

MTD Sales
2,684.86 L

Brand Share %
24.68 %

Information:

MTD : 01-09-2026 To 18-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **24.68 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	846.80	33.16 %
Air-Cond	737.80	18.37 %
Fridge	526.16	25.85 %
Wash-Mac	431.68	23.37 %
W-Purifi	50.49	44.59 %
Home-The	37.59	20.14 %
Dishwash	36.71	41.18 %
Oven	17.62	47.45 %
Total	2,684.86	24.68 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	509.86	26.53 %
CHENNAI-01	372.70	22.71 %
TRICHY-01	364.14	24.75 %
CHENNAI-02	304.23	21.70 %
SOUTH-03	268.17	21.32 %
NORTH ARCOT	264.28	31.55 %
SOUTH ARCOT	183.80	23.14 %
WEST-02	170.60	26.59 %
WEST-01	124.70	25.80 %
WEST-03	122.38	28.52 %
Total	2,684.86	24.68 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	185.61	24.27 %
LED TV	130.24	30.26 %
Fridge	87.06	25.80 %
Wash-Mac	79.50	25.95 %
W-Purifi	11.26	55.85 %
Home-The	7.16	19.04 %
Dishwash	5.09	31.84 %
Oven	3.93	42.89 %
Total	509.86	26.53 %

Branch *	MTD Sales L	Brand Share %
KVT1	29.17	21.68 %
TKS1	13.34	23.90 %
RND1	10.61	19.74 %
PKD1	9.13	22.31 %
SVK1	8.51	15.37 %
ERL2	8.40	20.70 %
UDN1	7.39	24.21 %
SKD1	5.77	22.57 %
VNR2	4.87	8.06 %
KGL1	4.46	21.35 %
SNL1	3.46	9.60 %
COL1	2.82	20.32 %
KYR1	2.68	14.20 %
APK2	2.63	9.95 %
STU2	1.36	6.76 %
SGT1	1.15	14.71 %
VNR1	1.14	6.71 %
Total	509.86	26.53 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	114.54	35.37 %
Air-Cond	85.99	12.63 %
Fridge	82.13	27.33 %
Wash-Mac	63.21	23.70 %
Dishwash	11.71	46.50 %
W-Purifi	6.55	30.36 %
Home-The	6.04	35.08 %
Oven	2.54	50.25 %
Total	372.70	22.71 %

Branch *	MTD Sales L	Brand Share %
CH47	22.26	21.39 %
CH49	20.86	23.94 %
CH05	20.73	19.43 %
CH19	18.93	21.35 %
CH14	18.84	19.10 %
CH42	16.01	20.95 %
CH30	15.32	23.30 %
AVD1	13.44	19.59 %
CH07	11.34	16.39 %
CH22	10.01	21.21 %
CH25	9.90	15.64 %
CH08	7.52	15.94 %
SKL1	6.31	17.33 %
CZWH	4.20	11.53 %
GUD2	3.62	11.15 %
CH38	3.51	10.09 %
CH26	1.45	9.54 %
MC09	0.14	1.51 %
CH40		0.00 %
Total	372.70	22.71 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	128.37	20.54 %
LED TV	110.68	31.98 %
Fridge	77.98	29.20 %
Wash-Mac	36.45	19.14 %
W-Purifi	3.65	32.25 %
Dishwash	3.62	43.78 %
Home-The	2.04	10.19 %
Oven	1.35	46.96 %
Total	364.14	24.75 %

Branch *	MTD Sales L	Brand Share %
PBR2	18.17	23.12 %
TNJ1	14.93	19.19 %
KIK1	14.14	22.05 %
TNJ2	12.64	20.25 %
PDK2	11.18	22.09 %
TRY4	11.00	19.63 %
TYR1	5.98	17.19 %
TRY2	1.71	12.69 %
KRN1	1.31	6.90 %
APM1	1.17	9.40 %
ORU1	1.03	5.80 %
NCK1	0.97	6.93 %
PDK1	0.91	3.58 %
Total	364.14	24.75 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	107.80	31.53 %
Air-Cond	80.49	14.52 %
Fridge	59.70	25.35 %
Wash-Mac	40.86	18.38 %
W-Purifi	4.93	44.41 %
Dishwash	4.46	46.04 %
Home-The	3.74	16.95 %
Oven	2.25	43.38 %
Total	304.23	21.70 %

Branch *	MTD Sales L	Brand Share %
CH15	19.95	13.32 %
CH18	17.65	22.22 %
CH21	17.54	20.39 %
CH51	15.54	21.83 %
CH20	14.63	22.97 %
CH17	9.97	15.92 %
CH50	8.19	12.60 %
CH12	7.75	9.56 %
MJR1	7.13	18.88 %
CH33	6.76	14.55 %
CH44	5.54	12.22 %
UKI1	5.52	22.30 %
PON1	4.35	18.11 %
GPD1	1.02	4.78 %
CH01	0.74	18.15 %
CH32	0.23	3.27 %
MC05		0.00 %
WHC3	-4.84	-41.47 %
Total	304.23	21.70 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	83.39	27.88 %
Air-Cond	72.35	15.99 %
Fridge	54.84	22.47 %
Wash-Mac	41.74	19.25 %
W-Purifi	7.31	50.62 %
Home-The	4.86	22.20 %
Dishwash	1.95	36.24 %
Oven	1.72	48.73 %
Total	268.17	21.32 %

