

MTD Sales
3,094.04 L

Brand Share %
24.75 %

Information:

MTD : 01-09-2026 To 21-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **24.75 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	996.68	33.51 %
Air-Cond	820.85	18.05 %
Fridge	612.05	26.18 %
Wash-Mac	495.64	23.15 %
W-Purifi	57.40	44.20 %
Dishwash	46.15	43.64 %
Home-The	45.09	20.18 %
Oven	20.19	47.24 %
Total	3,094.04	24.75 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	564.03	26.19 %
CHENNAI-01	449.49	22.83 %
TRICHY-01	406.48	24.80 %
CHENNAI-02	360.96	21.81 %
SOUTH-03	312.80	21.76 %
NORTH ARCOT	301.06	31.74 %
SOUTH ARCOT	212.46	23.60 %
WEST-02	191.31	26.56 %
WEST-03	150.48	29.41 %
WEST-01	144.99	25.50 %
Total	3,094.04	24.75 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	200.52	23.73 %
LED TV	145.64	30.11 %
Fridge	98.94	26.00 %
Wash-Mac	87.74	25.21 %
W-Purifi	12.50	53.61 %
Home-The	7.70	17.59 %
Dishwash	6.19	34.34 %
Oven	4.80	43.87 %
Total	564.03	26.19 %

Branch *	MTD Sales L	Brand Share %
KVT1	33.76	22.56 %
TKS1	15.57	23.88 %
RND1	11.52	19.41 %
PKD1	10.10	21.95 %
TCN1	9.96	23.06 %
SVK1	9.58	15.23 %
ERL2	8.98	18.63 %
UDN1	7.93	23.17 %
APK1	6.28	23.91 %
SKD1	6.18	22.15 %
VNR2	5.55	8.40 %
KGL1	4.86	20.95 %
SNL1	4.16	10.39 %
COL1	3.76	23.70 %
KYR1	2.97	15.18 %
APK2	2.63	8.86 %
VNR1	2.30	11.96 %
SGT1	1.52	16.84 %
STU2	1.36	6.61 %
Total	564.03	26.19 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	137.71	34.92 %
Air-Cond	105.70	12.90 %
Fridge	97.77	27.62 %
Wash-Mac	75.60	23.87 %
Dishwash	14.70	47.67 %
W-Purifi	7.95	31.20 %
Home-The	7.15	32.62 %
Oven	2.92	48.59 %
Total	449.49	22.83 %

Branch *	MTD Sales L	Brand Share %
CH47	29.09	22.31 %
CH49	24.66	23.26 %
CH05	23.93	18.81 %
CH14	23.59	20.05 %
CH19	22.27	20.96 %
CH42	18.38	19.46 %
CH30	16.54	20.40 %
AVD1	15.80	20.16 %
CH07	13.09	15.98 %
CH22	12.29	22.30 %
CH25	12.18	16.29 %
SKL1	9.05	21.60 %
CH08	7.52	15.94 %
CH38	5.28	13.16 %
GUD2	4.97	12.23 %
CZWH	4.20	10.08 %
CH26	1.45	9.17 %
MC09	0.14	1.41 %
CH40		0.00 %
Total	449.49	22.83 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	135.95	20.18 %
LED TV	128.54	32.66 %
Fridge	87.21	28.91 %
Wash-Mac	41.13	18.66 %
Dishwash	4.58	49.66 %
W-Purifi	4.16	32.64 %
Home-The	3.45	14.23 %
Oven	1.46	44.76 %
Total	406.48	24.80 %

Branch *	MTD Sales L	Brand Share %
PBR2	19.93	22.58 %
TNJ1	17.86	19.90 %
TNJ2	15.44	20.60 %
KIK1	15.19	21.50 %
TRY4	12.15	19.88 %
PDK2	11.95	21.36 %
AYR1	8.29	24.29 %
TYR1	7.10	18.18 %
TRY2	1.71	11.89 %
KRN1	1.31	6.62 %
APM1	1.17	7.88 %
ORU1	1.03	5.17 %
NCK1	0.97	6.17 %
PDK1	0.91	3.27 %
Total	406.48	24.80 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	127.26	31.43 %
Air-Cond	92.81	14.10 %
Fridge	71.95	26.26 %
Wash-Mac	49.23	18.98 %
Dishwash	6.96	50.72 %
W-Purifi	5.49	42.88 %
Home-The	5.00	18.91 %
Oven	2.27	41.11 %
Total	360.96	21.81 %

Branch *	MTD Sales L	Brand Share %
CH15	22.39	13.22 %
CH51	20.68	23.16 %
CH21	20.51	19.58 %
CH18	19.67	21.79 %
CH20	16.30	22.28 %
CH17	11.02	16.19 %
CH50	9.30	12.54 %
CH12	8.47	9.17 %
PON1	8.12	15.21 %
MJR1	8.07	17.61 %
CH33	7.59	14.74 %
UKI1	6.39	21.05 %
CH44	6.14	12.37 %
GPD1	1.81	7.70 %
MC06	0.77	21.85 %
CH01	0.74	16.36 %
CH32	0.23	3.06 %
MC05		0.00 %
WHC3	-4.84	-41.18 %
Total	360.96	21.81 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	100.07	28.57 %
Air-Cond	81.10	16.14 %
Fridge	65.55	23.33 %
Wash-Mac	49.01	19.36 %
W-Purifi	8.02	49.08 %
Home-The	5.02	20.57 %
Oven	2.08	50.80 %
Dishwash	1.95	32.76 %
Total	312.80	21.76 %

