

MTD Sales
2,557.65 L

Brand Share %
24.56 %

Information:

MTD : 01-09-2026 To 17-09-2026

* 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	806.36	32.98 %
Air-Cond	697.75	18.22 %
Fridge	500.88	25.63 %
Wash-Mac	415.72	23.41 %
W-Purifi	48.27	44.09 %
Dishwash	36.14	41.79 %
Home-The	35.97	20.04 %
Oven	16.56	47.36 %
Total	2,557.65	24.56 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	486.29	26.34 %
CHENNAI-01	354.24	22.69 %
TRICHY-01	346.89	24.73 %
CHENNAI-02	281.56	21.17 %
SOUTH-03	258.87	21.24 %
NORTH ARCOT	255.03	31.60 %
SOUTH ARCOT	174.98	23.04 %
WEST-02	163.97	26.65 %
WEST-01	118.22	25.69 %
WEST-03	117.59	28.40 %
Total	2,557.65	24.56 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	174.52	23.93 %
LED TV	123.07	29.70 %
Fridge	85.31	25.90 %
Wash-Mac	77.37	26.28 %
W-Purifi	10.41	54.82 %
Home-The	6.70	18.81 %
Dishwash	5.09	33.72 %
Oven	3.81	44.49 %
Total	486.29	26.34 %

Branch *	MTD Sales L	Brand Share %
KVT1	28.62	22.33 %
TKS1	12.30	23.44 %
RND1	10.30	19.89 %
TCN1	8.43	23.47 %
PKD1	8.40	21.48 %
SVK1	8.16	14.93 %
ERL2	8.03	20.44 %
UDN1	7.02	23.81 %
SKD1	5.77	23.33 %
VNR2	4.87	8.23 %
KGL1	3.34	16.93 %
SNL1	3.16	9.02 %
KYR1	2.48	14.21 %
APK2	2.46	9.58 %
COL1	2.41	18.94 %
STU2	1.36	7.44 %
SGT1	1.15	15.26 %
VNR1	1.14	6.98 %
Total	486.29	26.34 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	108.37	35.13 %
Air-Cond	80.64	12.51 %
Fridge	79.60	27.54 %
Wash-Mac	60.14	23.74 %
Dishwash	11.19	46.11 %
W-Purifi	6.24	30.27 %
Home-The	5.75	35.49 %
Oven	2.31	49.39 %
Total	354.24	22.69 %

Branch *	MTD Sales L	Brand Share %
CH47	21.69	21.80 %
CH05	20.10	19.56 %
CH49	20.04	24.27 %
CH19	18.24	21.32 %
CH14	18.06	19.06 %
CH42	15.10	20.97 %
CH30	14.93	23.54 %
AVD1	13.00	20.22 %
CH07	11.34	17.18 %
CH22	9.33	22.06 %
CH25	9.16	15.24 %
CH08	7.52	15.94 %
SKL1	6.16	17.87 %
CZWH	4.20	11.72 %
GUD2	3.62	11.80 %
CH38	3.51	11.51 %
CH26	1.45	10.00 %
CH40		0.00 %
MC09		0.00 %
Total	354.24	22.69 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	124.80	21.02 %
LED TV	105.07	31.73 %
Fridge	72.71	28.55 %
Wash-Mac	33.97	18.67 %
Dishwash	3.62	43.78 %
W-Purifi	3.34	30.76 %
Home-The	2.04	10.57 %
Oven	1.35	46.96 %
Total	346.89	24.73 %

Branch *	MTD Sales L	Brand Share %
PBR2	15.09	20.63 %
TNJ1	14.93	20.02 %
KIK1	13.19	22.27 %
TRY4	11.00	20.03 %
TNJ2	10.96	19.08 %
PDK2	10.46	21.24 %
TRY3	10.25	24.41 %
TTP1	6.41	22.77 %
TYR1	5.98	17.50 %
TRY2	1.71	12.98 %
APM1	1.17	9.80 %
ORU1	1.03	5.94 %
NCK1	0.97	7.08 %
KRN1	0.91	5.25 %
PDK1	0.91	3.72 %
Total	346.89	24.73 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	101.89	31.58 %
Air-Cond	69.79	13.42 %
Fridge	55.76	24.82 %
Wash-Mac	39.03	18.08 %
W-Purifi	5.10	46.29 %
Dishwash	4.42	45.81 %
Home-The	3.56	16.59 %
Oven	2.00	41.98 %
Total	281.56	21.17 %

Branch *	MTD Sales L	Brand Share %
CH03	30.73	22.75 %
CH15	18.77	13.36 %
CH18	17.27	22.74 %
CH21	16.81	20.77 %
CH51	14.94	22.11 %
CH20	13.67	22.33 %
CH17	9.31	15.47 %
CH50	7.70	12.32 %
CH12	7.21	9.11 %
MJR1	7.13	19.65 %
CH33	6.76	15.50 %
CH44	5.54	12.45 %
UKI1	4.97	21.32 %
PON1	4.35	19.28 %
GPD1	1.02	4.87 %
CH01	0.74	18.15 %
CH32	0.23	3.54 %
MC05		0.00 %
WHC3	-4.84	-41.56 %
Total	281.56	21.17 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	80.54	27.67 %
Air-Cond	69.61	15.94 %
Fridge	52.14	22.14 %
Wash-Mac	41.06	19.48 %
W-Purifi	7.15	50.07 %
Home-The	4.71	21.85 %
Dishwash	1.95	36.24 %
Oven	1.72	49.47 %
Total	258.87	21.24 %

