

MTD Sales
8,014.80 L

Brand Share %
22.78 %

Information:

MTD : 01-04-2026 To 24-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **22.78 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	5,753.03	22.48 %
LED TV	1,232.94	28.34 %
Wash-Mac	476.77	21.29 %
Fridge	394.33	15.95 %
W-Purifi	58.15	46.68 %
Home-The	45.38	21.14 %
Dishwash	31.06	21.25 %
Oven	23.13	49.87 %
Total	8,014.80	22.78 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	1,406.66	24.18 %
SOUTH-03	1,089.34	23.11 %
TRICHY-01	1,081.09	22.91 %
CHENNAI-01	899.70	19.89 %
WEST-02	877.80	25.20 %
CHENNAI-02	776.13	19.89 %
WEST-01	767.23	24.79 %
NORTH ARCOT	648.18	26.38 %
SOUTH ARCOT	468.67	18.96 %
Total	8,014.80	22.78 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	1,050.99	24.74 %
LED TV	182.86	25.47 %
Wash-Mac	79.68	22.20 %
Fridge	66.65	16.92 %
W-Purifi	15.62	54.89 %
Oven	4.40	47.49 %
Home-The	3.98	9.90 %
Dishwash	2.49	11.91 %
Total	1,406.66	24.18 %

Branch *	MTD Sales L	Brand Share %
KVT1	49.08	16.78 %
RND1	43.85	21.34 %
RPM1	40.42	22.40 %
VLY1	37.04	18.97 %
SVK1	35.07	18.87 %
VNR2	34.09	17.44 %
TKS1	31.45	16.87 %
PKD1	19.66	13.46 %
ARM1	19.35	22.18 %
S2SD	13.90	15.96 %
STU2	10.71	14.89 %
KYR1	9.14	13.51 %
SNL1	7.80	9.72 %
KSM1	7.07	20.61 %
COL1	6.60	12.80 %
VNR1	4.50	7.09 %
SGT1	4.45	15.21 %
WHTV	-3.91	15.02 %
Total	1,406.66	24.18 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	826.81	23.93 %
LED TV	136.54	25.06 %
Wash-Mac	56.12	18.70 %
Fridge	51.11	14.75 %
W-Purifi	7.62	42.67 %
Home-The	5.75	19.11 %
Dishwash	2.72	17.05 %
Oven	2.66	61.04 %
Total	1,089.34	23.11 %

Branch *	MTD Sales L	Brand Share %
DGL1	49.49	19.54 %
MDU6	46.41	18.42 %
ATG1	35.90	21.07 %
MDU2	35.88	12.02 %
KKD3	31.24	15.35 %
MDU3	29.67	18.43 %
TMM1	29.59	19.09 %
DKI1	26.35	22.66 %
MDU4	22.46	18.07 %
PVI1	16.39	21.78 %
TEN1	15.08	15.87 %
DGL2	13.93	13.72 %
BNR1	9.47	15.73 %
MDU5	8.02	9.50 %
ODM1	7.27	14.13 %
BTU1	5.32	10.72 %
SZSD	4.66	14.55 %
MNM1	4.66	8.40 %
ADP1	4.65	8.48 %
NKI1	4.29	8.20 %
WHMD	-3.70	15.44 %
Total	1,089.34	23.11 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	823.00	23.25 %
LED TV	148.32	24.92 %
Wash-Mac	54.49	20.53 %
Fridge	44.83	16.18 %
W-Purifi	3.51	43.67 %
Home-The	2.84	13.39 %
Oven	2.62	55.22 %
Dishwash	1.47	19.91 %
Total	1,081.09	22.91 %

Branch *	MTD Sales L	Brand Share %
PBR2	53.29	18.50 %
TVR2	50.33	22.16 %
TNJ1	43.27	16.17 %
TRY3	38.79	21.30 %
PTK1	34.52	19.10 %
MDI1	31.89	21.28 %
TYR1	25.46	16.44 %
TNJ2	24.30	11.30 %
PDK1	22.52	18.19 %
JKM1	22.27	21.85 %
TRY4	21.58	14.50 %
KIK1	21.54	16.90 %
NGT1	21.34	17.89 %
AYR1	18.69	17.63 %
PBR1	9.98	8.94 %
ORU1	3.61	7.44 %
TZSD	0.05	0.54 %
WTRZ	-5.30	17.03 %
Total	1,081.09	22.91 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	562.75	17.65 %
LED TV	179.30	31.87 %
Wash-Mac	68.76	21.85 %
Fridge	55.47	15.21 %
W-Purifi	10.31	40.01 %
Home-The	10.16	40.05 %
Dishwash	8.51	26.22 %
Oven	4.45	47.89 %
Total	899.70	19.89 %

