 %
Total	412.10	25.93 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	97.29	35.53 %
Air-Cond	71.31	12.72 %
Fridge	69.80	27.55 %
Wash-Mac	54.59	24.52 %
Dishwash	11.19	49.08 %
W-Purifi	5.43	30.36 %
Home-The	4.78	35.04 %
Oven	1.85	49.87 %
Total	316.24	23.11 %

Branch *	MTD Sales L	Brand Share %
CH47	18.80	21.43 %
CH05	17.67	20.35 %
CH19	16.57	22.73 %
CH14	16.08	19.11 %
CH49	15.94	22.76 %
CH42	14.05	22.19 %
CH30	13.46	23.41 %
GUD1	12.39	23.48 %
AVD1	11.74	21.11 %
CH22	8.29	22.37 %
CH07	8.14	14.73 %
CH08	7.52	16.05 %
CH25	7.31	14.25 %
SKL1	6.16	19.43 %
CZWH	4.20	15.15 %
GUD2	3.48	13.02 %
CH38	1.69	6.22 %
CH26	1.24	9.80 %
CH40		0.00 %
MC09		0.00 %
Total	316.24	23.11 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	109.75	20.56 %
LED TV	88.98	31.56 %
Fridge	59.68	27.08 %
Wash-Mac	30.40	19.55 %
Dishwash	2.67	41.52 %
W-Purifi	2.29	25.71 %
Home-The	1.92	10.79 %
Oven	1.14	52.02 %
Total	296.82	24.19 %

Branch *	MTD Sales L	Brand Share %
TNJ1	13.88	20.86 %
PBR2	11.39	19.74 %
TRY4	9.60	19.17 %
KIK1	9.59	20.21 %
PDK2	8.25	20.09 %
TRY3	8.02	21.35 %
TNJ2	7.11	14.82 %
AYR1	6.86	23.81 %
TTP1	5.19	20.63 %
TYR1	3.88	13.33 %
TRY2	1.71	13.38 %
KRN1	0.91	5.64 %
PDK1	0.91	4.24 %
NCK1	0.82	6.61 %
APM1	0.77	6.96 %
ORU1	0.63	4.51 %
Total	296.82	24.19 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	91.16	32.35 %
Air-Cond	62.94	14.43 %
Fridge	49.28	24.87 %
Wash-Mac	33.76	18.17 %
W-Purifi	4.57	46.34 %
Dishwash	3.95	50.78 %
Home-The	3.47	18.57 %
Oven	1.78	42.14 %
Total	250.91	21.96 %

Branch *	MTD Sales L	Brand Share %
CH03	28.13	23.06 %
CH21	15.81	21.84 %
CH15	15.53	13.57 %
CH18	14.77	22.21 %
CH51	14.05	24.42 %
CH24	13.16	24.43 %
CH20	11.98	23.63 %
CH17	7.81	15.64 %
CH50	7.48	13.78 %
MJR1	6.54	23.45 %
CH12	6.25	9.11 %
CH44	5.07	12.72 %
CH33	5.00	12.98 %
UKI1	4.63	21.91 %
PON1	4.35	20.86 %
GPD1	0.82	4.22 %
CH01	0.29	9.17 %
CH32	0.23	4.21 %
MC05		0.00 %
Total	250.91	21.96 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	72.38	28.97 %
Air-Cond	62.65	16.30 %
Fridge	45.72	22.10 %
Wash-Mac	34.22	19.17 %
W-Purifi	6.03	50.38 %
Home-The	4.12	22.49 %
Dishwash	1.95	36.24 %
Oven	1.48	48.08 %
Total	228.54	21.60 %

Branch *	MTD Sales L	Brand Share %
MDU1	29.02	19.72 %
DGL1	13.74	18.59 %
MDU2	9.51	13.75 %
MDU6	9.34	18.54 %
MDU7	6.16	20.49 %
TMM1	5.75	19.32 %
TPT1	5.22	23.34 %
MDU3	3.74	11.98 %
TDI1	3.55	18.26 %
MDU4	3.37	13.45 %
BNR1	3.26	18.36 %
DGL2	2.72	11.24 %
MNM1	2.45	21.25 %
TEN2	2.27	11.71 %
TEN1	1.99	7.71 %
NKI1	1.81	8.81 %
CMR1	1.57	15.74 %
BTU1	1.53	11.66 %
ADP1	1.35	10.03 %
MDU5	1.07	6.20 %
SZSD	-1.12	-55.63 %
Total	228.54	21.60 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	71.06	43.23 %
Air-Cond	60.77	22.95 %
Fridge	41.63	30.19 %
Wash-Mac	40.85	32.43 %
W-Purifi	5.03	61.33 %
Dishwash	3.98	54.55 %
Home-The	3.94	31.66 %
Oven	1.10	68.97 %
Total	228.37	31.60 %

