

MTD Sales  
2,614.12 L

Brand Share %  
23.96 %

Information:

MTD : 01-03-2026 To 15-03-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **23.96 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	1,236.24	21.78 %
LED TV	521.11	26.02 %
Fridge	388.79	27.26 %
Wash-Mac	366.28	24.57 %
W-Purifi	36.48	49.81 %
Home-The	25.80	20.33 %
Dishwash	23.35	28.54 %
Oven	16.06	51.73 %
<b>Total</b>	<b>2,614.12</b>	<b>23.96 %</b>

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	405.21	23.95 %
SOUTH-01	359.96	25.31 %
TRICHY-01	359.77	22.55 %
CHENNAI-02	330.89	22.94 %
WEST-02	301.94	28.10 %
SOUTH-03	282.88	21.94 %
WEST-01	236.43	23.12 %
NORTH ARCOT	206.10	28.95 %
SOUTH ARCOT	130.94	19.85 %
<b>Total</b>	<b>2,614.12</b>	<b>23.96 %</b>

## CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	187.20	20.21 %
LED TV	84.43	30.27 %
Fridge	61.07	28.18 %
Wash-Mac	55.89	25.72 %
Home-The	5.72	41.43 %
W-Purifi	5.56	39.22 %
Oven	2.77	43.86 %
Dishwash	2.56	14.11 %
<b>Total</b>	<b>405.21</b>	<b>23.95 %</b>

Branch *	MTD Sales L	Brand Share %
CH05	28.61	21.59 %
CH49	16.10	18.22 %
CH28	15.51	21.35 %
AVD1	15.05	21.50 %
CH25	14.31	21.58 %
CH19	12.60	17.18 %
CH42	12.18	15.81 %
CH07	11.21	14.16 %
CH30	10.31	19.68 %
MRM1	9.37	22.65 %
CH22	8.38	14.00 %
SKL1	6.86	19.13 %
GUD2	6.64	22.64 %
CH38	6.16	19.78 %
CZWH	5.96	17.12 %
TKM1	2.90	16.76 %
CH26	1.30	8.58 %
CH40	0.89	11.90 %
MC09		0.00 %
MC10		0.00 %
WHC3		0.00 %
<b>Total</b>	<b>405.21</b>	<b>23.95 %</b>

### SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	174.64	26.93 %
Wash-Mac	61.09	25.55 %
LED TV	58.25	21.10 %
Fridge	47.32	24.04 %
W-Purifi	9.02	57.05 %
Dishwash	4.64	27.76 %
Home-The	3.01	12.51 %
Oven	1.98	37.57 %
<b>Total</b>	<b>359.96</b>	<b>25.31 %</b>

Branch *	MTD Sales L	Brand Share %
KVT1	15.50	20.80 %
TUT2	12.16	22.15 %
VNR2	10.79	18.98 %
TKS1	6.69	13.24 %
PDI1	5.20	22.39 %
TCN1	4.88	15.28 %
APK1	4.76	20.05 %
PKD1	4.65	13.42 %
KGL1	4.02	22.68 %
ARM1	3.80	19.91 %
STU2	2.86	15.01 %
KYR1	2.16	13.69 %
VNR1	1.95	7.85 %
SKD1	1.71	12.31 %
KSM1	1.70	22.00 %
SGT1	1.48	16.46 %
S2SD	1.44	7.08 %
SNL1	0.93	4.27 %
<b>Total</b>	<b>359.96</b>	<b>25.31 %</b>

### TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	191.46	20.45 %
LED TV	86.58	27.91 %
Fridge	39.35	23.25 %
Wash-Mac	34.12	22.96 %
W-Purifi	3.20	45.66 %
Home-The	2.91	17.35 %
Dishwash	1.53	29.00 %
Oven	0.61	39.28 %
<b>Total</b>	<b>359.77</b>	<b>22.55 %</b>

Branch *	MTD Sales L	Brand Share %
TRY1	81.33	21.66 %
KUM1	24.26	23.67 %
TNJ1	15.80	19.74 %
TNJ2	14.47	20.51 %
TRY4	13.68	22.34 %
PTK1	11.83	15.14 %
TYR1	9.70	22.04 %
JKM1	9.69	22.54 %
TTP1	7.16	23.71 %
PDK1	6.88	21.51 %
AYR1	6.25	20.24 %
TRY3	4.23	9.31 %
PBR1	3.99	15.96 %
TRY2	2.27	8.86 %
ORU1	0.98	5.71 %
TZSD		0.00 %
<b>Total</b>	<b>359.77</b>	<b>22.55 %</b>

## CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	161.51	19.54 %
LED TV	67.94	26.89 %
Fridge	45.26	29.13 %
Wash-Mac	40.21	23.80 %
W-Purifi	5.78	53.10 %
Home-The	4.58	32.15 %
Dishwash	3.34	34.71 %
Oven	2.26	54.47 %
<b>Total</b>	<b>330.89</b>	<b>22.94 %</b>

