

MTD Sales
3,315.45 L

Brand Share %
24.71 %

Information:

MTD : 01-09-2026 To 24-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **24.71 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,071.64	33.31 %
Air-Cond	861.15	17.94 %
Fridge	661.23	26.18 %
Wash-Mac	543.13	23.28 %
W-Purifi	60.33	43.11 %
Home-The	48.25	19.98 %
Dishwash	47.79	42.62 %
Oven	21.94	47.70 %
Total	3,315.45	24.71 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	598.69	26.01 %
CHENNAI-01	482.52	22.72 %
TRICHY-01	429.33	24.67 %
CHENNAI-02	390.49	21.92 %
SOUTH-03	331.92	21.69 %
NORTH ARCOT	318.19	31.32 %
SOUTH ARCOT	229.75	24.05 %
WEST-02	200.77	26.25 %
WEST-03	171.18	29.65 %
WEST-01	162.62	26.02 %
Total	3,315.45	24.71 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	207.89	23.32 %
LED TV	155.81	30.17 %
Fridge	107.39	26.11 %
Wash-Mac	94.59	25.05 %
W-Purifi	13.63	52.37 %
Home-The	8.15	16.99 %
Dishwash	6.11	31.10 %
Oven	5.11	44.66 %
Total	598.69	26.01 %

Branch *	MTD Sales L	Brand Share %
KVT1	34.44	21.83 %
TKS1	16.82	24.15 %
RND1	12.52	19.78 %
PKD1	11.03	22.25 %
SVK1	10.48	15.38 %
TCN1	10.45	21.81 %
ERL2	10.17	19.53 %
UDN1	8.48	23.28 %
PDI1	7.95	24.38 %
SKD1	6.18	21.29 %
VNR2	5.96	8.68 %
KGL1	4.86	19.32 %
SNL1	4.31	10.46 %
COL1	4.17	22.37 %
APK2	4.09	11.40 %
KYR1	3.52	16.90 %
VNR1	2.45	11.52 %
SGT1	1.52	15.87 %
STU2	1.51	7.18 %
Total	598.69	26.01 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	149.99	34.68 %
Air-Cond	111.66	12.76 %
Fridge	104.21	27.34 %
Wash-Mac	81.40	23.57 %
Dishwash	15.66	48.43 %
W-Purifi	8.26	30.38 %
Home-The	7.72	33.30 %
Oven	3.61	51.81 %
Total	482.52	22.72 %

Branch *	MTD Sales L	Brand Share %
CH47	31.18	22.18 %
CH05	26.97	19.50 %
CH49	25.40	21.53 %
CH14	24.33	19.59 %
CH19	23.88	20.84 %
CH42	20.30	20.27 %
CH30	17.45	20.55 %
AVD1	15.99	19.44 %
CH22	14.51	21.84 %
CH07	13.89	16.30 %
CH25	13.00	15.66 %
SKL1	9.64	20.50 %
CH08	7.52	15.94 %
CH38	6.49	15.12 %
GUD2	5.55	13.05 %
CZWH	4.41	8.66 %
CH26	1.45	8.27 %
MC09	0.70	6.29 %
CH40		0.00 %
Total	482.52	22.72 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	138.37	19.67 %
LED TV	136.12	32.26 %
Fridge	94.57	29.44 %
Wash-Mac	46.10	19.18 %
W-Purifi	4.68	33.58 %
Dishwash	4.58	47.10 %
Home-The	3.45	13.35 %
Oven	1.46	39.38 %
Total	429.33	24.67 %

Branch *	MTD Sales L	Brand Share %
PBR2	21.31	22.46 %
PTK1	19.85	23.86 %
TNJ1	18.47	19.78 %
TNJ2	16.22	20.23 %
KIK1	16.02	20.77 %
PDK2	13.12	22.00 %
TRY4	12.84	19.61 %
TYR1	7.10	17.50 %
TRY2	1.71	11.43 %
KRN1	1.31	6.42 %
PDK1	1.18	3.94 %
APM1	1.17	7.50 %
NCK1	1.12	6.44 %
ORU1	1.03	4.77 %
Total	429.33	24.67 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	140.53	31.87 %
Air-Cond	102.20	14.64 %
Fridge	73.86	25.04 %
Wash-Mac	52.17	18.32 %
Dishwash	7.85	52.49 %
W-Purifi	5.69	40.30 %
Home-The	5.28	19.26 %
Oven	2.90	46.33 %
Total	390.49	21.92 %

Branch *	MTD Sales L	Brand Share %
CH15	24.71	13.48 %
CH51	22.53	23.88 %
CH18	21.77	21.88 %
CH21	21.75	19.59 %
CH20	18.52	23.02 %
CH50	11.87	14.51 %
CH17	11.55	16.41 %
CH12	9.06	9.29 %
PON1	8.77	15.45 %
MJR1	8.55	16.92 %
CH33	8.37	14.53 %
CH44	7.66	14.11 %
UKI1	6.69	21.06 %
GPD1	1.81	7.44 %
MC06	0.77	16.46 %
CH01	0.74	14.19 %
CH32	0.23	2.61 %
MC05		0.00 %
WHC3	-8.93	-80.25 %
Total	390.49	21.92 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	102.89	27.52 %
Air-Cond	84.91	16.14 %
Fridge	71.69	23.70 %
Wash-Mac	55.45	20.32 %
W-Purifi	8.29	46.21 %
Home-The	5.17	19.85 %
Oven	2.08	50.13 %
Dishwash	1.44	22.00 %
Total	331.92	21.69 %

