

MTD Sales
3,258.54 L

Brand Share %
24.76 %

Information:

MTD : 01-09-2026 To 23-09-2026

* 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	1,047.88	33.39 %
Air-Cond	852.18	18.01 %
Fridge	649.46	26.22 %
Wash-Mac	532.25	23.31 %
W-Purifi	59.26	43.46 %
Dishwash	48.75	43.72 %
Home-The	47.59	20.10 %
Oven	21.18	47.40 %
Total	3,258.54	24.76 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	588.44	26.10 %
CHENNAI-01	471.67	22.71 %
TRICHY-01	421.21	24.66 %
CHENNAI-02	384.54	21.93 %
SOUTH-03	326.54	21.76 %
NORTH ARCOT	315.26	31.49 %
SOUTH ARCOT	225.84	24.06 %
WEST-02	198.24	26.26 %
WEST-03	168.44	29.92 %
WEST-01	158.36	25.97 %
Total	3,258.54	24.76 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	206.32	23.45 %
LED TV	152.84	30.27 %
Fridge	104.41	26.07 %
Wash-Mac	92.79	25.22 %
W-Purifi	12.85	52.44 %
Home-The	8.15	17.40 %
Dishwash	6.11	32.11 %
Oven	4.98	44.22 %
Total	588.44	26.10 %

Branch *	MTD Sales L	Brand Share %
KVT1	33.53	21.67 %
TKS1	16.07	23.64 %
RND1	12.15	19.62 %
PKD1	10.89	22.30 %
SVK1	10.22	15.53 %
TCN1	10.17	22.02 %
ERL2	9.87	19.36 %
UDN1	8.09	22.47 %
APK1	6.96	24.72 %
SKD1	6.18	21.52 %
VNR2	5.96	8.75 %
KGL1	4.86	19.67 %
SNL1	4.31	10.49 %
COL1	4.17	22.74 %
APK2	3.70	11.08 %
KYR1	3.52	16.90 %
VNR1	2.45	12.63 %
SGT1	1.52	16.35 %
STU2	1.36	6.49 %
Total	588.44	26.10 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	145.44	34.65 %
Air-Cond	110.07	12.78 %
Fridge	102.06	27.46 %
Wash-Mac	79.38	23.61 %
Dishwash	15.66	48.43 %
W-Purifi	8.13	30.81 %
Home-The	7.54	33.20 %
Oven	3.39	50.17 %
Total	471.67	22.71 %

Branch *	MTD Sales L	Brand Share %
CH47	30.60	22.29 %
CH05	25.98	19.06 %
CH49	25.40	22.15 %
CH14	24.05	19.64 %
CH19	23.58	21.23 %
CH42	18.77	19.19 %
CH30	17.45	20.88 %
AVD1	15.99	19.65 %
CH07	13.89	16.32 %
CH22	13.08	21.57 %
CH25	12.58	15.61 %
SKL1	9.64	21.46 %
CH08	7.52	15.94 %
CH38	6.29	14.91 %
GUD2	5.36	12.77 %
CZWH	4.20	8.99 %
CH26	1.45	8.41 %
MC09	0.30	2.79 %
CH40		0.00 %
Total	471.67	22.71 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	138.31	19.96 %
LED TV	132.80	32.12 %
Fridge	91.88	29.17 %
Wash-Mac	44.05	18.83 %
W-Purifi	4.68	33.98 %
Dishwash	4.58	47.10 %
Home-The	3.45	13.40 %
Oven	1.46	42.66 %
Total	421.21	24.66 %

Branch *	MTD Sales L	Brand Share %
TRY1	67.00	24.64 %
PBR2	20.92	22.92 %
PTK1	19.85	24.17 %
TNJ1	18.47	19.99 %
TNJ2	16.22	20.43 %
KIK1	15.74	20.87 %
TRY4	12.55	19.51 %
PDK2	12.35	21.27 %
AYR1	8.29	23.68 %
TYR1	7.10	17.64 %
TRY2	1.71	11.54 %
KRN1	1.31	6.52 %
PDK1	1.18	4.01 %
APM1	1.17	7.67 %
ORU1	1.03	5.04 %
NCK1	0.97	5.70 %
Total	421.21	24.66 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	137.37	31.96 %
Air-Cond	98.76	14.37 %
Fridge	74.95	25.39 %
Wash-Mac	52.23	18.66 %
Dishwash	7.85	53.72 %
W-Purifi	5.69	41.39 %
Home-The	5.18	19.23 %
Oven	2.50	43.50 %
Total	384.54	21.93 %

Branch *	MTD Sales L	Brand Share %
CH15	23.81	13.49 %
CH51	22.53	24.13 %
CH21	21.57	19.83 %
CH18	21.50	22.06 %
CH20	18.15	23.24 %
CH17	11.02	15.77 %
CH50	10.93	13.71 %
CH12	8.86	9.35 %
MJR1	8.55	17.10 %
CH33	8.37	14.88 %
PON1	8.12	14.49 %
CH44	6.93	13.25 %
UKI1	6.39	20.30 %
GPD1	1.81	7.54 %
MC06	0.77	16.46 %
CH01	0.74	15.22 %
CH32	0.23	3.06 %
MC05		0.00 %
WHC3	-4.84	-19.87 %
Total	384.54	21.93 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	102.34	27.90 %
Air-Cond	84.91	16.31 %
Fridge	69.42	23.59 %
Wash-Mac	52.89	19.85 %
W-Purifi	8.29	47.69 %
Home-The	5.17	20.46 %
Oven	2.08	50.13 %
Dishwash	1.44	24.30 %
Total	326.54	21.76 %

