

MTD Sales
4,604.44 L

Brand Share %
23.55 %

Information:

MTD : 01-03-2026 To 25-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **23.55 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	2,281.71	21.56 %
LED TV	946.13	26.05 %
Wash-Mac	612.19	25.11 %
Fridge	592.88	24.98 %
W-Purifi	61.58	51.97 %
Home-The	42.72	20.09 %
Dishwash	39.23	28.08 %
Oven	28.00	53.17 %
Total	4,604.44	23.55 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	799.75	25.88 %
CHENNAI-01	692.44	24.25 %
TRICHY-01	541.35	21.59 %
SOUTH-03	533.72	21.92 %
CHENNAI-02	524.15	21.11 %
WEST-02	488.37	26.53 %
WEST-01	425.42	23.80 %
NORTH ARCOT	361.77	27.86 %
SOUTH ARCOT	237.47	18.92 %
Total	4,604.44	23.55 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	410.26	26.28 %
LED TV	157.71	24.96 %
Wash-Mac	111.73	26.44 %
Fridge	85.90	23.60 %
W-Purifi	15.91	58.54 %
Dishwash	8.54	29.40 %
Oven	4.90	49.74 %
Home-The	4.79	10.73 %
Total	799.75	25.88 %

Branch *	MTD Sales L	Brand Share %
KVT1	26.59	17.92 %
SVK1	21.51	23.40 %
RND1	20.26	22.57 %
VNR2	17.96	16.16 %
TCN1	13.96	19.51 %
TKS1	13.17	14.18 %
S2SD	11.70	22.15 %
PKD1	10.24	14.36 %
SKD1	7.13	20.90 %
STU2	5.20	13.85 %
KYR1	3.98	11.19 %
VNR1	3.50	7.38 %
SGT1	2.06	11.84 %
SNL1	1.78	4.86 %
WHTV	-0.53	10.44 %
Total	799.75	25.88 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	323.09	19.90 %
LED TV	150.32	33.10 %
Fridge	97.65	28.32 %
Wash-Mac	91.25	26.37 %
W-Purifi	9.76	43.32 %
Home-The	8.50	38.77 %
Dishwash	6.42	20.70 %
Oven	5.44	50.91 %
Total	692.44	24.25 %

Branch *	MTD Sales L	Brand Share %
CH49	23.74	16.86 %
CH28	23.45	21.33 %
AVD1	21.83	19.13 %
CH19	21.67	19.74 %
CH25	19.84	19.05 %
CH42	16.52	13.05 %
CZWH	15.07	23.25 %
MRM1	14.99	20.59 %
CH07	14.46	11.85 %
CGL1	13.72	22.92 %
CH38	11.94	22.13 %
CH22	11.77	10.44 %
SKL1	10.32	17.49 %
CH26	5.18	21.64 %
TKM1	5.01	16.90 %
CH40	1.29	12.37 %
MC09		0.00 %
MC10		0.00 %
WCHN	-7.39	21.36 %
Total	692.44	24.25 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	278.25	19.04 %
LED TV	131.92	26.33 %
Fridge	60.48	22.85 %
Wash-Mac	57.29	24.41 %
W-Purifi	5.04	48.78 %
Home-The	4.34	18.21 %
Dishwash	2.45	30.01 %
Oven	1.58	43.05 %
Total	541.35	21.59 %

Branch *	MTD Sales L	Brand Share %
TRY1	119.47	21.74 %
KUM1	34.27	22.26 %
PBR2	33.49	21.96 %
TNJ1	24.44	18.12 %
TNJ2	19.76	17.29 %
PTK1	19.14	16.10 %
TRY4	16.51	17.63 %
JKM1	12.80	20.16 %
NGT1	12.79	20.05 %
PDK1	10.20	19.13 %
AYR1	9.90	20.46 %
TRY3	6.94	9.59 %
PBR1	6.14	13.02 %
TRY2	3.59	7.08 %
ORU1	2.32	6.98 %
WTRZ	-1.85	19.08 %
Total	541.35	21.59 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	279.54	21.31 %
LED TV	96.45	21.57 %
Wash-Mac	71.58	22.24 %
Fridge	66.13	22.67 %
W-Purifi	8.57	50.87 %
Home-The	4.89	17.76 %
Oven	3.98	66.56 %
Dishwash	2.58	20.68 %
Total	533.72	21.92 %

