

MTD Sales
3,176.55 L

Brand Share %
24.76 %

Information:

MTD : 01-09-2026 To 22-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **24.76 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,023.25	33.53 %
Air-Cond	836.85	18.04 %
Fridge	628.85	26.11 %
Wash-Mac	513.97	23.25 %
W-Purifi	58.33	43.83 %
Dishwash	47.92	44.11 %
Home-The	46.50	20.19 %
Oven	20.88	47.28 %
Total	3,176.55	24.76 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	574.84	26.18 %
CHENNAI-01	462.44	22.83 %
TRICHY-01	413.73	24.70 %
CHENNAI-02	374.00	21.88 %
SOUTH-03	321.06	21.88 %
NORTH ARCOT	307.92	31.65 %
SOUTH ARCOT	218.24	23.74 %
WEST-02	194.37	26.37 %
WEST-01	155.38	26.09 %
WEST-03	154.57	29.19 %
Total	3,176.55	24.76 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	203.56	23.68 %
LED TV	149.25	30.33 %
Fridge	100.51	25.88 %
Wash-Mac	89.90	25.17 %
W-Purifi	12.65	53.64 %
Home-The	7.98	17.53 %
Dishwash	6.11	33.05 %
Oven	4.89	43.76 %
Total	574.84	26.18 %

Branch *	MTD Sales L	Brand Share %
KVT1	33.53	22.19 %
TKS1	15.88	23.86 %
RND1	12.01	19.72 %
TCN1	10.17	22.40 %
PKD1	10.10	21.18 %
SVK1	10.08	15.86 %
ERL2	9.47	19.27 %
UDN1	7.93	22.99 %
APK1	6.82	24.70 %
SKD1	6.18	22.02 %
VNR2	5.55	8.28 %
KGL1	4.86	20.50 %
SNL1	4.31	10.67 %
COL1	3.76	21.73 %
KYR1	2.97	14.74 %
APK2	2.92	9.50 %
VNR1	2.30	11.93 %
SGT1	1.52	16.84 %
STU2	1.36	6.57 %
Total	574.84	26.18 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	142.87	34.96 %
Air-Cond	108.08	12.84 %
Fridge	100.06	27.56 %
Wash-Mac	77.33	23.76 %
Dishwash	15.14	47.59 %
W-Purifi	8.13	31.29 %
Home-The	7.54	33.46 %
Oven	3.29	50.69 %
Total	462.44	22.83 %

Branch *	MTD Sales L	Brand Share %
CH47	29.47	21.90 %
CH05	25.70	19.51 %
CH49	25.40	22.98 %
CH14	23.59	19.45 %
CH19	23.58	21.41 %
CH42	18.38	19.22 %
CH30	16.54	20.26 %
AVD1	15.99	20.06 %
CH07	13.42	16.19 %
CH22	13.08	22.67 %
CH25	12.58	16.31 %
SKL1	9.44	21.90 %
CH08	7.52	15.94 %
CH38	5.28	12.96 %
GUD2	4.97	12.07 %
CZWH	4.20	9.54 %
CH26	1.45	8.82 %
MC09	0.14	1.37 %
CH40		0.00 %
Total	462.44	22.83 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	137.13	20.07 %
LED TV	131.28	32.41 %
Fridge	88.98	28.94 %
Wash-Mac	42.52	18.72 %
Dishwash	4.58	47.10 %
W-Purifi	4.32	32.39 %
Home-The	3.45	13.59 %
Oven	1.46	42.66 %
Total	413.73	24.70 %

Branch *	MTD Sales L	Brand Share %
PBR2	20.08	22.33 %
PTK1	19.36	24.58 %
TNJ1	18.27	20.07 %
TNJ2	15.44	19.91 %
KIK1	15.35	20.89 %
TRY4	12.36	19.70 %
PDK2	12.15	21.25 %
AYR1	8.29	24.12 %
TYR1	7.10	18.09 %
TRY2	1.71	11.54 %
KRN1	1.31	6.62 %
PDK1	1.18	4.09 %
APM1	1.17	7.78 %
ORU1	1.03	5.12 %
NCK1	0.97	6.00 %
Total	413.73	24.70 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	133.00	32.14 %
Air-Cond	96.86	14.34 %
Fridge	72.91	25.31 %
Wash-Mac	50.78	18.64 %
Dishwash	7.46	54.18 %
W-Purifi	5.49	41.04 %
Home-The	5.00	18.87 %
Oven	2.50	43.50 %
Total	374.00	21.88 %

Branch *	MTD Sales L	Brand Share %
CH15	23.52	13.63 %
CH51	21.42	23.41 %
CH21	21.31	19.90 %
CH18	20.93	22.19 %
CH20	16.68	22.35 %
CH17	11.02	15.94 %
CH50	9.95	13.01 %
CH12	8.47	9.03 %
PON1	8.12	14.99 %
MJR1	8.07	16.96 %
CH33	7.98	14.67 %
CH44	6.53	12.73 %
UKI1	6.39	21.05 %
GPD1	1.81	7.70 %
MC06	0.77	16.46 %
CH01	0.74	16.36 %
CH32	0.23	3.06 %
MC05		0.00 %
WHC3	-4.84	-20.99 %
Total	374.00	21.88 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	101.34	28.25 %
Air-Cond	83.36	16.32 %
Fridge	67.67	23.61 %
Wash-Mac	51.21	19.74 %
W-Purifi	8.29	49.01 %
Home-The	5.17	21.02 %
Oven	2.08	50.13 %
Dishwash	1.95	32.76 %
Total	321.06	21.88 %

