

MTD Sales
2,449.24 L

Brand Share %
24.57 %

Information:

MTD : 01-09-2026 To 16-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **24.57 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	770.93	32.96 %
Air-Cond	675.09	18.39 %
Fridge	479.13	25.61 %
Wash-Mac	395.61	23.31 %
W-Purifi	44.71	43.14 %
Dishwash	34.79	40.95 %
Home-The	33.49	19.79 %
Oven	15.48	47.15 %
Total	2,449.24	24.57 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	462.55	26.22 %
CHENNAI-01	340.71	22.82 %
TRICHY-01	335.06	24.67 %
CHENNAI-02	275.72	21.85 %
SOUTH-03	250.72	21.25 %
NORTH ARCOT	245.41	31.55 %
SOUTH ARCOT	158.67	22.35 %
WEST-02	155.37	26.27 %
WEST-03	113.69	28.60 %
WEST-01	111.33	25.54 %
Total	2,449.24	24.57 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	168.08	23.92 %
LED TV	117.79	29.87 %
Fridge	80.86	25.70 %
Wash-Mac	71.81	25.66 %
W-Purifi	9.37	54.19 %
Home-The	6.05	18.63 %
Dishwash	5.09	34.14 %
Oven	3.50	43.77 %
Total	462.55	26.22 %

Branch *	MTD Sales L	Brand Share %
KVT1	21.27	20.57 %
TKS1	11.20	22.61 %
RND1	10.30	20.25 %
SVK1	8.16	15.74 %
PKD1	8.14	21.38 %
ERL2	8.03	21.30 %
TCN1	7.73	22.46 %
SKD1	5.63	24.20 %
VNR2	4.76	8.34 %
KGL1	3.34	17.76 %
SNL1	3.16	9.36 %
KYR1	2.48	14.54 %
APK2	2.46	9.65 %
COL1	1.83	15.30 %
STU2	1.36	7.50 %
VNR1	1.14	7.22 %
SGT1	0.68	9.63 %
Total	462.55	26.22 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	105.23	35.32 %
Fridge	77.10	27.95 %
Air-Cond	76.38	12.42 %
Wash-Mac	58.03	23.99 %
Dishwash	11.19	46.88 %
W-Purifi	5.76	29.63 %
Home-The	4.94	33.85 %
Oven	2.09	48.26 %
Total	340.71	22.82 %

Branch *	MTD Sales L	Brand Share %
CH47	20.97	21.95 %
CH05	19.59	19.76 %
CH19	17.65	21.89 %
CH49	17.06	21.57 %
CH14	16.81	18.78 %
CH42	15.10	22.17 %
CH30	14.93	24.22 %
GUD1	13.26	23.49 %
AVD1	13.00	21.15 %
CH07	10.62	16.98 %
CH22	8.95	22.10 %
CH25	8.22	14.94 %
CH08	7.52	15.94 %
SKL1	6.16	18.71 %
CZWH	4.20	12.90 %
GUD2	3.62	11.91 %
CH38	3.12	10.66 %
CH26	1.24	9.50 %
CH40		0.00 %
MC09		0.00 %
Total	340.71	22.82 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	121.29	20.92 %
LED TV	101.40	31.80 %
Fridge	70.03	28.42 %
Wash-Mac	33.09	19.00 %
Dishwash	3.10	40.01 %
W-Purifi	2.78	27.33 %
Home-The	2.04	10.94 %
Oven	1.35	49.64 %
Total	335.06	24.67 %

Branch *	MTD Sales L	Brand Share %
TNJ1	14.93	20.84 %
PBR2	13.25	19.01 %
KIK1	13.19	23.47 %
TRY4	10.81	20.05 %
PDK2	10.46	21.50 %
TNJ2	9.69	17.66 %
TTP1	6.01	21.92 %
TYR1	5.69	17.16 %
TRY2	1.71	13.28 %
APM1	1.17	9.80 %
ORU1	1.03	6.27 %
KRN1	0.91	5.34 %
PDK1	0.91	3.83 %
NCK1	0.82	6.16 %
Total	335.06	24.67 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	99.80	32.25 %
Air-Cond	69.38	14.31 %
Fridge	54.53	25.32 %
Wash-Mac	37.20	18.03 %
W-Purifi	4.93	45.45 %
Dishwash	4.42	43.99 %
Home-The	3.56	17.56 %
Oven	1.89	42.05 %
Total	275.72	21.85 %

Branch *	MTD Sales L	Brand Share %
CH03	30.26	23.29 %
CH15	18.29	13.42 %
CH21	16.51	21.53 %
CH18	16.44	22.53 %
CH51	14.66	23.40 %
CH20	13.29	23.79 %
CH17	8.80	15.84 %
CH50	7.70	13.08 %
MJR1	7.13	20.87 %
CH12	6.81	8.99 %
CH33	6.76	16.07 %
CH44	5.54	12.54 %
UKI1	4.63	20.56 %
PON1	4.35	19.45 %
GPD1	1.02	4.93 %
CH01	0.74	18.15 %
CH32	0.23	3.97 %
MC05		0.00 %
Total	275.72	21.85 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	78.72	27.99 %
Air-Cond	67.75	15.90 %
Fridge	50.28	22.17 %
Wash-Mac	39.36	19.43 %
W-Purifi	6.34	48.48 %
Home-The	4.71	22.30 %
Dishwash	1.95	36.24 %
Oven	1.60	50.00 %
Total	250.72	21.25 %