Branch *	MTD Sales L	Brand Share %
MDU1	47.27	16.26 %
DGL1	32.10	19.66 %
MDU2	18.81	12.08 %
KKD3	15.62	14.96 %
DGL2	14.39	17.87 %
TMM1	13.01	17.81 %
MDU3	11.01	11.91 %
TEN1	7.64	14.53 %
BNR1	4.50	12.08 %
SGP1	4.19	15.62 %
ODM1	3.02	11.05 %
NKI1	2.73	8.48 %
MDU5	2.11	5.40 %
BTU1	1.20	4.78 %
ADP1	1.09	2.93 %
WHMD	-0.86	23.12 %
Total	533.72	21.92 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	250.83	17.47 %
LED TV	124.79	27.92 %
Fridge	62.42	23.67 %
Wash-Mac	62.38	22.93 %
W-Purifi	8.11	53.33 %
Home-The	7.27	32.32 %
Dishwash	5.43	26.75 %
Oven	2.92	50.91 %
Total	524.15	21.11 %

Branch *	MTD Sales L	Brand Share %
CH03	44.11	15.12 %
CH15	36.16	14.56 %
CH12	30.56	20.11 %
CH51	26.96	19.75 %
CH41	23.76	23.07 %
CH20	23.14	20.93 %
CH17	21.06	21.95 %
CH24	19.81	17.68 %
MJR1	18.83	22.95 %
CH50	17.24	15.40 %
CH06	15.19	13.75 %
CH44	13.38	19.28 %
CH33	12.28	15.33 %
GPD1	4.12	7.79 %
CH32	1.67	10.90 %
MC06	1.25	10.59 %
CH01		0.00 %
Total	524.15	21.11 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	218.29	24.93 %
LED TV	92.91	27.17 %
Fridge	84.64	28.97 %
Wash-Mac	78.10	26.95 %
W-Purifi	4.87	68.90 %
Dishwash	3.85	42.10 %
Home-The	2.99	14.62 %
Oven	2.72	60.58 %
Total	488.37	26.53 %

Branch *	MTD Sales L	Brand Share %
ERD2	31.60	19.43 %
SLM1	28.91	16.57 %
ERD1	26.86	20.20 %
OML1	10.29	22.50 %
SLM2	8.65	14.54 %
PLC1	4.89	16.11 %
DPR1	1.94	5.69 %
Total	488.37	26.53 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	222.87	23.51 %
LED TV	70.51	23.32 %
Wash-Mac	59.06	24.17 %
Fridge	58.29	24.50 %
Dishwash	7.02	39.99 %
Oven	3.42	50.19 %
W-Purifi	2.53	32.69 %
Home-The	1.71	7.51 %
Total	425.42	23.80 %

Branch *	MTD Sales L	Brand Share %
CBE2	73.31	16.78 %
TPR2	25.95	21.96 %
CBE4	25.15	21.84 %
PLI1	13.94	22.54 %
SUL1	12.78	22.95 %
CBE1	10.54	15.09 %
UAM1	7.24	18.12 %
PDM1	5.01	12.58 %
TPR3	4.38	12.49 %
DPM2	3.46	10.25 %
CBE3	3.07	14.48 %
Total	425.42	23.80 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	181.51	25.96 %
LED TV	76.17	30.30 %
Wash-Mac	48.05	29.28 %
Fridge	41.52	27.51 %
Home-The	5.66	37.56 %
W-Purifi	4.91	54.75 %
Dishwash	2.40	40.26 %
Oven	1.55	49.35 %
Total	361.77	27.86 %

Branch *	MTD Sales L	Brand Share %
KPM2	27.33	19.23 %
TRL1	23.81	18.05 %
VEL2	22.39	23.37 %
KPM1	8.99	17.96 %
CYR1	6.11	20.41 %
SLG1	5.92	19.07 %
WJD1	4.94	11.08 %
ANI1	2.67	9.94 %
Total	361.77	27.86 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	117.08	17.51 %
LED TV	45.33	17.73 %
Fridge	35.85	21.92 %
Wash-Mac	32.76	22.93 %
Home-The	2.56	18.51 %
W-Purifi	1.89	71.58 %
Oven	1.49	65.01 %
Dishwash	0.52	8.64 %
Total	237.47	18.92 %

Branch *	MTD Sales L	Brand Share %
CUD1	16.27	14.18 %
SJI2	14.83	20.58 %
POY1	14.62	10.03 %
VPM2	9.64	12.27 %
NVL2	8.39	12.46 %
PRT1	7.17	12.70 %
CDM1	4.49	6.68 %
KKI2	2.08	2.98 %
MKM1	1.72	4.23 %
TVM2	1.45	5.18 %
Total	237.47	18.92 %