Branch *	MTD Sales L	Brand Share %
MDU1	40.94	20.58 %
DGL1	20.28	19.32 %
MDU2	14.63	15.30 %
MDU6	13.98	20.25 %
KKD3	13.42	23.81 %
MDU7	10.19	23.62 %
TMM1	10.01	21.59 %
TPT1	7.65	24.13 %
USL1	6.91	23.99 %
BNR1	6.76	24.32 %
MDU4	6.10	17.01 %
TDI1	5.55	19.97 %
MDU3	4.88	10.95 %
TEN1	3.45	9.10 %
DGL2	3.37	10.97 %
MNM1	3.29	19.43 %
KPT1	3.03	24.29 %
NKI1	2.83	11.03 %
TEN2	2.80	9.84 %
CMR1	2.17	18.69 %
BTU1	1.76	9.67 %
ADP1	1.65	8.76 %
MDU5	1.40	5.78 %
Total	326.54	21.76 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	105.37	43.99 %
Air-Cond	78.27	22.46 %
Wash-Mac	55.89	31.01 %
Fridge	55.58	29.39 %
W-Purifi	6.29	57.66 %
Dishwash	6.27	60.16 %
Home-The	5.95	29.92 %
Oven	1.63	67.30 %
Total	315.26	31.49 %

Branch *	MTD Sales L	Brand Share %
KPM2	25.39	24.17 %
VEL4	13.73	18.43 %
TRL1	13.40	19.55 %
KPM1	7.04	24.32 %
WJD1	6.33	23.67 %
CYR1	5.95	21.68 %
SLG1	1.87	13.56 %
CGM1	1.63	10.88 %
Total	315.26	31.49 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	84.91	36.32 %
Fridge	44.09	24.12 %
Wash-Mac	43.40	26.19 %
Air-Cond	43.32	13.59 %
W-Purifi	3.32	40.79 %
Home-The	2.68	14.69 %
Dishwash	2.20	27.06 %
Oven	1.91	66.85 %
Total	225.84	24.06 %

Branch *	MTD Sales L	Brand Share %
POY1	17.47	17.54 %
CUD1	13.29	14.24 %
CDM1	10.73	15.79 %
NVL2	8.54	19.57 %
VPM2	7.66	14.43 %
PRT1	6.12	14.41 %
VCM2	5.70	19.55 %
KKI2	4.10	10.89 %
STP1	3.07	22.52 %
MKM1	2.26	10.11 %
WHUT	-1.09	10.32 %
Total	225.84	24.06 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	70.01	32.29 %
Fridge	42.78	23.80 %
Wash-Mac	42.10	24.38 %
Air-Cond	32.46	21.01 %
W-Purifi	5.92	70.73 %
Home-The	3.82	21.01 %
Oven	1.16	48.21 %
Total	198.24	26.26 %

Branch *	MTD Sales L	Brand Share %
SLM1	14.84	21.13 %
SLM3	9.89	22.50 %
KRI1	8.22	20.17 %
VPD1	5.41	20.76 %
OML1	5.27	17.15 %
PLC1	4.67	23.14 %
SLM2	4.36	11.62 %
KVP1	4.16	20.65 %
EDP1	3.14	21.50 %
DPR1	0.99	4.27 %
WZWH	0.70	8.93 %
Total	198.24	26.26 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	58.00	41.75 %
Air-Cond	39.31	24.28 %
Wash-Mac	37.00	28.47 %
Fridge	24.94	23.17 %
Home-The	4.42	31.13 %
Dishwash	2.51	66.38 %
W-Purifi	1.82	34.95 %
Oven	0.45	33.21 %
Total	168.44	29.92 %

Branch *	MTD Sales L	Brand Share %
ERD2	17.36	18.97 %
TPR2	12.37	21.81 %
TPR1	9.17	23.44 %
TCG1	6.27	24.12 %
CMI1	3.47	23.98 %
TPR3	2.26	23.87 %
Total	168.44	29.92 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	58.80	33.71 %
Fridge	39.35	27.82 %
Wash-Mac	32.51	21.69 %
Air-Cond	20.45	18.98 %
W-Purifi	2.28	28.69 %
Dishwash	2.13	40.70 %
Oven	1.61	37.63 %
Home-The	1.22	6.55 %
Total	158.36	25.97 %

Branch *	MTD Sales L	Brand Share %
CBE2	27.11	22.52 %
KMR1	14.26	22.94 %
CBE1	6.41	18.16 %
UAM1	5.58	20.42 %
SNR1	5.18	14.31 %
UMP1	3.93	14.18 %
PDM1	0.75	6.08 %
WZSD	0.16	3.69 %
WHCB	-3.21	21.66 %
Total	158.36	25.97 %