Branch *	MTD Sales L	Brand Share %
MDU1	40.64	20.90 %
DGL1	19.75	19.11 %
MDU2	14.20	14.95 %
KKD3	13.42	24.59 %
MDU6	13.28	20.05 %
TMM1	9.60	21.12 %
MDU7	9.15	22.26 %
TPT1	7.28	23.70 %
USL1	6.91	24.74 %
BNR1	6.37	23.81 %
MDU4	5.70	16.39 %
TDI1	5.55	20.19 %
MDU3	4.88	11.20 %
DGL2	3.37	11.02 %
MNM1	3.29	19.43 %
TEN1	3.06	8.22 %
KPT1	3.03	24.29 %
NKI1	2.83	11.24 %
TEN2	2.80	9.84 %
CMR1	2.17	19.39 %
BTU1	1.76	10.18 %
ADP1	1.65	8.99 %
MDU5	1.40	5.95 %
Total	321.06	21.88 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	101.69	43.79 %
Air-Cond	76.69	22.54 %
Fridge	55.01	29.78 %
Wash-Mac	54.92	31.58 %
W-Purifi	6.29	57.66 %
Home-The	5.95	32.12 %
Dishwash	5.84	58.47 %
Oven	1.52	65.73 %
Total	307.92	31.65 %

Branch *	MTD Sales L	Brand Share %
KPM2	24.96	24.14 %
VEL4	13.41	18.43 %
TRL1	13.40	20.17 %
ABR1	12.05	24.76 %
KPM1	6.63	24.66 %
WJD1	6.33	23.67 %
CYR1	5.80	21.60 %
SLG1	1.87	14.50 %
CGM1	1.63	10.88 %
Total	307.92	31.65 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	82.63	36.14 %
Air-Cond	42.14	13.37 %
Wash-Mac	42.04	25.97 %
Fridge	41.46	23.49 %
W-Purifi	3.32	41.52 %
Home-The	2.52	14.16 %
Dishwash	2.20	27.06 %
Oven	1.91	66.85 %
Total	218.24	23.74 %

Branch *	MTD Sales L	Brand Share %
POY1	17.27	17.71 %
CUD1	12.25	13.64 %
CDM1	10.29	15.41 %
NVL2	8.54	19.72 %
VPM2	7.39	14.01 %
PRT1	5.98	14.35 %
VCM2	4.77	17.11 %
KKI2	3.90	10.63 %
STP1	2.92	21.63 %
MKM1	2.26	10.17 %
WHUT	-1.09	10.32 %
Total	218.24	23.74 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	68.83	32.52 %
Fridge	41.52	23.69 %
Wash-Mac	40.83	24.39 %
Air-Cond	32.46	21.25 %
W-Purifi	5.75	71.29 %
Home-The	3.82	22.16 %
Oven	1.16	48.21 %
Total	194.37	26.37 %

Branch *	MTD Sales L	Brand Share %
SLM1	14.84	21.57 %
SLM3	9.15	22.40 %
KRI1	7.93	20.15 %
OML1	5.27	17.39 %
VPD1	5.13	20.19 %
PLC1	4.48	22.62 %
SLM2	4.36	11.62 %
KVP1	4.16	21.31 %
EDP1	3.14	21.93 %
DPR1	0.99	4.37 %
WZWH	0.70	9.17 %
Total	194.37	26.37 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	58.80	34.38 %
Fridge	37.57	27.39 %
Wash-Mac	32.11	21.94 %
Air-Cond	19.64	18.62 %
W-Purifi	2.28	28.96 %
Dishwash	2.13	45.58 %
Oven	1.61	37.63 %
Home-The	1.22	6.57 %
Total	155.38	26.09 %

Branch *	MTD Sales L	Brand Share %
CBE2	25.36	21.62 %
KMR1	13.96	22.80 %
CBE1	6.41	18.43 %
UAM1	5.58	20.51 %
SNR1	5.18	14.95 %
UMP1	3.93	14.18 %
PDM1	0.75	6.27 %
WZSD	0.16	3.70 %
WHCB	-2.90	20.03 %
Total	155.38	26.09 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	53.56	41.22 %
Air-Cond	36.92	23.81 %
Wash-Mac	32.33	27.08 %
Fridge	23.15	22.84 %
Home-The	3.84	28.18 %
Dishwash	2.51	66.38 %
W-Purifi	1.82	35.99 %
Oven	0.45	34.67 %
Total	154.57	29.19 %

Branch *	MTD Sales L	Brand Share %
ERD2	16.27	18.33 %
TPR2	11.78	21.40 %
TPR1	9.17	24.25 %
TCG1	6.27	24.38 %
CMI1	3.47	24.65 %
Total	154.57	29.19 %