

MTD Sales
4,053.24 L

Brand Share %
19.39 %

Information:

MTD : 01-05-2026 To 22-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **19.39 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	2,178.56	17.24 %
LED TV	861.93	24.97 %
Fridge	460.91	19.34 %
Wash-Mac	428.21	21.15 %
W-Purifi	47.12	43.32 %
Home-The	38.61	23.87 %
Dishwash	20.33	20.22 %
Oven	17.57	49.62 %
Total	4,053.24	19.39 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	669.81	21.40 %
CHENNAI-01	614.99	17.70 %
SOUTH-03	522.79	20.31 %
CHENNAI-02	518.67	17.80 %
TRICHY-01	503.65	17.75 %
WEST-02	369.91	22.13 %
NORTH ARCOT	318.09	21.94 %
SOUTH ARCOT	291.48	17.80 %
WEST-01	243.86	20.08 %
Total	4,053.24	19.39 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	360.71	21.12 %
LED TV	139.50	23.74 %
Fridge	75.25	19.00 %
Wash-Mac	72.98	20.03 %
W-Purifi	13.21	56.21 %
Home-The	3.55	12.58 %
Oven	3.31	42.78 %
Dishwash	1.29	8.79 %
Total	669.81	21.40 %

Branch *	MTD Sales L	Brand Share %
KVT1	29.28	14.69 %
RND1	25.05	18.36 %
SVK1	19.59	19.09 %
VNR2	16.77	14.74 %
TKS1	14.01	16.34 %
TCN1	10.05	13.59 %
ERL2	8.89	14.73 %
UDN1	8.51	18.08 %
STU2	7.26	17.72 %
PKD1	6.72	9.32 %
KYR1	4.31	13.40 %
ASM1	4.26	9.31 %
SNL1	4.11	8.51 %
VNR1	3.75	8.58 %
SGT1	3.01	19.24 %
S2SD	2.53	11.31 %
WHTV	-2.28	14.68 %
Total	669.81	21.40 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	316.93	13.76 %
LED TV	144.33	30.53 %
Fridge	67.63	19.25 %
Wash-Mac	59.16	22.30 %
W-Purifi	9.40	39.14 %
Home-The	7.70	34.41 %
Dishwash	7.09	24.68 %
Oven	2.75	50.79 %
Total	614.99	17.70 %

Branch *	MTD Sales L	Brand Share %
CH14	39.68	16.64 %
CH05	38.67	15.31 %
CH19	33.50	19.12 %
CH08	32.25	18.81 %
CH07	23.77	14.77 %
CH42	22.52	15.06 %
CH48	21.30	15.01 %
CH30	21.16	16.15 %
CH49	19.15	13.30 %
CH28	17.91	12.01 %
AVD1	15.54	18.13 %
CH22	12.60	12.42 %
SKL1	11.68	19.25 %
CH38	10.45	14.64 %
TKM1	5.17	16.02 %
CH26	3.38	14.43 %
CZWH	2.51	1.66 %
MC09		0.00 %
WHC3		0.00 %
WCHN	-12.28	14.30 %
Total	614.99	17.70 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	303.97	20.52 %
LED TV	103.10	21.89 %
Fridge	51.98	16.74 %
Wash-Mac	48.88	19.01 %
W-Purifi	6.01	38.23 %
Home-The	4.67	18.68 %
Oven	2.41	64.02 %
Dishwash	1.76	19.95 %
Total	522.79	20.31 %

Branch *	MTD Sales L	Brand Share %
MDU6	21.69	18.50 %
MDU2	19.78	12.26 %
ATG1	19.17	18.18 %
KKD3	13.45	9.51 %
DKI1	12.22	19.08 %
TEN2	9.57	19.30 %
MDU4	9.17	18.94 %
MDU3	7.97	10.14 %
DGL2	7.85	14.15 %
TEN1	6.26	12.84 %
ODM1	4.46	9.10 %
BNR1	3.12	9.96 %
MDU5	2.60	8.00 %
MNM1	2.31	7.71 %
NKI1	1.79	5.95 %
BTU1	1.76	8.48 %
ADP1	0.58	2.04 %
SZSD		0.00 %
WHMD	-2.83	11.03 %
Total	522.79	20.31 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	288.13	14.37 %
LED TV	114.35	30.57 %
Fridge	55.36	20.58 %
Wash-Mac	45.84	21.20 %
Home-The	6.73	35.33 %
W-Purifi	5.18	44.02 %
Dishwash	1.87	12.74 %
Oven	1.22	41.19 %
Total	518.67	17.80 %

