

MTD Sales
2,982.46 L

Brand Share %
24.65 %

Information:

MTD : 01-09-2026 To 20-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **24.65 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	953.28	33.32 %
Air-Cond	799.06	18.06 %
Fridge	589.43	26.03 %
Wash-Mac	478.51	23.13 %
W-Purifi	55.90	44.40 %
Dishwash	43.80	43.63 %
Home-The	43.05	20.06 %
Oven	19.43	46.88 %
Total	2,982.46	24.65 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	550.25	26.40 %
CHENNAI-01	430.29	22.55 %
TRICHY-01	392.55	24.72 %
CHENNAI-02	348.16	21.82 %
SOUTH-03	299.76	21.51 %
NORTH ARCOT	288.23	31.29 %
SOUTH ARCOT	206.42	23.55 %
WEST-02	188.49	26.78 %
WEST-01	140.76	25.49 %
WEST-03	137.55	28.74 %
Total	2,982.46	24.65 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	198.08	24.05 %
LED TV	141.99	30.35 %
Fridge	95.72	26.01 %
Wash-Mac	84.43	25.36 %
W-Purifi	11.72	53.67 %
Home-The	7.60	18.20 %
Dishwash	6.19	34.34 %
Oven	4.52	43.57 %
Total	550.25	26.40 %

Branch *	MTD Sales L	Brand Share %
KVT1	31.87	22.01 %
RND1	11.11	19.02 %
TCN1	10.11	24.20 %
PKD1	9.89	22.30 %
SVK1	9.49	15.64 %
ERL2	8.98	19.42 %
UDN1	7.93	24.22 %
APK1	6.18	23.91 %
SKD1	6.18	23.24 %
VNR2	5.08	7.87 %
KGL1	4.86	22.39 %
SNL1	3.97	10.40 %
COL1	3.76	23.93 %
KYR1	2.97	15.39 %
APK2	2.63	9.25 %
VNR1	2.30	12.34 %
SGT1	1.52	17.35 %
STU2	1.36	6.76 %
Total	550.25	26.40 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	131.82	34.61 %
Air-Cond	100.01	12.58 %
Fridge	94.16	27.35 %
Wash-Mac	72.83	23.77 %
Dishwash	14.20	47.66 %
W-Purifi	7.61	30.81 %
Home-The	6.98	32.83 %
Oven	2.67	46.39 %
Total	430.29	22.55 %

Branch *	MTD Sales L	Brand Share %
CH47	28.33	22.19 %
CH49	23.56	22.98 %
CH05	23.43	18.89 %
CH14	22.62	19.59 %
CH19	21.91	21.19 %
CH42	17.40	19.16 %
AVD1	15.80	20.41 %
CH30	15.72	20.89 %
CH07	12.83	16.05 %
CH25	11.64	15.88 %
CH22	10.70	20.60 %
SKL1	7.84	19.80 %
CH08	7.52	15.94 %
CH38	5.28	13.33 %
GUD2	4.48	11.80 %
CZWH	4.20	10.08 %
CH26	1.45	9.27 %
MC09	0.14	1.41 %
CH40		0.00 %
Total	430.29	22.55 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	133.59	20.29 %
LED TV	123.39	32.65 %
Fridge	83.38	28.58 %
Wash-Mac	39.13	18.39 %
Dishwash	4.15	47.19 %
W-Purifi	4.01	33.09 %
Home-The	3.45	14.98 %
Oven	1.46	47.63 %
Total	392.55	24.72 %

Branch *	MTD Sales L	Brand Share %
PBR2	19.11	22.54 %
PTK1	16.88	23.69 %
TNJ1	16.79	19.28 %
KIK1	15.03	21.87 %
TNJ2	13.65	19.47 %
PDK2	11.95	22.23 %
TRY4	11.72	19.87 %
TYR1	6.91	18.46 %
TRY2	1.71	12.19 %
KRN1	1.31	6.62 %
APM1	1.17	8.20 %
ORU1	1.03	5.46 %
NCK1	0.97	6.17 %
PDK1	0.91	3.32 %
Total	392.55	24.72 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	122.27	31.56 %
Air-Cond	89.81	14.14 %
Fridge	69.83	26.30 %
Wash-Mac	47.86	18.95 %
Dishwash	5.99	53.41 %
W-Purifi	5.64	44.06 %
Home-The	4.62	17.96 %
Oven	2.14	39.67 %
Total	348.16	21.82 %

Branch *	MTD Sales L	Brand Share %
CH15	21.85	13.28 %
CH21	19.91	20.84 %
CH51	19.48	23.51 %
CH18	18.58	21.27 %
CH20	16.14	22.43 %
CH17	10.82	16.07 %
CH50	9.30	12.79 %
PON1	8.12	15.52 %
MJR1	8.07	18.50 %
CH12	7.92	8.75 %
CH33	7.12	14.40 %
CH44	6.14	12.55 %
UKI1	5.91	20.51 %
GPD1	1.51	6.56 %
MC06	0.77	21.85 %
CH01	0.74	16.89 %
CH32	0.23	3.06 %
MC05		0.00 %
WHC3	-4.84	-41.18 %
Total	348.16	21.82 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	95.34	28.21 %
Air-Cond	79.15	16.04 %
Fridge	62.73	23.14 %
Wash-Mac	45.92	19.02 %
W-Purifi	7.83	48.93 %
Home-The	4.86	20.86 %
Oven	1.97	49.50 %
Dishwash	1.95	32.76 %
Total	299.76	21.51 %

