

MTD Sales
2,331.35 L

Brand Share %
24.44 %

Information:

MTD : 01-09-2026 To 15-09-2026

* 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	735.41	32.89 %
Air-Cond	641.04	18.16 %
Fridge	455.50	25.50 %
Wash-Mac	375.39	23.24 %
W-Purifi	43.57	43.64 %
Dishwash	33.92	42.32 %
Home-The	31.96	19.80 %
Oven	14.58	47.85 %
Total	2,331.35	24.44 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	431.88	25.85 %
CHENNAI-01	329.57	22.83 %
TRICHY-01	316.98	24.49 %
CHENNAI-02	262.97	21.70 %
NORTH ARCOT	238.69	31.79 %
SOUTH-03	238.56	21.36 %
SOUTH ARCOT	150.02	22.05 %
WEST-02	149.34	26.20 %
WEST-01	107.29	25.34 %
WEST-03	106.06	28.11 %
Total	2,331.35	24.44 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	155.13	23.04 %
LED TV	111.88	30.05 %
Fridge	76.21	25.79 %
Wash-Mac	66.40	25.22 %
W-Purifi	8.80	53.57 %
Home-The	5.72	18.65 %
Dishwash	4.69	37.44 %
Oven	3.04	43.62 %
Total	431.88	25.85 %

Branch *	MTD Sales L	Brand Share %
KVT1	20.13	21.36 %
TKS1	10.78	22.40 %
RND1	9.69	20.07 %
PKD1	7.95	21.45 %
ERL2	7.89	21.87 %
SVK1	7.77	16.13 %
TCN1	7.22	21.85 %
SKD1	4.51	21.51 %
VNR2	4.48	8.05 %
KGL1	3.34	18.63 %
SNL1	2.97	9.46 %
KYR1	2.20	14.17 %
APK2	1.71	7.49 %
COL1	1.42	12.59 %
STU2	1.16	6.53 %
VNR1	1.14	7.37 %
SGT1	0.68	10.16 %
Total	431.88	25.85 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	101.03	34.82 %
Air-Cond	74.82	12.61 %
Fridge	73.46	27.58 %
Wash-Mac	56.56	24.29 %
Dishwash	11.19	47.27 %
W-Purifi	5.63	29.73 %
Home-The	4.78	34.04 %
Oven	2.09	52.18 %
Total	329.57	22.83 %

Branch *	MTD Sales L	Brand Share %
CH47	20.25	21.84 %
CH05	17.82	19.20 %
CH19	17.65	22.12 %
CH49	16.77	22.45 %
CH14	16.08	18.50 %
CH42	14.25	21.80 %
CH30	13.46	22.59 %
GUD1	12.66	23.41 %
AVD1	12.60	21.04 %
CH07	9.66	16.05 %
CH22	8.29	21.42 %
CH25	7.57	14.32 %
CH08	7.52	15.94 %
SKL1	6.16	18.90 %
CZWH	4.20	12.90 %
GUD2	3.62	12.75 %
CH38	2.75	9.65 %
CH26	1.24	9.50 %
CH40		0.00 %
MC09		0.00 %
Total	329.57	22.83 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	114.31	20.62 %
LED TV	97.01	32.00 %
Fridge	65.35	27.82 %
Wash-Mac	31.27	19.02 %
Dishwash	3.10	45.20 %
W-Purifi	2.78	27.67 %
Home-The	1.92	10.59 %
Oven	1.23	51.47 %
Total	316.98	24.49 %

Branch *	MTD Sales L	Brand Share %
TNJ1	14.68	20.92 %
PBR2	12.49	20.09 %
KIK1	12.10	22.93 %
PDK2	10.35	22.38 %
TRY4	10.00	19.15 %
TRY3	9.59	23.81 %
TNJ2	8.26	16.06 %
AYR1	7.26	24.09 %
TTP1	5.73	21.84 %
TYR1	4.57	15.13 %
TRY2	1.71	13.38 %
KRN1	0.91	5.49 %
PDK1	0.91	3.93 %
NCK1	0.82	6.28 %
APM1	0.77	6.86 %
ORU1	0.63	4.24 %
Total	316.98	24.49 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	95.30	31.85 %
Air-Cond	66.91	14.38 %
Fridge	52.13	25.20 %
Wash-Mac	34.58	17.54 %
W-Purifi	4.76	46.15 %
Dishwash	3.95	45.39 %
Home-The	3.56	17.81 %
Oven	1.78	42.12 %
Total	262.97	21.70 %

Branch *	MTD Sales L	Brand Share %
CH03	29.44	23.16 %
CH15	16.97	13.04 %
CH21	16.51	21.95 %
CH18	15.66	22.58 %
CH51	14.05	23.51 %
CH24	13.56	24.43 %
CH20	12.46	23.57 %
CH17	8.80	16.67 %
CH50	7.48	13.22 %
CH12	6.81	9.50 %
CH33	6.76	16.23 %
MJR1	6.74	21.07 %
CH44	5.29	12.69 %
UKI1	4.63	21.00 %
PON1	4.35	20.34 %
GPD1	0.82	4.14 %
CH01	0.29	9.17 %
CH32	0.23	3.97 %
MC05		0.00 %
WHC3	-3.50	-193.72 %
Total	262.97	21.70 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	76.02	43.69 %
Air-Cond	62.68	23.06 %
Fridge	42.47	29.93 %
Wash-Mac	42.34	32.32 %
W-Purifi	5.33	61.60 %
Dishwash	4.41	54.12 %
Home-The	4.12	30.85 %
Oven	1.31	65.62 %
Total	238.69	31.79 %

