

MTD Sales
2,825.14 L

Brand Share %
24.63 %

Information:

MTD : 01-09-2026 To 19-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **24.63 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	895.76	33.30 %
Air-Cond	770.84	18.14 %
Fridge	551.76	25.82 %
Wash-Mac	454.81	23.36 %
W-Purifi	52.93	44.36 %
Dishwash	40.29	42.54 %
Home-The	40.17	20.37 %
Oven	18.57	47.51 %
Total	2,825.14	24.63 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	529.36	26.45 %
CHENNAI-01	393.53	22.39 %
TRICHY-01	376.89	24.63 %
CHENNAI-02	325.54	21.73 %
SOUTH-03	291.27	21.62 %
NORTH ARCOT	275.33	31.62 %
SOUTH ARCOT	197.73	23.45 %
WEST-02	178.55	26.68 %
WEST-01	129.65	25.49 %
WEST-03	127.28	28.47 %
Total	2,825.14	24.63 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	193.50	24.25 %
LED TV	135.92	30.38 %
Fridge	89.64	25.50 %
Wash-Mac	81.77	25.73 %
W-Purifi	11.26	53.70 %
Home-The	7.34	18.65 %
Dishwash	5.64	33.02 %
Oven	4.27	43.63 %
Total	529.36	26.45 %

Branch *	MTD Sales L	Brand Share %
KVT1	30.00	21.73 %
RND1	10.83	19.17 %
TCN1	9.82	23.88 %
PKD1	9.61	22.20 %
SVK1	8.95	15.38 %
ERL2	8.40	19.02 %
UDN1	7.93	24.58 %
SKD1	6.18	23.35 %
VNR2	4.87	7.90 %
KGL1	4.46	21.22 %
SNL1	3.83	10.35 %
COL1	3.76	24.38 %
KYR1	2.68	14.17 %
APK2	2.63	9.72 %
VNR1	2.30	12.65 %
STU2	1.36	6.76 %
SGT1	1.29	15.17 %
Total	529.36	26.45 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	118.98	35.05 %
Air-Cond	92.27	12.46 %
Fridge	85.83	26.91 %
Wash-Mac	68.37	23.92 %
Dishwash	12.66	47.47 %
W-Purifi	6.84	30.19 %
Home-The	6.04	33.71 %
Oven	2.54	49.32 %
Total	393.53	22.39 %

Branch *	MTD Sales L	Brand Share %
CH47	23.05	20.54 %
CH49	21.92	23.38 %
CH05	21.62	19.06 %
CH19	21.43	22.33 %
CH14	20.93	19.32 %
CH42	16.44	19.86 %
CH30	15.32	22.07 %
AVD1	14.56	20.03 %
CH07	11.91	16.06 %
CH25	11.51	17.11 %
CH22	10.70	21.25 %
CH08	7.52	15.94 %
SKL1	6.50	17.46 %
CH38	4.88	13.03 %
GUD2	4.22	12.03 %
CZWH	4.20	10.08 %
CH26	1.45	9.44 %
MC09	0.14	1.51 %
CH40		0.00 %
Total	393.53	22.39 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	131.13	20.35 %
LED TV	114.78	31.76 %
Fridge	80.60	28.90 %
Wash-Mac	37.63	18.85 %
Dishwash	4.15	47.19 %
W-Purifi	4.01	33.89 %
Home-The	3.12	14.14 %
Oven	1.46	49.01 %
Total	376.89	24.63 %

Branch *	MTD Sales L	Brand Share %
PBR2	18.37	22.62 %
PTK1	16.88	24.36 %
TNJ1	15.22	18.21 %
KIK1	14.43	21.65 %
TNJ2	13.65	20.70 %
PDK2	11.95	22.91 %
TRY4	11.28	19.72 %
TYR1	6.33	17.68 %
TRY2	1.71	12.54 %
KRN1	1.31	6.73 %
APM1	1.17	8.71 %
ORU1	1.03	5.68 %
NCK1	0.97	6.52 %
PDK1	0.91	3.40 %
Total	376.89	24.63 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	116.14	32.07 %
Air-Cond	85.89	14.32 %
Fridge	63.57	25.47 %
Wash-Mac	43.65	18.50 %
Dishwash	5.01	48.92 %
W-Purifi	4.94	41.91 %
Home-The	4.19	18.38 %
Oven	2.14	40.07 %
Total	325.54	21.73 %

Branch *	MTD Sales L	Brand Share %
CH15	20.67	12.97 %
CH21	18.52	20.67 %
CH18	18.37	21.97 %
CH51	16.76	22.01 %
CH20	14.92	22.12 %
CH17	10.68	16.35 %
CH50	8.57	12.53 %
CH12	7.75	9.29 %
PON1	7.39	15.24 %
MJR1	7.13	17.61 %
CH33	7.12	14.60 %
CH44	6.14	12.74 %
UKI1	5.72	21.80 %
GPD1	1.51	6.71 %
MC06	0.77	23.95 %
CH01	0.74	16.89 %
CH32	0.23	3.27 %
MC05		0.00 %
WHC3	-4.84	-41.18 %
Total	325.54	21.73 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	92.58	28.43 %
Air-Cond	76.83	15.94 %
Fridge	60.52	23.21 %
Wash-Mac	44.87	19.41 %
W-Purifi	7.83	50.84 %
Home-The	4.86	21.62 %
Dishwash	1.95	33.74 %
Oven	1.84	47.78 %
Total	291.27	21.62 %

