

MTD Sales
3,365.59 L

Brand Share %
24.66 %

Information:

MTD : 01-09-2026 To 25-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **24.66 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,089.95	33.38 %
Air-Cond	870.10	17.88 %
Fridge	671.09	25.96 %
Wash-Mac	554.83	23.28 %
W-Purifi	60.52	42.37 %
Home-The	48.64	19.76 %
Dishwash	47.79	42.62 %
Oven	22.65	47.69 %
Total	3,365.59	24.66 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	602.42	25.86 %
CHENNAI-01	488.93	22.69 %
TRICHY-01	433.18	24.56 %
CHENNAI-02	394.19	21.66 %
SOUTH-03	336.34	21.60 %
NORTH ARCOT	335.04	31.56 %
SOUTH ARCOT	233.52	24.21 %
WEST-02	202.77	26.21 %
WEST-03	174.34	29.69 %
WEST-01	164.85	25.94 %
Total	3,365.59	24.66 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	208.97	23.18 %
LED TV	156.79	30.11 %
Fridge	108.25	25.93 %
Wash-Mac	95.28	24.90 %
W-Purifi	13.77	50.24 %
Home-The	8.15	16.81 %
Dishwash	6.11	31.10 %
Oven	5.11	43.62 %
Total	602.42	25.86 %

Branch *	MTD Sales L	Brand Share %
KVT1	35.01	21.78 %
TKS1	16.82	23.99 %
RND1	12.52	19.30 %
PKD1	11.31	22.68 %
TCN1	10.85	21.91 %
SVK1	10.77	15.74 %
ERL2	10.17	19.47 %
UDN1	8.48	23.25 %
PDI1	8.10	24.62 %
SKD1	6.18	21.17 %
VNR2	5.96	8.64 %
KGL1	4.86	19.00 %
SNL1	4.31	10.35 %
APK2	4.24	11.30 %
COL1	4.17	22.37 %
KYR1	3.52	16.77 %
VNR1	2.45	11.35 %
SGT1	1.52	15.87 %
STU2	1.51	7.18 %
Total	602.42	25.86 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	152.05	34.81 %
Air-Cond	113.21	12.75 %
Fridge	105.64	27.19 %
Wash-Mac	82.02	23.43 %
Dishwash	15.66	48.43 %
W-Purifi	8.44	30.49 %
Home-The	7.95	33.39 %
Oven	3.96	53.44 %
Total	488.93	22.69 %

Branch *	MTD Sales L	Brand Share %
CH47	31.18	21.89 %
CH05	27.16	19.39 %
CH49	25.40	21.17 %
CH14	24.51	19.51 %
CH19	24.13	20.32 %
CH42	20.69	20.27 %
CH30	18.14	21.04 %
AVD1	15.99	19.01 %
CH22	14.51	21.62 %
CH07	14.00	16.28 %
CH25	13.20	15.52 %
SKL1	9.75	20.63 %
CH08	7.52	15.94 %
CH38	6.49	14.81 %
GUD2	5.81	13.56 %
CZWH	4.41	8.66 %
CH26	1.45	8.11 %
MC09	0.70	6.29 %
CH40		0.00 %
Total	488.93	22.69 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	139.53	19.66 %
LED TV	136.98	32.13 %
Fridge	95.78	29.06 %
Wash-Mac	46.71	19.13 %
W-Purifi	4.68	33.07 %
Dishwash	4.58	47.10 %
Home-The	3.45	13.20 %
Oven	1.46	39.38 %
Total	433.18	24.56 %

Branch *	MTD Sales L	Brand Share %
PBR2	21.31	22.33 %
PTK1	19.99	23.66 %
TNJ1	18.47	19.68 %
KIK1	16.59	20.97 %
TNJ2	16.52	20.24 %
PDK2	13.12	21.81 %
TRY4	13.08	19.61 %
AYR1	9.16	24.63 %
TYR1	7.24	17.52 %
TRY2	1.71	11.31 %
KRN1	1.31	6.34 %
PDK1	1.18	3.89 %
APM1	1.17	7.38 %
NCK1	1.12	6.19 %
ORU1	1.03	4.77 %
Total	433.18	24.56 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	141.65	31.85 %
Air-Cond	103.36	14.54 %
Fridge	74.32	23.89 %
Wash-Mac	53.15	18.34 %
Dishwash	7.85	52.49 %
W-Purifi	5.51	39.04 %
Home-The	5.45	19.30 %
Oven	2.90	45.95 %
Total	394.19	21.66 %

Branch *	MTD Sales L	Brand Share %
CH15	24.71	13.22 %
CH51	22.98	24.12 %
CH21	22.13	19.36 %
CH18	21.77	21.57 %
CH20	18.52	22.77 %
CH50	12.55	15.05 %
CH17	11.55	16.18 %
CH12	9.06	9.24 %
PON1	8.77	15.17 %
MJR1	8.55	16.77 %
CH44	8.24	15.02 %
CH33	8.12	13.98 %
UKI1	6.69	20.90 %
GPD1	1.81	7.39 %
MC06	0.77	16.46 %
CH01	0.74	13.11 %
CH32	0.23	2.61 %
MC05		0.00 %
WHC3	-8.93	-37.07 %
Total	394.19	21.66 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	103.88	27.43 %
Air-Cond	85.29	15.96 %
Fridge	73.66	23.97 %
Wash-Mac	56.41	20.10 %
W-Purifi	8.29	45.47 %
Home-The	5.17	19.39 %
Oven	2.20	51.58 %
Dishwash	1.44	22.00 %
Total	336.34	21.60 %

