

MTD Sales
6,012.17 L

Brand Share %
23.46 %

Information:

MTD : 01-04-2026 To 17-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **23.46 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	4,291.00	23.32 %
LED TV	925.47	28.31 %
Wash-Mac	383.77	22.10 %
Fridge	294.38	16.14 %
W-Purifi	42.80	47.59 %
Home-The	36.75	22.59 %
Dishwash	20.39	19.74 %
Oven	17.61	50.60 %
Total	6,012.17	23.46 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	1,055.11	25.58 %
TRICHY-01	827.80	24.01 %
SOUTH-03	775.21	23.63 %
CHENNAI-01	722.06	20.58 %
WEST-02	658.72	25.88 %
CHENNAI-02	578.03	19.85 %
WEST-01	542.74	25.00 %
NORTH ARCOT	496.46	27.27 %
SOUTH ARCOT	356.05	19.64 %
Total	6,012.17	23.46 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	781.03	26.49 %
LED TV	141.87	26.51 %
Wash-Mac	62.38	22.97 %
Fridge	48.47	16.24 %
W-Purifi	12.08	57.72 %
Oven	3.47	49.12 %
Home-The	3.32	10.82 %
Dishwash	2.49	18.97 %
Total	1,055.11	25.58 %

Branch *	MTD Sales L	Brand Share %
RND1	33.68	22.45 %
KVT1	33.48	17.34 %
SVK1	27.78	20.01 %
VNR2	26.25	18.57 %
VLY1	26.01	20.17 %
TKS1	21.22	16.99 %
KGL1	16.16	22.86 %
S2SD	11.42	17.85 %
PKD1	11.00	11.31 %
STU2	7.13	13.84 %
KYR1	5.45	11.31 %
SNL1	4.55	8.52 %
COL1	3.88	10.19 %
VNR1	3.17	6.63 %
SGT1	2.93	14.35 %
WHTV	-1.12	7.43 %
Total	1,055.11	25.58 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	632.12	24.41 %
LED TV	107.15	25.17 %
Wash-Mac	44.25	22.01 %
Fridge	35.68	17.88 %
W-Purifi	3.08	45.84 %
Home-The	2.31	14.45 %
Oven	1.74	58.76 %
Dishwash	1.47	21.81 %
Total	827.80	24.01 %

Branch *	MTD Sales L	Brand Share %
PBR2	39.59	19.25 %
TNJ1	35.28	18.83 %
TRY3	29.17	19.95 %
PTK1	28.26	20.99 %
TNJ2	18.55	12.26 %
TYR1	18.20	16.22 %
PDK1	15.93	18.04 %
KIK1	15.83	16.50 %
JKM1	15.72	21.55 %
TRY4	14.43	14.69 %
NGT1	14.08	16.30 %
AYR1	13.82	18.76 %
PBR1	7.93	10.37 %
ORU1	2.42	7.12 %
TZSD	0.05	0.73 %
WTRZ	-4.22	21.71 %
Total	827.80	24.01 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	575.74	24.64 %
LED TV	99.63	24.45 %
Wash-Mac	44.80	19.22 %
Fridge	41.50	16.36 %
W-Purifi	6.06	45.15 %
Home-The	4.90	21.38 %
Oven	2.07	68.90 %
Dishwash	0.51	4.74 %
Total	775.21	23.63 %

Branch *	MTD Sales L	Brand Share %
DGL1	40.57	21.83 %
MDU6	34.72	19.54 %
MDU2	24.85	11.63 %
ATG1	24.68	21.91 %
KKD3	22.78	15.85 %
TMM1	21.45	19.49 %
MDU3	16.98	15.69 %
MDU4	16.36	20.64 %
DGL2	11.84	15.45 %
PVI1	11.47	21.22 %
TEN1	9.03	15.26 %
ODM1	6.59	18.99 %
BNR1	6.40	15.89 %
MDU5	5.13	9.67 %
SZSD	4.66	19.37 %
MNM1	4.11	10.66 %
ADP1	3.19	8.65 %
BTU1	2.64	7.62 %
NKI1	2.46	6.72 %
WHMD	-3.44	16.86 %
Total	775.21	23.63 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	460.84	18.66 %
LED TV	138.87	31.47 %
Wash-Mac	59.73	23.91 %
Fridge	38.13	13.75 %
Home-The	7.88	42.15 %
W-Purifi	7.33	37.18 %
Dishwash	5.68	23.87 %
Oven	3.61	45.69 %
Total	722.06	20.58 %