Branch *	MTD Sales L	Brand Share %
CH15	23.22	15.70 %
CH12	20.66	20.79 %
CH03	20.45	14.94 %
CH24	14.02	17.90 %
CH20	13.95	19.82 %
CH41	13.91	22.28 %
CH50	12.92	18.95 %
CH17	11.69	20.37 %
CH44	10.99	23.80 %
MJR1	9.84	18.94 %
CH06	9.49	17.80 %
CH33	8.83	20.66 %
GPD1	3.09	8.12 %
CH32	1.14	13.90 %
MC06	0.99	13.96 %
CH01		0.00 %
<b>Total</b>	<b>330.89</b>	<b>22.94 %</b>

## WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	130.42	26.32 %
Fridge	58.71	32.09 %
LED TV	52.74	27.57 %
Wash-Mac	51.95	28.82 %
W-Purifi	2.95	65.70 %
Oven	2.02	61.89 %
Dishwash	2.00	38.59 %
Home-The	1.15	10.07 %
<b>Total</b>	<b>301.94</b>	<b>28.10 %</b>

Branch *	MTD Sales L	Brand Share %
SLM1	20.72	19.78 %
ERD2	18.55	20.00 %
ERD1	18.04	23.26 %
NKL2	10.58	23.17 %
OML1	6.20	23.39 %
SLM2	5.38	13.93 %
PLC1	3.35	17.72 %
DPR1	1.04	5.17 %
WHKP		0.00 %
WZWH		0.00 %
<b>Total</b>	<b>301.94</b>	<b>28.10 %</b>

### SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	126.03	20.56 %
LED TV	61.11	23.06 %
Wash-Mac	42.52	21.13 %
Fridge	40.31	23.60 %
W-Purifi	5.16	52.76 %
Home-The	3.14	17.00 %
Oven	2.49	71.69 %
Dishwash	2.14	29.22 %
<b>Total</b>	<b>282.88</b>	<b>21.94 %</b>

Branch *	MTD Sales L	Brand Share %
MDU1	23.46	14.67 %
DGL1	19.06	20.10 %
MDU2	11.22	12.28 %
KKD3	8.06	15.21 %
TMM1	7.51	18.19 %
MDU3	6.84	10.97 %
SVG1	4.87	20.77 %
TPT1	4.65	21.50 %
TEN1	4.24	14.19 %
DGL2	3.43	15.15 %
SGP1	2.77	19.80 %
ODM1	2.61	22.26 %
BNR1	2.22	10.39 %
NKI1	1.77	10.44 %
MDU5	1.51	6.58 %
MNM1	1.46	18.56 %
ADP1	0.76	3.44 %
BTU1	0.40	3.08 %
SZSD		0.00 %
WHMD		0.00 %
<b>Total</b>	<b>282.88</b>	<b>21.94 %</b>

### WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	111.06	20.65 %
LED TV	41.21	26.20 %
Fridge	40.61	28.19 %
Wash-Mac	34.58	22.86 %
Dishwash	5.18	44.04 %
Oven	2.08	54.65 %
W-Purifi	1.09	23.95 %
Home-The	0.63	5.23 %
<b>Total</b>	<b>236.43</b>	<b>23.12 %</b>

Branch *	MTD Sales L	Brand Share %
CBE2	41.96	18.44 %
TPR2	15.76	21.94 %
CBE4	14.72	19.70 %
TPR1	9.08	21.89 %
PLI1	7.84	22.63 %
CBE1	7.05	14.83 %
SUL1	5.01	14.77 %
AVI1	4.67	17.10 %
UAM1	2.98	14.32 %
PDM1	2.76	11.24 %
CBE3	1.72	11.22 %
TPR3	0.82	5.20 %
DPM2	0.71	3.89 %
WZSD		0.00 %
WHCB	-0.13	12.13 %
<b>Total</b>	<b>236.43</b>	<b>23.12 %</b>

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	94.99	26.43 %
LED TV	45.63	32.34 %
Fridge	30.72	32.85 %
Wash-Mac	26.17	27.04 %
Home-The	3.73	38.95 %
W-Purifi	2.78	52.92 %
Dishwash	1.06	25.40 %
Oven	1.02	51.17 %
<b>Total</b>	<b>206.10</b>	<b>28.95 %</b>

Branch *	MTD Sales L	Brand Share %
KPM2	16.72	21.33 %
TRT1	6.59	23.75 %
TRL1	6.56	12.04 %
KPM1	5.41	18.17 %
CYR1	3.82	22.68 %
WJD1	3.38	11.99 %
SLG1	3.25	16.44 %
ANI1	1.09	7.27 %
<b>Total</b>	<b>206.10</b>	<b>28.95 %</b>

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	58.94	17.68 %
Fridge	25.44	26.35 %
LED TV	23.22	17.87 %
Wash-Mac	19.76	22.67 %
W-Purifi	0.94	72.94 %
Home-The	0.92	14.48 %
Dishwash	0.90	24.97 %
Oven	0.82	68.45 %
<b>Total</b>	<b>130.94</b>	<b>19.85 %</b>

Branch *	MTD Sales L	Brand Share %
CUD1	11.23	17.89 %
POY1	7.80	11.79 %
NVL2	5.60	15.23 %
VPM2	5.16	14.08 %
CDM1	3.52	8.06 %
PRT1	3.25	11.16 %
TVM2	1.13	5.84 %
MKM1	1.12	4.77 %
KKI2	0.61	1.70 %
WHUT	-0.13	12.68 %
<b>Total</b>	<b>130.94</b>	<b>19.85 %</b>