Branch *	MTD Sales L	Brand Share %
MDU1	32.79	19.31 %
DGL1	16.07	19.00 %
MDU2	10.92	14.13 %
MDU6	10.60	19.24 %
MDU7	6.85	20.43 %
TMM1	6.49	19.37 %
MDU4	4.59	15.87 %
TDI1	4.00	17.13 %
MDU3	3.99	10.63 %
BNR1	3.69	19.35 %
DGL2	3.17	11.99 %
TEN2	2.60	11.42 %
MNM1	2.45	19.58 %
NKI1	2.43	10.67 %
TEN1	2.37	8.40 %
CMR1	1.57	15.53 %
BTU1	1.53	10.69 %
ADP1	1.35	8.76 %
MDU5	1.07	5.92 %
Total	250.72	21.25 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	78.39	43.52 %
Air-Cond	65.00	23.25 %
Wash-Mac	43.51	31.66 %
Fridge	43.14	29.28 %
W-Purifi	5.33	59.47 %
Dishwash	4.41	54.12 %
Home-The	4.12	29.61 %
Oven	1.52	67.27 %
Total	245.41	31.55 %

Branch *	MTD Sales L	Brand Share %
KPM2	19.33	23.96 %
VEL4	11.22	18.74 %
TRL1	10.99	21.07 %
ABR1	8.50	22.40 %
WJD1	4.51	21.81 %
CYR1	4.18	21.19 %
CPT1	3.21	24.38 %
CGM1	1.63	12.08 %
SLG1	0.84	8.17 %
WHVL	-0.47	14.97 %
Total	245.41	31.55 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	57.58	32.97 %
Air-Cond	33.71	13.69 %
Fridge	31.34	22.92 %
Wash-Mac	30.68	24.31 %
W-Purifi	2.22	34.76 %
Home-The	1.47	12.11 %
Oven	1.25	59.66 %
Dishwash	0.43	7.89 %
Total	158.67	22.35 %

Branch *	MTD Sales L	Brand Share %
POY1	13.30	17.92 %
POY2	11.04	23.76 %
CUD1	9.89	13.09 %
CDM1	7.65	13.67 %
NVL2	6.58	19.52 %
VPM2	5.68	13.15 %
PRT1	4.72	13.27 %
VCM2	3.01	14.52 %
STP1	2.48	24.30 %
KKI2	2.46	8.40 %
MKM1	1.51	8.68 %
WHUT	-0.94	11.26 %
Total	158.67	22.35 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	51.47	31.94 %
Wash-Mac	35.95	26.37 %
Fridge	31.05	22.67 %
Air-Cond	27.99	21.03 %
W-Purifi	4.62	71.71 %
Home-The	3.24	23.82 %
Oven	1.04	50.11 %
Total	155.37	26.27 %

Branch *	MTD Sales L	Brand Share %
SLM1	11.41	21.10 %
SLM3	8.56	24.34 %
KRI1	5.78	18.25 %
OML1	3.90	18.07 %
VPD1	3.65	18.03 %
SLM2	3.28	10.57 %
KVP1	3.27	20.97 %
PLC1	3.05	18.01 %
HRR1	3.00	21.86 %
EDP1	2.75	21.51 %
DPR1	0.72	4.35 %
Total	155.37	26.27 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	34.60	37.08 %
Air-Cond	31.44	25.12 %
Wash-Mac	24.09	27.54 %
Fridge	17.22	23.05 %
Home-The	2.47	26.97 %
Dishwash	2.08	81.67 %
W-Purifi	1.68	37.78 %
Oven	0.12	17.14 %
Total	113.69	28.60 %

Branch *	MTD Sales L	Brand Share %
ERD2	12.65	18.88 %
TPR2	4.25	14.68 %
CMI1	1.65	15.83 %
TPR3	1.20	20.83 %
Total	113.69	28.60 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	45.95	35.99 %
Fridge	23.59	24.50 %
Wash-Mac	21.89	20.93 %
Air-Cond	14.07	17.73 %
Dishwash	2.13	41.89 %
W-Purifi	1.67	25.53 %
Oven	1.12	37.75 %
Home-The	0.90	6.71 %
Total	111.33	25.54 %

Branch *	MTD Sales L	Brand Share %
CBE2	19.28	23.30 %
KMR1	8.26	18.83 %
CBE4	6.84	20.13 %
UAM1	4.19	19.87 %
MPM1	4.08	21.64 %
SNR1	3.91	14.75 %
CBE1	3.32	14.40 %
UMP1	1.92	9.31 %
PDM1	0.75	8.28 %
WZSD	0.16	4.38 %
WHCB	-2.23	19.25 %
Total	111.33	25.54 %