Branch *	MTD Sales L	Brand Share %
MDU1	33.48	19.22 %
DGL1	17.34	19.13 %
KKD3	11.87	24.67 %
MDU6	11.86	20.32 %
MDU2	11.44	13.89 %
TMM1	7.71	20.73 %
MDU7	7.51	20.95 %
TDI1	4.88	19.16 %
MDU4	4.59	14.90 %
MDU3	4.19	10.59 %
DGL2	3.17	11.56 %
MNM1	2.84	20.19 %
TEN2	2.60	10.36 %
NKI1	2.43	10.42 %
TEN1	2.37	7.80 %
CMR1	1.87	17.46 %
BTU1	1.53	10.48 %
ADP1	1.35	8.52 %
MDU5	1.07	5.13 %
WHMD	-1.77	23.52 %
SZSD	-1.79	-126.77 %
Total	268.17	21.32 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	85.17	44.10 %
Air-Cond	68.49	22.69 %
Fridge	47.26	29.56 %
Wash-Mac	46.71	31.78 %
W-Purifi	5.79	59.94 %
Dishwash	4.84	53.83 %
Home-The	4.50	30.40 %
Oven	1.52	67.27 %
Total	264.28	31.55 %

Branch *	MTD Sales L	Brand Share %
KPM2	20.68	23.93 %
VEL4	11.66	18.18 %
TRL1	11.39	19.61 %
ABR1	10.66	24.34 %
WJD1	5.48	24.18 %
CYR1	4.47	21.13 %
CGM1	1.63	11.53 %
SLG1	1.32	11.74 %
WHVL	-0.47	13.35 %
Total	264.28	31.55 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	68.41	34.70 %
Air-Cond	38.62	14.14 %
Fridge	35.72	23.45 %
Wash-Mac	34.02	24.04 %
W-Purifi	2.72	39.50 %
Home-The	1.79	12.53 %
Oven	1.68	65.26 %
Dishwash	0.83	13.34 %
Total	183.80	23.14 %

Branch *	MTD Sales L	Brand Share %
POY1	13.77	17.51 %
POY2	12.23	24.62 %
CUD1	10.75	13.45 %
CDM1	8.23	14.07 %
NVL2	7.64	20.80 %
VPM2	6.46	13.86 %
PRT1	4.72	12.53 %
VCM2	3.99	16.47 %
STP1	2.48	22.32 %
KKI2	2.46	7.98 %
MKM1	1.51	8.23 %
WHUT	-1.09	12.41 %
Total	183.80	23.14 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	58.98	32.69 %
Wash-Mac	36.98	25.63 %
Fridge	36.10	23.81 %
Air-Cond	29.18	20.80 %
W-Purifi	4.78	72.37 %
Home-The	3.43	23.58 %
Oven	1.16	52.80 %
Total	170.60	26.59 %

Branch *	MTD Sales L	Brand Share %
SLM1	12.24	20.99 %
SLM3	8.95	24.52 %
KRI1	7.10	20.35 %
OML1	4.38	18.02 %
VPD1	4.38	18.70 %
SLM2	4.02	11.98 %
HRR1	3.28	22.32 %
KVP1	3.27	19.69 %
PLC1	3.05	17.53 %
EDP1	2.94	21.84 %
DPR1	0.99	5.46 %
Total	170.60	26.59 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	50.69	35.39 %
Fridge	27.08	25.43 %
Wash-Mac	24.44	21.24 %
Air-Cond	16.07	18.07 %
Dishwash	2.13	45.58 %
W-Purifi	1.82	25.82 %
Oven	1.24	35.53 %
Home-The	1.22	8.57 %
Total	124.70	25.80 %

Branch *	MTD Sales L	Brand Share %
CBE2	21.13	22.93 %
KMR1	9.30	18.80 %
CBE4	9.25	24.10 %
UAM1	4.50	19.64 %
SNR1	4.16	13.92 %
CBE1	3.85	13.88 %
UMP1	1.92	9.07 %
PDM1	0.75	7.33 %
WZSD	0.16	4.38 %
WHCB	-2.23	17.74 %
Total	124.70	25.80 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	36.90	37.42 %
Air-Cond	32.62	24.21 %
Wash-Mac	27.76	28.64 %
Fridge	18.30	22.66 %
Home-The	2.81	28.37 %
Dishwash	2.08	70.60 %
W-Purifi	1.68	37.76 %
Oven	0.23	28.52 %
Total	122.38	28.52 %

Branch *	MTD Sales L	Brand Share %
ERD1	15.32	24.59 %
ERD2	13.65	18.71 %
TCG1	5.35	23.54 %
TPR2	4.75	15.48 %
CMI1	1.92	16.92 %
TPR3	1.46	23.89 %
Total	122.38	28.52 %