Branch *	MTD Sales L	Brand Share %
CH47	59.06	18.53 %
CH05	50.78	16.05 %
CH14	48.33	15.83 %
CH08	43.62	19.33 %
CH19	41.15	18.23 %
CH25	40.23	21.41 %
CH28	33.00	17.98 %
CH49	31.57	17.17 %
CH30	28.80	15.61 %
CH42	27.50	14.49 %
AVD1	25.17	21.29 %
CGL1	21.97	22.37 %
CH07	16.95	8.46 %
CH38	13.33	12.63 %
MRM1	12.07	9.84 %
CH22	11.80	10.14 %
TKM1	9.05	15.40 %
CZWH	5.73	7.16 %
CH26	4.46	12.77 %
CH40	3.01	21.44 %
CH29	1.84	21.18 %
MC10	0.33	19.02 %
MC09	0.31	14.97 %
WHC3		0.00 %
WCHN	-25.26	21.23 %
Total	899.70	19.89 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	627.08	25.20 %
LED TV	129.41	31.06 %
Wash-Mac	58.17	23.00 %
Fridge	47.52	16.96 %
W-Purifi	5.70	59.97 %
Home-The	5.29	23.42 %
Oven	2.72	61.57 %
Dishwash	1.91	21.25 %
Total	877.80	25.20 %

Branch *	MTD Sales L	Brand Share %
SLM1	68.61	19.37 %
ERD1	63.37	18.32 %
ERD2	59.41	17.77 %
SLM2	18.36	13.23 %
OML1	18.07	20.90 %
PLC1	11.37	20.17 %
CMI1	8.19	18.08 %
HRR1	8.11	21.69 %
DPR1	5.24	8.64 %
WZWH		0.00 %
WHPD	-3.55	18.06 %
Total	877.80	25.20 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	480.01	17.32 %
LED TV	185.12	34.59 %
Wash-Mac	49.89	19.62 %
Fridge	41.11	14.70 %
W-Purifi	7.16	56.40 %
Home-The	7.10	31.56 %
Dishwash	4.14	18.78 %
Oven	1.62	36.16 %
Total	776.13	19.89 %

Branch *	MTD Sales L	Brand Share %
CH03	59.86	14.73 %
CH15	59.73	15.70 %
CH18	43.92	22.40 %
CH12	32.77	14.11 %
CH20	31.22	15.06 %
CH06	29.41	20.29 %
CH33	28.77	21.46 %
CH24	26.59	12.43 %
CH41	24.48	16.99 %
CH17	24.36	13.90 %
MJR1	23.59	18.45 %
CH44	21.32	19.33 %
CH50	19.95	12.20 %
CH23	17.62	18.98 %
GPD1	16.20	19.64 %
CH32	4.84	18.20 %
MC06	1.50	9.67 %
CH01	0.19	11.03 %
MC05		0.00 %
Total	776.13	19.89 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	588.89	25.65 %
LED TV	98.09	27.85 %
Wash-Mac	37.09	19.70 %
Fridge	31.43	15.56 %
Dishwash	3.86	18.82 %
W-Purifi	3.24	35.14 %
Oven	2.48	45.82 %
Home-The	2.13	9.98 %
Total	767.23	24.79 %

Branch *	MTD Sales L	Brand Share %
CBE2	111.80	17.36 %
TPR2	47.87	19.99 %
SNR1	28.74	22.22 %
CBE6	28.66	22.72 %
CBE1	25.15	20.18 %
TPR3	13.14	18.26 %
PDM1	10.04	14.43 %
CBE3	9.16	22.20 %
UAM1	6.74	17.39 %
TPR4	5.95	14.73 %
WZSD		0.00 %
Total	767.23	24.79 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	469.23	25.62 %
LED TV	98.19	35.21 %
Wash-Mac	41.01	26.07 %
Fridge	27.17	17.74 %
Home-The	5.08	30.92 %
W-Purifi	3.32	38.82 %
Dishwash	2.84	34.00 %
Oven	1.33	49.13 %
Total	648.18	26.38 %

Branch *	MTD Sales L	Brand Share %
KPM2	56.53	22.39 %
TRL1	29.42	16.89 %
AKM1	25.23	20.01 %
TRT1	18.55	19.54 %
KPM1	12.63	15.51 %
CYR1	12.48	21.70 %
SLG1	8.98	14.98 %
ANI1	7.65	12.69 %
WJD1	6.58	10.15 %
WHVL	-4.94	18.12 %
Total	648.18	26.38 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	324.28	18.29 %
LED TV	75.12	21.66 %
Wash-Mac	31.55	21.44 %
Fridge	29.03	16.63 %
Dishwash	3.12	32.66 %
Home-The	3.05	20.34 %
W-Purifi	1.68	37.37 %
Oven	0.85	49.90 %
Total	468.67	18.96 %

Branch *	MTD Sales L	Brand Share %
CUD1	31.25	13.92 %
SJ12	29.88	22.47 %
KLM1	28.15	22.37 %
VPM2	23.36	15.16 %
KK12	20.75	13.26 %
POY1	17.27	6.15 %
CDM1	15.15	10.23 %
PRT1	12.81	10.44 %
NVL2	12.79	9.72 %
TVM2	6.69	11.33 %
MKM1	5.49	9.40 %
WHUT	-2.84	13.31 %
Total	468.67	18.96 %