Branch *	MTD Sales L	Brand Share %
MDU1	41.96	20.45 %
DGL1	22.00	19.96 %
MDU2	15.55	15.57 %
MDU6	14.41	20.25 %
KKD3	13.75	23.96 %
MDU7	10.67	21.76 %
TMM1	10.01	20.96 %
TPT1	7.65	23.25 %
USL1	7.16	23.95 %
BNR1	6.76	23.58 %
MDU4	6.58	17.63 %
TDI1	5.55	19.58 %
MDU3	5.31	11.59 %
NTM1	4.75	24.60 %
MNM1	3.50	19.81 %
TEN1	3.45	8.81 %
DGL2	3.37	10.88 %
KPT1	3.03	23.11 %
NKI1	2.98	10.87 %
TEN2	2.80	9.45 %
CMR1	2.55	21.29 %
BTU1	1.76	9.38 %
ADP1	1.65	8.40 %
MDU5	1.40	5.61 %
SZSD	-2.55	-234.51 %
Total	336.34	21.60 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	113.76	43.61 %
Air-Cond	82.09	22.71 %
Wash-Mac	61.55	31.33 %
Fridge	57.50	29.06 %
Home-The	6.34	29.76 %
W-Purifi	6.29	56.44 %
Dishwash	5.76	58.13 %
Oven	1.75	68.78 %
Total	335.04	31.56 %

Branch *	MTD Sales L	Brand Share %
KPM2	26.21	23.93 %
VEL4	14.71	18.65 %
TRL1	13.62	19.17 %
KPM1	7.21	24.38 %
WJD1	6.53	23.53 %
CYR1	5.95	21.37 %
CGM1	4.80	14.68 %
SLG1	1.87	13.56 %
Total	335.04	31.56 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	89.39	36.61 %
Fridge	44.95	24.06 %
Wash-Mac	44.71	26.22 %
Air-Cond	44.63	13.73 %
W-Purifi	3.52	41.34 %
Home-The	2.68	14.21 %
Oven	1.91	64.89 %
Dishwash	1.75	22.75 %
Total	233.52	24.21 %

Branch *	MTD Sales L	Brand Share %
POY1	18.68	18.37 %
CUD1	13.67	14.26 %
CDM1	10.73	15.01 %
NVL2	8.94	19.84 %
VPM2	7.66	14.13 %
PRT1	6.46	14.72 %
VCM2	5.70	18.72 %
KKI2	4.67	11.70 %
STP1	3.22	22.47 %
MKM1	2.26	9.44 %
WHUT	-1.09	10.04 %
Total	233.52	24.21 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	72.08	32.29 %
Fridge	43.92	23.68 %
Wash-Mac	43.29	24.34 %
Air-Cond	32.46	20.92 %
W-Purifi	5.92	70.73 %
Home-The	3.82	20.26 %
Oven	1.29	49.85 %
Total	202.77	26.21 %

Branch *	MTD Sales L	Brand Share %
SLM1	14.84	20.81 %
SLM3	10.71	23.84 %
KRI1	8.42	20.10 %
VPD1	5.69	21.23 %
OML1	5.27	16.81 %
SLM2	4.75	12.27 %
PLC1	4.67	22.84 %
KVP1	4.16	20.36 %
EDP1	3.14	21.50 %
DPR1	0.99	4.10 %
WZWH	0.70	7.40 %
Total	202.77	26.21 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	62.01	41.61 %
Air-Cond	39.31	23.61 %
Wash-Mac	38.25	28.47 %
Fridge	25.58	22.80 %
Home-The	4.42	30.13 %
Dishwash	2.51	66.38 %
W-Purifi	1.82	34.42 %
Oven	0.45	31.97 %
Total	174.34	29.69 %

Branch *	MTD Sales L	Brand Share %
ERD2	17.85	18.81 %
TPR2	12.62	21.96 %
TPR1	9.38	23.47 %
Total	174.34	29.69 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	61.37	33.93 %
Fridge	41.49	27.92 %
Wash-Mac	33.47	21.40 %
Air-Cond	21.25	18.84 %
W-Purifi	2.30	28.87 %
Dishwash	2.13	40.70 %
Oven	1.61	35.23 %
Home-The	1.22	6.40 %
Total	164.85	25.94 %

Branch *	MTD Sales L	Brand Share %
CBE2	28.16	22.65 %
KMR1	15.25	23.57 %
CBE1	6.60	18.17 %
UAM1	5.58	19.52 %
SNR1	5.37	14.01 %
UMP1	4.12	14.43 %
PDM1	0.75	5.72 %
WZSD	0.16	2.76 %
WHCB	-3.21	21.66 %
Total	164.85	25.94 %