Branch *	MTD Sales L	Brand Share %
MDU1	32.94	19.23 %
DGL1	16.59	18.79 %
MDU2	11.19	13.95 %
MDU6	11.14	19.60 %
MDU7	7.51	21.24 %
TMM1	7.00	20.16 %
BNR1	4.94	23.62 %
MDU4	4.59	15.25 %
MDU3	4.19	10.78 %
TDI1	4.00	17.13 %
DGL2	3.17	11.80 %
TEN2	2.60	10.49 %
KPT1	2.60	24.44 %
MNM1	2.45	18.59 %
NKI1	2.43	10.56 %
TEN1	2.37	8.05 %
CMR1	1.73	16.56 %
BTU1	1.53	10.69 %
ADP1	1.35	8.68 %
MDU5	1.07	5.54 %
SZSD	-1.79	-126.77 %
Total	258.87	21.24 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	82.32	44.07 %
Air-Cond	66.20	22.81 %
Wash-Mac	45.64	32.02 %
Fridge	44.71	29.30 %
W-Purifi	5.49	59.76 %
Dishwash	4.84	53.83 %
Home-The	4.29	29.93 %
Oven	1.52	67.27 %
Total	255.03	31.60 %

Branch *	MTD Sales L	Brand Share %
KPM2	20.02	23.76 %
VEL4	11.66	18.59 %
TRL1	11.39	20.72 %
ABR1	9.01	22.25 %
KPM1	5.61	24.40 %
WJD1	5.00	23.02 %
CYR1	4.47	21.85 %
CPT1	3.35	24.09 %
CGM1	1.63	11.95 %
SLG1	1.32	12.18 %
WHVL	-0.47	13.35 %
Total	255.03	31.60 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	65.59	34.84 %
Air-Cond	36.69	13.98 %
Fridge	34.41	23.56 %
Wash-Mac	31.83	23.72 %
W-Purifi	2.56	38.05 %
Home-The	1.62	11.99 %
Oven	1.44	63.17 %
Dishwash	0.83	14.25 %
Total	174.98	23.04 %

Branch *	MTD Sales L	Brand Share %
POY1	13.77	17.88 %
POY2	11.34	23.81 %
CUD1	10.36	13.33 %
CDM1	7.65	13.48 %
NVL2	7.02	20.17 %
VPM2	5.68	12.65 %
PRT1	4.72	13.14 %
VCM2	3.40	15.85 %
STP1	2.48	23.39 %
KKI2	2.46	8.13 %
MKM1	1.51	8.45 %
WHUT	-1.09	12.41 %
Total	174.98	23.04 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	55.37	32.71 %
Wash-Mac	36.78	26.27 %
Fridge	33.95	23.62 %
Air-Cond	28.78	20.86 %
W-Purifi	4.62	71.71 %
Home-The	3.43	24.25 %
Oven	1.04	50.11 %
Total	163.97	26.65 %

Branch *	MTD Sales L	Brand Share %
SLM1	11.98	21.36 %
KRI1	5.92	18.20 %
OML1	4.10	17.62 %
VPD1	3.65	17.22 %
SLM2	3.28	10.32 %
KVP1	3.27	20.13 %
PLC1	3.05	17.70 %
HRR1	3.00	21.61 %
EDP1	2.94	22.43 %
DPR1	0.99	5.64 %
Total	163.97	26.65 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	48.70	35.65 %
Fridge	24.77	24.37 %
Wash-Mac	24.29	21.92 %
Air-Cond	14.48	17.50 %
Dishwash	2.13	45.58 %
W-Purifi	1.67	24.24 %
Oven	1.12	35.56 %
Home-The	1.06	7.66 %
Total	118.22	25.69 %

Branch *	MTD Sales L	Brand Share %
CBE2	20.74	23.47 %
KMR1	8.73	19.10 %
CBE4	7.04	19.92 %
UAM1	4.34	19.69 %
SNR1	4.16	14.77 %
CBE1	3.32	12.61 %
PPI1	2.14	23.47 %
UMP1	1.92	9.19 %
PDM1	0.75	7.77 %
WZSD	0.16	4.38 %
WHCB	-2.23	18.39 %
Total	118.22	25.69 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	35.44	36.89 %
Air-Cond	32.23	24.40 %
Wash-Mac	25.61	27.95 %
Fridge	17.51	22.76 %
Home-The	2.81	29.32 %
Dishwash	2.08	81.67 %
W-Purifi	1.68	37.78 %
Oven	0.23	28.52 %
Total	117.59	28.40 %

Branch *	MTD Sales L	Brand Share %
ERD2	13.14	18.85 %
TPR2	4.55	15.15 %
CMI1	1.92	16.92 %
TPR3	1.20	20.83 %
Total	117.59	28.40 %