Branch *	MTD Sales L	Brand Share %
CH15	38.23	14.41 %
CH18	27.42	19.31 %
CH12	27.10	11.57 %
CH24	20.75	13.65 %
CH44	19.53	16.76 %
MJR1	18.98	18.44 %
CH20	17.15	14.87 %
CH41	15.67	14.71 %
CH17	15.31	11.56 %
CH06	15.03	13.80 %
CH43	11.08	16.22 %
PON1	8.92	16.39 %
CH50	7.68	6.88 %
GPD1	6.54	12.94 %
UKI1	5.37	11.01 %
CH32	2.54	14.90 %
MC06	1.40	11.90 %
MC05		0.00 %
Total	518.67	17.80 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	320.76	17.37 %
LED TV	81.45	18.17 %
Fridge	51.49	18.07 %
Wash-Mac	39.65	17.61 %
Home-The	3.41	23.88 %
W-Purifi	2.89	36.40 %
Dishwash	2.38	30.46 %
Oven	1.62	55.21 %
Total	503.65	17.75 %

Branch *	MTD Sales L	Brand Share %
PBR2	30.71	17.07 %
TVR2	28.18	18.68 %
PTK1	22.59	17.30 %
MDI1	22.32	18.97 %
TNJ1	20.18	12.29 %
NGT1	15.61	18.18 %
TRY3	15.38	18.54 %
JKM1	15.17	17.54 %
TNJ2	13.22	9.63 %
TYR1	12.88	16.41 %
KIK1	11.26	13.25 %
KUM2	10.46	16.37 %
AYR1	10.32	13.36 %
APM1	7.28	15.77 %
PBR1	6.09	8.48 %
NCK1	5.35	14.32 %
PDK1	4.65	7.05 %
TRY2	2.55	5.76 %
ORU1	0.71	1.66 %
TZSD		0.00 %
WTRZ	-7.17	16.69 %
Total	503.65	17.75 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	173.65	20.20 %
LED TV	82.86	25.94 %
Wash-Mac	53.48	24.33 %
Fridge	50.08	20.74 %
Home-The	4.15	24.40 %
W-Purifi	3.74	51.66 %
Oven	1.10	38.59 %
Dishwash	0.85	20.45 %
Total	369.91	22.13 %

Branch *	MTD Sales L	Brand Share %
ERD1	25.35	18.09 %
ERD2	24.45	15.81 %
SLM1	17.07	11.44 %
SLM2	13.41	15.54 %
OML1	6.69	18.23 %
PLC1	3.45	13.81 %
PMP1	3.40	16.03 %
CMI1	3.11	13.13 %
DPR1	1.70	5.32 %
SGG1	1.58	10.56 %
WZWH		0.00 %
WHPD	-3.77	16.08 %
Total	369.91	22.13 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	166.72	18.46 %
LED TV	69.62	31.87 %
Wash-Mac	36.86	28.01 %
Fridge	33.55	19.57 %
Home-The	4.04	34.05 %
W-Purifi	3.62	44.40 %
Oven	1.92	69.06 %
Dishwash	1.76	75.26 %
Total	318.09	21.94 %

Branch *	MTD Sales L	Brand Share %
KPM2	28.26	17.71 %
VEL2	22.25	17.57 %
TRL1	17.00	13.72 %
AKM1	15.32	19.15 %
ARC2	6.02	15.92 %
WJD1	4.72	11.10 %
CYR1	4.43	11.95 %
CGM1	4.36	16.69 %
ANI1	3.20	8.27 %
PTU1	2.69	16.91 %
SLG1	2.29	6.40 %
Total	318.09	21.94 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	141.78	14.40 %
LED TV	68.74	23.17 %
Wash-Mac	37.29	23.50 %
Fridge	36.77	21.33 %
Home-The	2.58	24.71 %
W-Purifi	1.97	40.30 %
Dishwash	1.42	18.29 %
Oven	0.92	42.99 %
Total	291.48	17.80 %

Branch *	MTD Sales L	Brand Share %
POY1	22.68	10.53 %
CUD1	19.37	11.99 %
KKI2	12.65	13.44 %
CDM1	12.22	9.91 %
NVL2	10.60	12.44 %
VPM2	7.89	9.76 %
TVM2	6.71	13.41 %
PRT1	6.38	9.50 %
MKM1	3.49	9.09 %
WHUT	-4.19	19.02 %
Total	291.48	17.80 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	105.91	19.48 %
LED TV	57.99	22.02 %
Fridge	38.80	20.86 %
Wash-Mac	34.07	18.31 %
Oven	2.31	48.10 %
Dishwash	1.90	16.60 %
Home-The	1.77	13.11 %
W-Purifi	1.09	19.76 %
Total	243.86	20.08 %

Branch *	MTD Sales L	Brand Share %
CBE2	30.90	13.55 %
TPR1	12.36	17.78 %
CBE1	10.92	18.50 %
TPR2	7.56	12.47 %
MPM1	7.05	13.72 %
UAM1	5.28	13.68 %
DPM2	4.73	16.59 %
CBE3	3.83	16.75 %
ANR1	3.04	19.01 %
CNR1	2.50	19.18 %
TPR3	2.37	8.89 %
PDM1	2.15	9.22 %
TPR4	1.12	4.98 %
WZSD		0.00 %
WHCB	-7.03	17.92 %
Total	243.86	20.08 %