Branch *	MTD Sales L	Brand Share %
MDU1	39.24	20.65 %
DGL1	19.22	18.88 %
MDU2	13.85	14.71 %
MDU6	13.15	19.99 %
TMM1	9.60	21.63 %
MDU7	9.15	22.34 %
TPT1	7.28	23.70 %
BNR1	6.15	23.66 %
MDU4	5.70	16.85 %
TDI1	5.30	19.64 %
MDU3	4.88	11.48 %
DGL2	3.37	11.06 %
MNM1	3.29	19.66 %
TEN1	3.06	8.47 %
KPT1	3.03	24.61 %
NKI1	2.83	11.32 %
TEN2	2.80	10.11 %
CMR1	2.17	19.52 %
ADP1	1.65	8.99 %
BTU1	1.53	8.99 %
MDU5	1.27	5.43 %
Total	312.80	21.76 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	99.47	43.99 %
Air-Cond	75.19	22.53 %
Fridge	54.15	30.11 %
Wash-Mac	53.30	31.65 %
W-Purifi	6.12	58.19 %
Dishwash	5.84	58.47 %
Home-The	5.46	30.62 %
Oven	1.52	67.27 %
Total	301.06	31.74 %

Branch *	MTD Sales L	Brand Share %
KPM2	24.82	24.21 %
VEL4	13.03	18.21 %
TRL1	13.01	20.37 %
ABR1	11.60	24.44 %
KPM1	6.45	24.31 %
WJD1	6.14	23.16 %
CYR1	5.80	22.69 %
SLG1	1.87	14.85 %
CGM1	1.63	10.88 %
Total	301.06	31.74 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	80.59	36.22 %
Air-Cond	42.14	13.50 %
Fridge	40.89	23.85 %
Wash-Mac	39.89	25.13 %
W-Purifi	3.32	41.52 %
Home-The	2.43	13.99 %
Oven	1.91	68.11 %
Dishwash	1.29	17.84 %
Total	212.46	23.60 %

Branch *	MTD Sales L	Brand Share %
POY1	17.27	18.25 %
CUD1	11.78	13.49 %
CDM1	9.71	14.67 %
NVL2	8.54	20.16 %
VPM2	7.39	14.30 %
PRT1	5.83	14.12 %
VCM2	4.77	17.74 %
KKI2	3.68	10.35 %
STP1	2.92	22.91 %
MKM1	2.26	10.57 %
WHUT	-1.09	10.32 %
Total	212.46	23.60 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	68.00	32.92 %
Fridge	40.41	23.73 %
Wash-Mac	39.72	24.51 %
Air-Cond	32.46	21.36 %
W-Purifi	5.75	72.03 %
Home-The	3.82	22.83 %
Oven	1.16	48.21 %
Total	191.31	26.56 %

Branch *	MTD Sales L	Brand Share %
SLM1	14.84	21.87 %
SLM3	9.15	23.09 %
KRI1	7.93	20.89 %
VPD1	5.13	20.41 %
OML1	4.87	16.44 %
PLC1	4.48	22.76 %
SLM2	4.36	12.14 %
KVP1	4.16	21.72 %
EDP1	3.14	22.15 %
DPR1	0.99	4.42 %
WZWH	0.70	10.21 %
Total	191.31	26.56 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	52.09	41.32 %
Air-Cond	36.92	24.30 %
Wash-Mac	30.60	26.86 %
Fridge	22.26	23.04 %
Home-The	3.84	29.07 %
Dishwash	2.51	66.38 %
W-Purifi	1.82	36.57 %
Oven	0.45	36.13 %
Total	150.48	29.41 %

Branch *	MTD Sales L	Brand Share %
ERD2	15.87	18.29 %
TPR2	11.11	22.52 %
TPR1	8.40	23.66 %
TCG1	6.00	23.85 %
CMI1	3.13	23.22 %
Total	150.48	29.41 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	57.32	34.44 %
Fridge	32.92	25.68 %
Wash-Mac	29.42	21.07 %
Air-Cond	18.07	18.03 %
W-Purifi	2.28	29.55 %
Dishwash	2.13	45.58 %
Oven	1.61	38.62 %
Home-The	1.22	6.97 %
Total	144.99	25.50 %

Branch *	MTD Sales L	Brand Share %
CBE2	22.38	20.07 %
KMR1	12.53	21.41 %
CBE4	10.56	23.93 %
CBE1	6.41	18.97 %
UAM1	5.43	20.47 %
SNR1	4.71	13.90 %
UMP1	3.28	12.73 %
PPI1	2.56	24.09 %
PDM1	0.75	6.35 %
WZSD	0.16	4.38 %
WHCB	-2.90	20.03 %
Total	144.99	25.50 %