Branch *	MTD Sales L	Brand Share %
MDU1	41.52	20.66 %
DGL1	21.33	19.70 %
MDU2	15.36	15.66 %
MDU6	14.26	20.09 %
KKD3	13.75	23.82 %
MDU7	10.19	22.26 %
TMM1	10.01	21.08 %
TPT1	7.65	23.67 %
USL1	7.16	24.45 %
BNR1	6.76	23.96 %
MDU4	6.10	16.60 %
TDI1	5.55	19.58 %
MDU3	5.17	11.35 %
TEN1	3.45	9.04 %
DGL2	3.37	10.97 %
MNM1	3.29	18.88 %
KPT1	3.03	24.13 %
NKI1	2.83	10.78 %
TEN2	2.80	9.84 %
CMR1	2.17	18.69 %
BTU1	1.76	9.41 %
ADP1	1.65	8.57 %
MDU5	1.40	5.68 %
SZSD	-2.22	-698.75 %
Total	331.92	21.69 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	107.21	43.53 %
Air-Cond	79.38	22.52 %
Wash-Mac	56.30	30.67 %
Fridge	55.27	29.16 %
Home-The	6.34	30.76 %
W-Purifi	6.29	57.66 %
Dishwash	5.76	58.13 %
Oven	1.63	67.30 %
Total	318.19	31.32 %

Branch *	MTD Sales L	Brand Share %
KPM2	26.01	24.33 %
VEL4	13.73	18.01 %
TRL1	13.62	19.29 %
KPM1	7.04	23.93 %
WJD1	6.53	23.80 %
CYR1	5.95	21.37 %
SLG1	1.87	13.56 %
CGM1	1.73	11.17 %
Total	318.19	31.32 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	87.70	36.41 %
Fridge	44.76	24.10 %
Wash-Mac	43.91	26.08 %
Air-Cond	43.72	13.53 %
W-Purifi	3.32	40.79 %
Home-The	2.68	14.28 %
Oven	1.91	66.85 %
Dishwash	1.75	22.75 %
Total	229.75	24.05 %

Branch *	MTD Sales L	Brand Share %
POY1	17.47	17.38 %
CUD1	13.48	14.21 %
CDM1	10.73	15.22 %
NVL2	8.94	20.04 %
VPM2	7.66	14.17 %
PRT1	6.26	14.34 %
VCM2	5.70	18.79 %
KKI2	4.47	11.62 %
STP1	3.22	22.47 %
MKM1	2.26	9.60 %
WHUT	-1.09	10.04 %
Total	229.75	24.05 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	71.27	32.22 %
Fridge	43.38	23.75 %
Wash-Mac	42.76	24.41 %
Air-Cond	32.46	21.01 %
W-Purifi	5.92	70.73 %
Home-The	3.82	20.85 %
Oven	1.16	47.18 %
Total	200.77	26.25 %

Branch *	MTD Sales L	Brand Share %
SLM1	14.84	20.81 %
SLM3	10.19	23.03 %
KRI1	8.42	20.39 %
VPD1	5.41	20.46 %
OML1	5.27	16.95 %
SLM2	4.75	12.44 %
PLC1	4.67	22.97 %
KVP1	4.16	20.36 %
EDP1	3.14	21.50 %
DPR1	0.99	4.10 %
WZWH	0.70	8.62 %
Total	200.77	26.25 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	60.16	41.42 %
Air-Cond	39.31	23.93 %
Wash-Mac	37.38	28.22 %
Fridge	25.14	22.75 %
Home-The	4.42	30.56 %
Dishwash	2.51	66.38 %
W-Purifi	1.82	34.95 %
Oven	0.45	31.97 %
Total	171.18	29.65 %

Branch *	MTD Sales L	Brand Share %
ERD2	17.55	18.96 %
TPR2	12.62	22.11 %
TPR1	9.17	23.28 %
CMI1	3.47	23.98 %
TPR3	2.26	23.27 %
Total	171.18	29.65 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	59.94	33.66 %
Fridge	40.96	28.01 %
Wash-Mac	33.06	21.65 %
Air-Cond	21.25	19.06 %
W-Purifi	2.44	30.05 %
Dishwash	2.13	40.70 %
Oven	1.61	37.63 %
Home-The	1.22	6.47 %
Total	162.62	26.02 %

Branch *	MTD Sales L	Brand Share %
CBE2	27.92	22.62 %
KMR1	14.95	23.50 %
MPM1	7.23	24.42 %
CBE1	6.60	18.47 %
UAM1	5.58	19.98 %
SNR1	5.37	14.34 %
UMP1	4.12	14.51 %
PDM1	0.75	5.72 %
WZSD	0.16	2.86 %
WHCB	-3.21	21.66 %
Total	162.62	26.02 %