Branch *	MTD Sales L	Brand Share %
CH47	50.06	19.21 %
CH14	40.29	17.00 %
CH05	40.12	16.79 %
CH08	38.47	21.26 %
CH19	34.26	21.20 %
CH48	33.63	23.29 %
CH25	33.29	21.91 %
CH28	26.36	18.51 %
CH49	23.67	16.98 %
CH42	23.26	15.95 %
CH30	23.06	16.95 %
CGL1	15.76	21.90 %
CH07	13.07	8.36 %
CH38	10.16	12.18 %
CH22	9.13	9.68 %
MRM1	8.03	8.64 %
TKM1	6.28	13.72 %
CZWH	4.88	8.85 %
CH26	4.13	15.04 %
CH40	1.96	17.41 %
CH29	0.87	17.09 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-16.52	21.58 %
Total	722.06	20.58 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	464.89	25.96 %
LED TV	99.39	31.53 %
Wash-Mac	46.30	22.96 %
Fridge	36.93	17.99 %
Home-The	4.26	26.09 %
W-Purifi	3.52	66.13 %
Oven	2.00	65.03 %
Dishwash	1.42	18.89 %
Total	658.72	25.88 %

Branch *	MTD Sales L	Brand Share %
ERD1	47.89	18.67 %
SLM1	47.82	19.47 %
ERD2	39.09	16.52 %
SLM2	15.24	14.46 %
OML1	11.20	19.35 %
CMI1	7.14	22.24 %
PLC1	6.88	17.62 %
HRR1	5.18	20.78 %
DPR1	3.87	8.45 %
WZWH		0.00 %
WHPD	-3.12	20.97 %
Total	658.72	25.88 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	362.49	17.46 %
LED TV	134.68	33.95 %
Wash-Mac	38.53	19.68 %
Fridge	28.21	14.05 %
Home-The	5.79	34.78 %
W-Purifi	5.24	58.52 %
Dishwash	2.05	14.64 %
Oven	1.05	34.82 %
Total	578.03	19.85 %

Branch *	MTD Sales L	Brand Share %
CH03	47.77	15.09 %
CH18	32.31	22.14 %
CH15	27.77	10.35 %
CH20	25.59	17.60 %
CH12	23.57	13.15 %
CH33	22.93	22.25 %
CH41	19.61	17.11 %
CH17	19.43	14.35 %
CH24	18.92	12.84 %
MJR1	17.84	18.59 %
CH06	17.55	16.63 %
CH44	15.64	18.43 %
CH50	15.02	11.83 %
CH23	13.88	20.89 %
GPD1	11.60	19.53 %
CH32	3.46	20.58 %
MC06	1.21	9.47 %
CH01	0.19	19.83 %
MC05		0.00 %
Total	578.03	19.85 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	400.36	25.84 %
LED TV	76.73	27.47 %
Wash-Mac	30.42	20.42 %
Fridge	25.95	17.23 %
Dishwash	2.92	20.70 %
Oven	2.25	49.54 %
W-Purifi	2.23	33.00 %
Home-The	1.88	10.96 %
Total	542.74	25.00 %

Branch *	MTD Sales L	Brand Share %
CBE2	82.45	18.14 %
TPR2	32.30	19.54 %
SNR1	20.56	20.72 %
CBE6	19.18	22.05 %
CBE1	15.72	17.34 %
DPM2	14.41	23.44 %
UMP1	12.36	21.09 %
TPR3	7.37	16.71 %
PDM1	6.34	12.71 %
UAM1	5.76	18.54 %
TPR4	3.72	13.23 %
WZSD		0.00 %
Total	542.74	25.00 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	364.58	26.86 %
LED TV	71.19	34.52 %
Wash-Mac	34.04	27.67 %
Fridge	17.92	16.57 %
Home-The	3.94	31.16 %
Dishwash	2.05	33.29 %
W-Purifi	2.00	37.39 %
Oven	0.76	43.87 %
Total	496.46	27.27 %

Branch *	MTD Sales L	Brand Share %
TRL1	20.47	15.91 %
AKM1	19.59	20.22 %
TRT1	13.71	20.35 %
KPM1	8.68	14.59 %
ANI1	5.85	13.50 %
SLG1	5.78	13.68 %
WJD1	4.96	9.36 %
Total	496.46	27.27 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	248.95	19.37 %
LED TV	55.95	21.36 %
Wash-Mac	23.33	20.80 %
Fridge	21.61	16.54 %
Home-The	2.49	21.18 %
Dishwash	1.79	25.83 %
W-Purifi	1.27	45.52 %
Oven	0.66	43.58 %
Total	356.05	19.64 %

Branch *	MTD Sales L	Brand Share %
CUD1	27.50	14.66 %
SJI2	22.36	22.32 %
VPM2	19.38	16.75 %
KKI2	15.87	14.01 %
POY1	13.75	6.72 %
NVL2	10.45	10.11 %
CDM1	10.16	9.77 %
PRT1	8.98	9.92 %
MKM1	4.45	9.71 %
TVM2	3.16	7.51 %
WHUT	-2.70	15.71 %
Total	356.05	19.64 %