

MTD Sales
7,175.05 L

Brand Share %
23.50 %

Information:

MTD : 01-04-2026 To 20-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **23.50 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	5,169.75	23.40 %
LED TV	1,089.29	28.54 %
Wash-Mac	431.83	21.57 %
Fridge	344.82	16.09 %
W-Purifi	52.27	47.80 %
Home-The	42.06	22.05 %
Dishwash	24.87	19.53 %
Oven	20.16	49.12 %
Total	7,175.05	23.50 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	1,269.15	25.56 %
TRICHY-01	961.02	23.60 %
SOUTH-03	960.57	24.08 %
CHENNAI-01	834.93	20.38 %
WEST-02	791.03	26.07 %
CHENNAI-02	680.57	19.92 %
WEST-01	675.73	25.17 %
NORTH ARCOT	584.34	27.24 %
SOUTH ARCOT	417.72	19.69 %
Total	7,175.05	23.50 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	947.45	26.37 %
LED TV	168.67	26.95 %
Wash-Mac	71.49	22.59 %
Fridge	58.25	17.01 %
W-Purifi	13.71	56.96 %
Oven	3.59	43.33 %
Home-The	3.51	9.70 %
Dishwash	2.49	12.51 %
Total	1,269.15	25.56 %

Branch *	MTD Sales L	Brand Share %
KVT1	41.58	17.25 %
RND1	40.78	22.89 %
VLY1	31.92	18.95 %
SVK1	31.76	19.58 %
VNR2	31.71	18.71 %
TKS1	26.80	17.39 %
ERL2	26.00	22.96 %
ARM1	17.09	22.91 %
PKD1	16.18	13.30 %
S2SD	13.90	19.05 %
STU2	9.31	15.14 %
KYR1	8.26	14.43 %
KSM1	7.07	23.22 %
SNL1	5.79	9.38 %
COL1	5.17	11.85 %
SGT1	4.45	16.84 %
VNR1	3.98	7.19 %
WHTV	-2.45	11.85 %
Total	1,269.15	25.56 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	738.16	24.13 %
LED TV	123.00	24.24 %
Wash-Mac	49.31	21.09 %
Fridge	40.95	17.38 %
W-Purifi	3.51	46.49 %
Home-The	2.63	14.50 %
Oven	1.98	56.04 %
Dishwash	1.47	21.81 %
Total	961.02	23.60 %

Branch *	MTD Sales L	Brand Share %
PBR2	46.12	18.83 %
TVR2	43.85	22.66 %
TNJ1	40.10	17.55 %
TRY3	35.37	20.98 %
PTK1	31.98	20.35 %
MDI1	29.51	22.47 %
TYR1	21.95	16.21 %
TNJ2	21.13	11.30 %
PDK1	20.70	19.80 %
JKM1	20.15	22.71 %
KIK1	19.78	17.87 %
TRY4	17.79	14.55 %
NGT1	17.72	17.34 %
AYR1	17.13	18.61 %
PBR1	9.71	10.20 %
ORU1	2.64	6.63 %
TZSD	0.05	0.67 %
WTRZ	-4.22	17.98 %
Total	961.02	23.60 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	727.43	25.26 %
LED TV	120.24	25.03 %
Wash-Mac	49.76	18.57 %
Fridge	46.29	15.41 %
W-Purifi	6.84	43.17 %
Home-The	5.31	19.51 %
Oven	2.37	62.36 %
Dishwash	2.32	16.35 %
Total	960.57	24.08 %

Branch *	MTD Sales L	Brand Share %
DGL1	45.50	20.95 %
MDU6	40.18	18.84 %
MDU2	30.83	11.95 %
KKD3	29.16	16.57 %
ATG1	29.04	20.32 %
TMM1	25.65	20.65 %
MDU3	24.25	17.74 %
MDU4	19.63	20.13 %
PVI1	15.39	23.31 %
DGL2	13.93	15.58 %
TEN1	13.53	17.67 %
BNR1	8.42	16.59 %
ODM1	7.27	17.94 %
MDU5	5.97	9.50 %
SZSD	4.66	18.10 %
MNM1	4.66	10.31 %
BTU1	3.90	9.47 %
ADP1	3.58	7.71 %
NKI1	3.12	7.18 %
WHMD	-3.70	17.11 %
Total	960.57	24.08 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	529.55	18.33 %
LED TV	163.97	31.95 %
Wash-Mac	66.10	22.94 %
Fridge	45.32	14.02 %
Home-The	10.16	43.00 %
W-Purifi	9.64	40.79 %
Dishwash	6.16	22.32 %
Oven	4.03	45.93 %
Total	834.93	20.38 %

