

MTD Sales
7,422.23 L

Brand Share %
23.37 %

Information:

MTD : 01-04-2026 To 21-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **23.37 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	5,361.58	23.29 %
LED TV	1,122.00	28.40 %
Wash-Mac	438.24	21.27 %
Fridge	356.67	15.97 %
W-Purifi	54.28	47.99 %
Home-The	42.54	21.54 %
Dishwash	25.75	19.62 %
Oven	21.18	49.44 %
Total	7,422.23	23.37 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	1,311.77	25.24 %
SOUTH-03	1,000.80	23.86 %
TRICHY-01	994.99	23.47 %
CHENNAI-01	851.69	20.21 %
WEST-02	809.00	25.87 %
CHENNAI-02	715.99	20.23 %
WEST-01	704.69	25.11 %
NORTH ARCOT	595.34	26.91 %
SOUTH ARCOT	437.96	19.71 %
Total	7,422.23	23.37 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	983.93	26.09 %
LED TV	171.18	26.33 %
Wash-Mac	71.90	22.05 %
Fridge	60.67	16.92 %
W-Purifi	14.19	56.87 %
Oven	3.80	44.78 %
Home-The	3.61	9.73 %
Dishwash	2.49	12.51 %
Total	1,311.77	25.24 %

Branch *	MTD Sales L	Brand Share %
KVT1	42.54	16.72 %
RND1	40.78	22.09 %
SVK1	32.99	19.53 %
VLY1	32.93	18.84 %
VNR2	32.71	18.33 %
TKS1	27.75	16.75 %
ERL2	26.82	23.18 %
ARM1	17.80	22.43 %
PKD1	16.97	13.23 %
S2SD	13.90	18.45 %
STU2	10.29	15.79 %
KYR1	8.26	13.74 %
KSM1	7.07	22.32 %
SNL1	5.79	8.78 %
COL1	5.50	12.22 %
SGT1	4.45	16.23 %
VNR1	4.31	7.56 %
WHTV	-2.45	11.03 %
Total	1,311.77	25.24 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	760.98	24.95 %
LED TV	123.87	25.12 %
Wash-Mac	50.54	18.41 %
Fridge	47.87	15.26 %
W-Purifi	7.36	44.99 %
Home-The	5.41	19.26 %
Oven	2.46	63.16 %
Dishwash	2.32	15.83 %
Total	1,000.80	23.86 %

Branch *	MTD Sales L	Brand Share %
DGL1	46.31	20.36 %
MDU6	42.63	18.64 %
MDU2	31.90	11.94 %
ATG1	30.61	20.44 %
KKD3	30.22	16.62 %
TMM1	26.95	19.75 %
MDU3	25.99	18.39 %
MDU4	20.50	19.69 %
PVI1	15.75	22.73 %
DGL2	13.93	14.97 %
TEN1	13.53	16.80 %
BNR1	8.72	16.78 %
ODM1	7.27	16.16 %
MDU5	5.97	8.79 %
SZSD	4.66	17.13 %
MNM1	4.66	9.46 %
BTU1	4.21	9.73 %
ADP1	3.89	8.03 %
NKI1	3.12	6.92 %
WHMD	-3.70	15.44 %
Total	1,000.80	23.86 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	762.14	23.97 %
LED TV	130.47	24.51 %
Wash-Mac	50.07	20.63 %
Fridge	42.61	17.19 %
W-Purifi	3.51	44.29 %
Home-The	2.63	13.73 %
Oven	2.09	52.75 %
Dishwash	1.47	20.47 %
Total	994.99	23.47 %

Branch *	MTD Sales L	Brand Share %
PBR2	48.26	18.74 %
TVR2	44.53	22.33 %
TNJ1	41.40	17.38 %
TRY3	36.34	21.09 %
PTK1	32.58	20.33 %
MDI1	29.51	21.72 %
TYR1	22.91	16.24 %
TNJ2	22.21	11.55 %
PDK1	21.23	19.73 %
JKM1	21.07	22.65 %
KIK1	19.78	17.20 %
NGT1	18.93	17.73 %
TRY4	18.49	14.39 %
AYR1	17.67	18.44 %
PBR1	9.98	10.20 %
ORU1	2.64	6.45 %
TZSD	0.05	0.54 %
WTRZ	-4.70	17.54 %
Total	994.99	23.47 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	543.66	18.25 %
LED TV	166.87	31.66 %
Wash-Mac	65.13	22.17 %
Fridge	45.66	13.88 %
Home-The	10.16	41.55 %
W-Purifi	9.77	40.16 %
Dishwash	6.16	22.01 %
Oven	4.27	46.87 %
Total	851.69	20.21 %