Branch *	MTD Sales L	Brand Share %
MDU1	36.14	19.71 %
DGL1	18.56	18.83 %
MDU2	13.56	14.71 %
MDU6	12.85	20.52 %
TMM1	9.15	22.13 %
MDU7	8.29	21.26 %
TPT1	7.09	23.39 %
BNR1	6.15	23.78 %
MDU4	5.51	16.75 %
TDI1	4.88	18.37 %
MDU3	4.59	10.90 %
DGL2	3.37	11.24 %
TEN1	3.06	8.81 %
MNM1	2.84	18.00 %
TEN2	2.80	10.38 %
NKI1	2.69	11.14 %
CMR1	1.87	17.46 %
ADP1	1.65	9.41 %
BTU1	1.53	9.10 %
MDU5	1.27	5.77 %
SZSD	-1.79	-126.77 %
Total	299.76	21.51 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	92.42	42.92 %
Air-Cond	72.85	22.31 %
Fridge	52.72	30.16 %
Wash-Mac	51.77	31.47 %
W-Purifi	6.12	58.36 %
Dishwash	5.84	58.47 %
Home-The	4.98	28.99 %
Oven	1.52	67.27 %
Total	288.23	31.29 %

Branch *	MTD Sales L	Brand Share %
KPM2	22.21	22.56 %
VEL4	13.03	18.58 %
TRL1	12.79	20.33 %
ABR1	11.22	24.01 %
WJD1	5.90	23.05 %
CYR1	5.06	20.60 %
SLG1	1.87	15.15 %
CGM1	1.63	10.88 %
Total	288.23	31.29 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	78.87	36.26 %
Air-Cond	40.58	13.48 %
Fridge	39.44	23.62 %
Wash-Mac	39.19	25.02 %
W-Purifi	3.32	42.20 %
Home-The	2.27	13.51 %
Oven	1.91	68.11 %
Dishwash	0.83	12.32 %
Total	206.42	23.55 %

Branch *	MTD Sales L	Brand Share %
POY1	16.86	18.35 %
CUD1	11.29	13.16 %
CDM1	9.43	15.07 %
NVL2	8.03	19.92 %
VPM2	6.93	14.26 %
PRT1	5.53	13.71 %
VCM2	4.77	17.74 %
KKI2	3.05	9.07 %
STP1	2.77	22.72 %
MKM1	2.05	10.03 %
WHUT	-1.09	12.12 %
Total	206.42	23.55 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	65.70	33.06 %
Fridge	40.14	23.85 %
Wash-Mac	39.21	24.65 %
Air-Cond	32.76	21.92 %
W-Purifi	5.71	71.91 %
Home-The	3.82	23.57 %
Oven	1.16	48.21 %
Total	188.49	26.78 %

Branch *	MTD Sales L	Brand Share %
SLM1	14.84	21.98 %
SLM3	8.95	22.79 %
KRI1	7.54	20.52 %
OML1	4.87	16.79 %
VPD1	4.85	19.52 %
PLC1	4.48	22.99 %
SLM2	4.36	12.24 %
KVP1	3.67	19.88 %
EDP1	3.14	22.58 %
DPR1	0.99	4.79 %
Total	188.49	26.78 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	56.07	34.51 %
Fridge	31.98	25.74 %
Wash-Mac	28.34	21.00 %
Air-Cond	17.28	17.81 %
Dishwash	2.13	45.58 %
W-Purifi	2.12	28.00 %
Oven	1.61	38.62 %
Home-The	1.22	7.19 %
Total	140.76	25.49 %

Branch *	MTD Sales L	Brand Share %
CBE2	22.38	20.82 %
KMR1	11.48	20.17 %
CBE4	10.36	23.80 %
CBE1	5.61	17.16 %
UAM1	4.79	18.90 %
SNR1	4.71	14.21 %
UMP1	2.87	11.63 %
PPI1	2.56	24.09 %
PDM1	0.75	6.35 %
WZSD	0.16	4.38 %
WHCB	-2.90	20.49 %
Total	140.76	25.49 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	45.40	39.54 %
Air-Cond	34.94	24.07 %
Wash-Mac	29.84	27.83 %
Fridge	19.35	21.52 %
Home-The	3.25	26.38 %
Dishwash	2.51	74.36 %
W-Purifi	1.82	39.60 %
Oven	0.45	37.73 %
Total	137.55	28.74 %

Branch *	MTD Sales L	Brand Share %
ERD2	14.76	17.75 %
TPR1	7.83	24.15 %
TCG1	6.00	24.14 %
TPR2	5.91	16.91 %
CMI1	2.86	21.67 %
TPR3	1.46	19.49 %
Total	137.55	28.74 %