Branch *	MTD Sales L	Brand Share %
CH47	54.14	18.35 %
CH05	47.57	16.77 %
CH14	45.93	16.68 %
CH08	42.01	20.37 %
CH19	38.01	19.41 %
CH25	37.81	22.06 %
CH49	30.52	18.52 %
CH28	29.28	17.78 %
CH30	27.22	16.55 %
CH42	26.40	15.34 %
AVD1	23.86	22.39 %
CGL1	19.38	22.89 %
CH07	15.71	8.52 %
CH38	13.18	13.67 %
CH22	11.80	10.69 %
MRM1	10.10	9.36 %
TKM1	7.00	13.42 %
CZWH	4.88	7.43 %
CH26	4.46	14.06 %
CH40	2.71	21.47 %
CH29	1.53	22.28 %
MC10	0.33	19.02 %
MC09	0.31	17.27 %
WHC3		0.00 %
WCHN	-18.72	20.80 %
Total	834.93	20.38 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	565.96	26.20 %
LED TV	114.41	31.45 %
Wash-Mac	53.21	23.01 %
Fridge	43.50	18.20 %
W-Purifi	4.84	59.46 %
Home-The	4.73	24.84 %
Oven	2.48	66.57 %
Dishwash	1.91	22.45 %
Total	791.03	26.07 %

Branch *	MTD Sales L	Brand Share %
SLM1	60.88	19.54 %
ERD1	58.64	19.17 %
ERD2	49.55	17.71 %
SLM2	17.82	14.85 %
OML1	15.54	21.40 %
PLC1	8.98	19.38 %
CMI1	7.86	21.48 %
HRR1	6.27	21.83 %
DPR1	4.46	8.35 %
WZWH		0.00 %
WHPD	-3.55	20.29 %
Total	791.03	26.07 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	424.60	17.53 %
LED TV	159.54	34.31 %
Wash-Mac	43.88	19.24 %
Fridge	34.80	14.15 %
Home-The	6.70	32.92 %
W-Purifi	6.43	58.94 %
Dishwash	3.39	17.24 %
Oven	1.24	33.75 %
Total	680.57	19.92 %

Branch *	MTD Sales L	Brand Share %
CH03	54.30	14.90 %
CH18	39.03	22.38 %
CH15	33.92	10.74 %
CH20	30.02	17.93 %
CH12	28.61	13.95 %
CH06	26.72	20.85 %
CH33	26.08	21.39 %
CH24	24.01	13.24 %
CH41	22.54	16.85 %
MJR1	22.32	19.34 %
CH17	22.07	14.23 %
CH43	20.53	23.22 %
CH44	18.66	19.09 %
CH50	16.98	11.61 %
CH23	16.17	20.99 %
GPD1	14.45	21.30 %
CH32	4.53	21.29 %
MC06	1.50	10.81 %
CH01	0.19	11.03 %
MC05		0.00 %
Total	680.57	19.92 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	517.66	26.15 %
LED TV	87.18	27.88 %
Wash-Mac	33.30	19.86 %
Fridge	27.45	15.46 %
W-Purifi	2.98	35.67 %
Dishwash	2.92	18.31 %
Oven	2.37	46.48 %
Home-The	1.88	10.10 %
Total	675.73	25.17 %

Branch *	MTD Sales L	Brand Share %
CBE2	99.71	17.62 %
TPR2	39.76	19.42 %
SNR1	26.48	22.56 %
CBE6	23.94	22.39 %
CBE1	19.35	17.96 %
UMP1	17.98	23.17 %
TPR3	11.79	19.68 %
PDM1	7.97	13.38 %
CBE3	7.94	22.21 %
UAM1	6.15	17.81 %
TPR4	5.37	15.35 %
WZSD		0.00 %
Total	675.73	25.17 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	425.68	26.61 %
LED TV	86.08	35.28 %
Wash-Mac	38.33	27.19 %
Fridge	23.42	18.02 %
Home-The	4.32	30.44 %
W-Purifi	2.75	38.55 %
Dishwash	2.43	34.51 %
Oven	1.33	52.43 %
Total	584.34	27.24 %

Branch *	MTD Sales L	Brand Share %
TRL1	26.36	17.16 %
AKM1	22.61	20.18 %
TRT1	17.18	20.98 %
KPM1	10.51	14.48 %
SLG1	7.42	14.30 %
WJD1	5.89	9.77 %
ANI1	5.85	11.57 %
WHVL	-4.40	23.01 %
Total	584.34	27.24 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	293.27	19.38 %
LED TV	66.20	21.73 %
Wash-Mac	26.44	20.65 %
Fridge	24.86	16.66 %
Home-The	2.83	21.05 %
Dishwash	1.79	22.99 %
W-Purifi	1.56	42.32 %
Oven	0.77	47.57 %
Total	417.72	19.69 %

Branch *	MTD Sales L	Brand Share %
CUD1	30.32	14.27 %
SJI2	25.75	22.93 %
VPM2	21.59	15.86 %
KKI2	18.62	14.11 %
POY1	16.06	6.63 %
CDM1	12.39	10.17 %
NVL2	11.75	10.24 %
PRT1	10.60	10.00 %
TVM2	6.18	12.12 %
MKM1	5.49	10.38 %
WHUT	-2.70	15.52 %
Total	417.72	19.69 %