Branch *	MTD Sales L	Brand Share %
CH47	54.51	18.03 %
CH05	48.53	16.74 %
CH14	45.61	16.14 %
CH08	42.31	19.84 %
CH19	40.23	19.92 %
CH25	38.61	21.63 %
CH49	30.82	17.97 %
CH28	29.28	17.34 %
CH30	28.45	16.50 %
CH42	26.73	15.07 %
AVD1	24.50	22.04 %
CGL1	20.89	23.19 %
CH07	16.01	8.48 %
CH38	13.18	13.04 %
CH22	11.80	10.55 %
MRM1	11.17	10.07 %
TKM1	8.06	14.66 %
CZWH	5.11	6.86 %
CH26	4.46	13.58 %
CH40	3.01	22.73 %
CH29	1.53	19.75 %
MC10	0.33	19.02 %
MC09	0.31	17.27 %
WHC3		0.00 %
WCHN	-24.14	22.36 %
Total	851.69	20.21 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	580.58	26.07 %
LED TV	116.15	31.17 %
Wash-Mac	54.11	22.83 %
Fridge	43.91	17.57 %
W-Purifi	5.00	59.06 %
Home-The	4.87	24.28 %
Oven	2.48	63.92 %
Dishwash	1.91	22.45 %
Total	809.00	25.87 %

Branch *	MTD Sales L	Brand Share %
SLM1	62.14	19.49 %
ERD1	58.84	18.57 %
ERD2	52.19	17.82 %
SLM2	18.16	14.85 %
OML1	15.54	20.81 %
PLC1	9.29	19.50 %
CMI1	7.86	20.68 %
HRR1	6.85	22.93 %
DPR1	4.46	8.17 %
WZWH		0.00 %
WHPD	-3.55	19.94 %
Total	809.00	25.87 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	449.17	17.94 %
LED TV	166.10	34.17 %
Wash-Mac	45.65	19.40 %
Fridge	36.59	14.23 %
Home-The	6.70	32.79 %
W-Purifi	6.58	59.49 %
Dishwash	3.77	18.04 %
Oven	1.42	35.44 %
Total	715.99	20.23 %

Branch *	MTD Sales L	Brand Share %
CH03	54.86	14.68 %
CH15	46.76	13.73 %
CH18	40.99	22.66 %
CH20	30.63	17.71 %
CH12	30.18	14.15 %
CH06	27.73	20.91 %
CH33	26.49	21.30 %
CH24	25.49	13.71 %
CH41	22.86	16.57 %
MJR1	22.71	19.18 %
CH17	22.26	13.88 %
CH44	19.53	19.17 %
CH50	17.38	11.77 %
CH23	17.17	21.46 %
GPD1	15.09	21.56 %
CH32	4.53	18.80 %
MC06	1.50	10.09 %
CH01	0.19	11.03 %
MC05		0.00 %
Total	715.99	20.23 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	542.04	26.11 %
LED TV	89.31	27.77 %
Wash-Mac	34.19	19.82 %
Fridge	28.64	15.42 %
W-Purifi	3.24	36.51 %
Dishwash	2.92	17.35 %
Oven	2.48	47.16 %
Home-The	1.88	9.55 %
Total	704.69	25.11 %

Branch *	MTD Sales L	Brand Share %
CBE2	105.68	17.76 %
TPR2	42.78	19.96 %
SNR1	26.77	22.40 %
CBE6	26.32	23.33 %
CBE1	19.96	17.71 %
TPR3	11.79	18.81 %
PDM1	7.97	13.00 %
UAM1	6.27	17.55 %
TPR4	5.68	15.60 %
WZSD		0.00 %
Total	704.69	25.11 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	432.11	26.19 %
LED TV	89.54	35.44 %
Wash-Mac	38.58	26.86 %
Fridge	23.84	17.73 %
Home-The	4.45	30.59 %
W-Purifi	3.06	41.12 %
Dishwash	2.43	34.51 %
Oven	1.33	52.43 %
Total	595.34	26.91 %

Branch *	MTD Sales L	Brand Share %
TRL1	26.94	16.90 %
AKM1	22.75	19.92 %
TRT1	17.83	20.81 %
KPM1	10.51	14.04 %
SLG1	7.61	14.20 %
ANI1	6.65	12.56 %
WJD1	5.89	9.64 %
WHVL	-4.40	22.76 %
Total	595.34	26.91 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	306.97	19.34 %
LED TV	68.52	21.80 %
Wash-Mac	28.08	20.83 %
Fridge	26.87	17.04 %
Home-The	2.83	20.32 %
Dishwash	2.28	27.60 %
W-Purifi	1.56	42.32 %
Oven	0.85	49.90 %
Total	437.96	19.71 %

Branch *	MTD Sales L	Brand Share %
CUD1	30.67	14.22 %
SJI2	26.33	22.83 %
VPM2	21.92	15.51 %
KKI2	18.98	13.70 %
POY1	16.62	6.73 %
CDM1	13.20	10.31 %
NVL2	12.04	10.23 %
PRT1	11.58	10.48 %
TVM2	6.18	11.45 %
MKM1	5.49	10.15 %
WHUT	-2.70	13.26 %
Total	437.96	19.71 %