Branch *	MTD Sales L	Brand Share %
KPM2	17.85	24.21 %
VEL4	11.04	19.88 %
TRL1	10.29	20.84 %
ABR1	8.12	23.15 %
KPM1	4.87	23.22 %
WJD1	4.11	22.09 %
CGM1	1.63	13.58 %
SLG1	0.84	8.56 %
WHVL	-0.47	18.29 %
Total	228.37	31.60 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	48.79	32.30 %
Wash-Mac	32.42	25.92 %
Fridge	27.64	22.14 %
Air-Cond	26.00	20.79 %
W-Purifi	4.35	70.47 %
Home-The	3.08	25.67 %
Oven	1.04	53.78 %
Total	143.32	26.16 %

Branch *	MTD Sales L	Brand Share %
SLM1	10.57	21.31 %
SLM3	8.16	24.07 %
KRI1	5.51	18.22 %
OML1	3.75	19.07 %
VPD1	3.01	16.18 %
HRR1	3.00	23.96 %
KVP1	2.98	20.47 %
SLM2	2.94	10.11 %
PLC1	2.27	15.34 %
EDP1	2.16	18.53 %
DPR1	0.72	4.83 %
Total	143.32	26.16 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	51.01	32.54 %
Air-Cond	30.66	13.63 %
Fridge	29.15	23.30 %
Wash-Mac	27.07	24.08 %
W-Purifi	1.78	33.69 %
Home-The	1.30	12.12 %
Oven	1.25	59.66 %
Dishwash	0.43	7.89 %
Total	142.65	22.19 %

Branch *	MTD Sales L	Brand Share %
POY1	11.54	17.68 %
POY2	10.43	24.06 %
CUD1	9.61	13.46 %
CDM1	6.51	12.99 %
NVL2	6.17	19.62 %
VPM2	5.32	14.07 %
PRT1	4.10	13.55 %
KKI2	2.46	8.70 %
VCM2	2.39	12.81 %
STP1	2.29	23.54 %
VPM1	1.75	19.53 %
MKM1	1.51	9.94 %
WHNV	-0.30	24.18 %
WHUT	-0.94	11.26 %
Total	142.65	22.19 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	30.87	36.55 %
Air-Cond	29.48	25.24 %
Wash-Mac	22.48	28.20 %
Fridge	15.87	23.34 %
Home-The	2.13	25.72 %
Dishwash	2.08	100.00 %
W-Purifi	1.68	40.66 %
Oven	0.12	29.85 %
Total	104.70	28.77 %

Branch *	MTD Sales L	Brand Share %
ERD2	11.67	19.31 %
TPR2	4.00	15.15 %
CMI1	1.65	15.83 %
TPR3	0.65	12.93 %
Total	104.70	28.77 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	41.53	35.01 %
Fridge	20.56	24.04 %
Wash-Mac	20.00	21.22 %
Air-Cond	14.07	18.96 %
Dishwash	2.13	38.34 %
W-Purifi	1.81	29.62 %
Oven	1.03	38.72 %
Home-The	0.90	7.33 %
Total	102.02	25.56 %

Branch *	MTD Sales L	Brand Share %
KMR1	7.53	19.81 %
CBE4	6.42	19.87 %
MPM1	4.02	24.01 %
UAM1	3.79	19.14 %
SNR1	3.51	13.63 %
CBE1	3.32	15.09 %
CBE5	2.52	22.09 %
UMP1	1.92	9.89 %
PPI1	1.70	22.66 %
PDM1	0.75	9.10 %
WZSD	0.16	4.15 %
WHCB	-1.68	18.39 %
Total	102.02	25.56 %