Branch *	MTD Sales L	Brand Share %
MDU1	34.56	19.36 %
DGL1	18.14	19.14 %
MDU6	12.85	20.89 %
MDU2	12.44	13.96 %
TMM1	8.76	21.95 %
MDU7	8.00	21.48 %
TPT1	7.09	24.29 %
MDU4	5.51	16.96 %
TDI1	4.88	18.85 %
MDU3	4.59	11.27 %
DGL2	3.37	11.89 %
TEN1	3.06	9.43 %
MNM1	2.84	19.59 %
TEN2	2.80	10.62 %
NKI1	2.69	11.21 %
CMR1	1.87	17.46 %
BTU1	1.53	9.63 %
ADP1	1.35	7.94 %
MDU5	1.27	5.94 %
SZSD	-1.79	-126.77 %
Total	291.27	21.62 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	88.73	44.20 %
Air-Cond	70.45	22.54 %
Wash-Mac	49.53	31.98 %
Fridge	48.83	29.60 %
Dishwash	5.84	58.47 %
W-Purifi	5.79	59.07 %
Home-The	4.64	30.07 %
Oven	1.52	67.27 %
Total	275.33	31.62 %

Branch *	MTD Sales L	Brand Share %
KPM2	21.09	23.88 %
VEL4	12.29	18.39 %
TRL1	11.89	19.78 %
KPM1	5.89	24.62 %
WJD1	5.73	24.12 %
CYR1	4.90	22.11 %
CGM1	1.63	11.18 %
SLG1	1.52	13.31 %
Total	275.33	31.62 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	73.73	35.47 %
Air-Cond	40.58	13.80 %
Fridge	37.97	23.84 %
Wash-Mac	37.71	25.25 %
W-Purifi	3.03	39.98 %
Home-The	1.97	12.76 %
Oven	1.91	68.11 %
Dishwash	0.83	12.32 %
Total	197.73	23.45 %

Branch *	MTD Sales L	Brand Share %
POY1	14.95	17.46 %
CUD1	11.29	13.46 %
CDM1	9.27	14.97 %
NVL2	7.84	20.00 %
VPM2	6.93	14.65 %
PRT1	5.13	13.02 %
VCM2	4.47	17.32 %
KKI2	3.05	9.28 %
STP1	2.48	21.42 %
MKM1	1.90	9.93 %
WHUT	-1.09	12.12 %
Total	197.73	23.45 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	62.79	33.03 %
Wash-Mac	37.69	25.04 %
Fridge	37.31	23.74 %
Air-Cond	30.77	21.23 %
W-Purifi	5.30	74.39 %
Home-The	3.54	23.01 %
Oven	1.16	52.80 %
Total	178.55	26.68 %

Branch *	MTD Sales L	Brand Share %
SLM1	12.83	20.30 %
SLM3	8.95	23.80 %
KRI1	7.10	20.28 %
VPD1	4.65	19.60 %
OML1	4.38	16.75 %
SLM2	4.36	12.57 %
PLC1	3.56	19.43 %
KVP1	3.27	18.73 %
EDP1	2.94	21.66 %
DPR1	0.99	5.29 %
Total	178.55	26.68 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	52.66	34.83 %
Fridge	28.62	25.74 %
Wash-Mac	24.94	20.56 %
Air-Cond	16.47	17.64 %
Dishwash	2.13	45.58 %
W-Purifi	2.12	27.90 %
Oven	1.49	38.24 %
Home-The	1.22	7.96 %
Total	129.65	25.49 %

Branch *	MTD Sales L	Brand Share %
CBE2	21.41	21.95 %
KMR1	10.25	19.01 %
CBE4	9.45	23.88 %
UAM1	4.79	20.08 %
CBE1	4.73	16.21 %
SNR1	4.16	13.64 %
UMP1	1.92	8.39 %
PDM1	0.75	7.21 %
WZSD	0.16	4.38 %
WHCB	-2.78	20.25 %
Total	129.65	25.49 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	39.44	38.02 %
Air-Cond	32.95	23.75 %
Wash-Mac	28.65	28.50 %
Fridge	18.87	22.25 %
Home-The	3.25	29.71 %
Dishwash	2.08	70.60 %
W-Purifi	1.82	39.60 %
Oven	0.23	28.52 %
Total	127.28	28.47 %

Branch *	MTD Sales L	Brand Share %
ERD2	14.36	18.46 %
TPR1	7.43	24.56 %
TPR2	4.75	14.97 %
CMI1	2.07	17.93 %
TPR3	1.46	20.72 %
Total	127.28	28.47 %