Branch *	MTD Sales L	Brand Share %
KPM2	18.97	24.28 %
VEL4	11.04	19.38 %
TRL1	10.45	20.29 %
ABR1	8.24	22.56 %
WJD1	4.51	23.17 %
CYR1	4.18	23.30 %
CGM1	1.63	12.73 %
SLG1	0.84	8.56 %
WHVL	-0.47	18.29 %
Total	238.69	31.79 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	75.50	28.75 %
Air-Cond	63.84	15.70 %
Fridge	47.96	22.20 %
Wash-Mac	37.09	19.40 %
W-Purifi	6.34	50.03 %
Home-The	4.27	22.13 %
Dishwash	1.95	36.24 %
Oven	1.60	50.00 %
Total	238.56	21.36 %

Branch *	MTD Sales L	Brand Share %
MDU1	31.30	19.50 %
DGL1	15.52	19.58 %
MDU2	10.92	14.94 %
MDU6	9.70	18.73 %
MDU7	6.28	19.83 %
TMM1	6.03	18.78 %
TPT1	5.76	23.71 %
MDU3	3.74	11.16 %
TDI1	3.55	17.02 %
BNR1	3.54	18.92 %
MDU4	3.37	12.71 %
DGL2	2.72	10.83 %
MNM1	2.45	20.14 %
TEN2	2.27	11.38 %
NKI1	2.15	9.83 %
TEN1	1.99	7.25 %
CMR1	1.57	15.53 %
BTU1	1.53	11.08 %
ADP1	1.35	9.10 %
MDU5	1.07	6.03 %
SZSD	-1.43	-123.27 %
Total	238.56	21.36 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	53.88	32.32 %
Air-Cond	32.20	13.59 %
Fridge	29.69	22.88 %
Wash-Mac	29.16	23.92 %
W-Purifi	1.95	33.68 %
Home-The	1.47	12.69 %
Oven	1.25	59.66 %
Dishwash	0.43	7.89 %
Total	150.02	22.05 %

Branch *	MTD Sales L	Brand Share %
POY1	12.68	17.96 %
POY2	10.57	23.84 %
CUD1	9.89	13.45 %
CDM1	6.85	12.95 %
NVL2	6.38	19.31 %
VPM2	5.02	12.43 %
PRT1	4.10	12.64 %
KKI2	2.46	8.39 %
VCM2	2.39	12.37 %
VPM1	2.29	22.74 %
STP1	2.29	23.21 %
MKM1	1.51	8.90 %
WHUT	-0.94	11.26 %
Total	150.02	22.05 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	49.54	31.74 %
Wash-Mac	34.41	26.39 %
Fridge	29.20	22.33 %
Air-Cond	27.60	21.26 %
W-Purifi	4.49	71.10 %
Home-The	3.08	23.94 %
Oven	1.04	50.11 %
Total	149.34	26.20 %

Branch *	MTD Sales L	Brand Share %
SLM1	11.41	22.01 %
KRI1	5.78	18.71 %
OML1	3.90	18.98 %
VPD1	3.30	17.21 %
SLM2	3.28	10.85 %
KVP1	3.27	20.97 %
HRR1	3.00	22.06 %
EDP1	2.56	20.78 %
PLC1	2.27	14.71 %
DPR1	0.72	4.57 %
Total	149.34	26.20 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	43.49	35.11 %
Fridge	22.68	24.42 %
Wash-Mac	21.09	20.87 %
Air-Cond	14.07	18.09 %
Dishwash	2.13	38.34 %
W-Purifi	1.81	28.64 %
Oven	1.12	37.75 %
Home-The	0.90	6.95 %
Total	107.29	25.34 %

Branch *	MTD Sales L	Brand Share %
CBE2	19.42	23.94 %
KMR1	8.26	19.34 %
CBE4	6.42	19.43 %
MPM1	4.22	23.60 %
UAM1	4.19	19.97 %
SNR1	3.71	14.09 %
CBE1	3.32	14.53 %
UMP1	1.92	9.66 %
PPI1	1.85	22.61 %
PDM1	0.75	8.74 %
WZSD	0.16	4.15 %
WHCB	-1.68	16.81 %
Total	107.29	25.34 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	31.75	36.16 %
Air-Cond	29.48	24.39 %
Wash-Mac	22.48	27.43 %
Fridge	16.35	22.96 %
Home-The	2.13	25.06 %
Dishwash	2.08	100.00 %
W-Purifi	1.68	38.45 %
Oven	0.12	21.74 %
Total	106.06	28.11 %

Branch *	MTD Sales L	Brand Share %
ERD1	13.80	24.20 %
ERD2	11.67	18.48 %
TPR2	4.00	15.01 %
CMI1	1.65	15.83 %
TPR3	0.65	12.93 %
Total	106.06	28.11 %