

MTD Sales
3,925.25 L

Brand Share %
24.84 %

Information:

MTD : 01-09-2026 To 26-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **24.84 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,322.61	33.98 %
Air-Cond	992.68	17.82 %
Fridge	765.67	25.87 %
Wash-Mac	635.57	23.19 %
W-Purifi	70.09	43.00 %
Dishwash	57.53	40.84 %
Home-The	54.75	19.30 %
Oven	26.35	48.42 %
Total	3,925.25	24.84 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	719.73	26.34 %
CHENNAI-01	557.90	22.91 %
TRICHY-01	522.82	24.99 %
CHENNAI-02	458.37	21.47 %
SOUTH-03	386.13	21.71 %
NORTH ARCOT	375.70	31.25 %
SOUTH ARCOT	272.36	24.36 %
WEST-02	241.60	26.50 %
WEST-01	195.84	26.62 %
WEST-03	194.81	29.37 %
Total	3,925.25	24.84 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	242.59	23.24 %
LED TV	202.35	31.80 %
Fridge	127.77	26.47 %
Wash-Mac	108.32	24.29 %
W-Purifi	15.48	50.30 %
Home-The	9.73	17.91 %
Dishwash	7.52	29.69 %
Oven	5.99	46.56 %
Total	719.73	26.34 %

Branch *	MTD Sales L	Brand Share %
KVT1	40.19	21.74 %
RND1	16.28	20.10 %
PKD1	15.09	24.59 %
SVK1	14.11	17.93 %
ERL2	11.72	19.26 %
TCN1	11.70	20.71 %
UDN1	10.02	23.05 %
PDI1	9.28	24.12 %
SKD1	7.16	21.04 %
VNR2	6.97	8.29 %
SNL1	6.42	12.28 %
KGL1	6.32	20.47 %
APK2	4.70	9.30 %
KYR1	4.10	16.40 %
VNR1	2.83	10.78 %
SGT1	2.09	16.93 %
STU2	1.51	6.13 %
Total	719.73	26.34 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	178.17	34.84 %
Air-Cond	132.80	13.30 %
Fridge	115.12	26.66 %
Wash-Mac	93.08	23.90 %
Dishwash	17.08	45.34 %
W-Purifi	9.42	30.31 %
Home-The	8.04	31.09 %
Oven	4.20	48.81 %
Total	557.90	22.91 %

Branch *	MTD Sales L	Brand Share %
CH47	33.10	20.70 %
CH05	30.29	19.00 %
CH49	29.39	22.44 %
CH14	28.82	19.67 %
CH19	26.58	20.08 %
CH42	24.02	20.87 %
CH30	20.48	20.11 %
AVD1	18.85	19.51 %
CH07	17.90	17.63 %
CH22	16.49	22.03 %
CH25	15.67	16.74 %
SKL1	11.07	21.37 %
CGL1	8.97	24.63 %
GUD2	7.53	15.83 %
CH08	7.52	15.94 %
CH38	7.30	14.33 %
CZWH	4.41	7.88 %
CH26	1.77	7.34 %
MC09	1.08	8.85 %
CH40		0.00 %
Total	557.90	22.91 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	177.07	33.62 %
Air-Cond	157.06	19.29 %
Fridge	112.74	29.11 %
Wash-Mac	57.36	19.23 %
W-Purifi	6.78	38.88 %
Dishwash	6.00	42.04 %
Home-The	4.10	13.60 %
Oven	1.70	42.52 %
Total	522.82	24.99 %

Branch *	MTD Sales L	Brand Share %
PBR2	28.11	23.11 %
TNJ1	23.28	20.67 %
PTK1	23.14	24.83 %
TNJ2	19.58	19.64 %
KIK1	17.38	20.22 %
PDK2	16.37	24.56 %
TRY4	15.35	19.10 %
AYR1	11.87	24.73 %
TYR1	7.59	15.20 %
TRY2	1.90	11.22 %
PDK1	1.71	4.69 %
KRN1	1.67	6.65 %
NCK1	1.57	7.28 %
APM1	1.17	5.59 %
ORU1	1.03	3.85 %
Total	522.82	24.99 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	168.44	31.99 %
Air-Cond	121.55	14.66 %
Fridge	80.74	21.86 %
Wash-Mac	61.44	18.37 %
Dishwash	9.56	54.40 %
Home-The	6.60	19.60 %
W-Purifi	6.57	38.80 %
Oven	3.48	46.18 %
Total	458.37	21.47 %

Branch *	MTD Sales L	Brand Share %
CH15	26.99	12.58 %
CH18	25.98	22.38 %
CH21	25.41	19.92 %
CH20	22.26	22.60 %
CH50	15.25	16.00 %
CH17	12.52	14.80 %
CH12	9.84	8.44 %
CH33	9.82	14.16 %
MJR1	9.19	15.19 %
CH44	8.80	14.29 %
PON1	8.77	14.36 %
UKI1	6.81	19.66 %
GPD1	2.21	7.79 %
MC06	0.77	11.65 %
CH01	0.74	13.11 %
CH32	0.23	1.98 %
MC05		0.00 %
WHC3	-8.93	-20.49 %
Total	458.37	21.47 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	125.63	28.44 %
Air-Cond	94.00	15.24 %
Fridge	82.73	24.31 %
Wash-Mac	63.31	20.17 %
W-Purifi	9.69	47.08 %
Home-The	5.33	17.09 %
Dishwash	2.88	30.63 %
Oven	2.55	50.75 %
Total	386.13	21.71 %

Branch *	MTD Sales L	Brand Share %
MDU1	50.34	22.27 %
DGL1	25.51	20.57 %
KKD3	18.02	16.35 %
MDU2	17.30	14.65 %
MDU6	16.05	21.41 %
TMM1	11.25	20.94 %
TPT1	8.12	21.16 %
TDI1	7.83	21.97 %
USL1	7.60	24.17 %
BNR1	7.26	23.03 %
MDU4	6.78	17.64 %
MDU3	5.87	12.08 %
NTM1	5.04	24.16 %
PNI1	4.49	24.25 %
TEN1	4.02	8.76 %
NKI1	3.94	13.38 %
MNM1	3.69	19.74 %
TEN2	3.66	9.62 %
DGL2	3.48	10.10 %
CMR1	2.75	19.96 %
ADP1	1.83	8.37 %
BTU1	1.76	8.43 %
MDU5	1.74	6.03 %
Total	386.13	21.71 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	130.33	42.70 %
Air-Cond	92.41	22.97 %
Wash-Mac	67.14	30.45 %
Fridge	64.03	28.60 %
W-Purifi	6.98	53.94 %
Home-The	6.98	28.65 %
Dishwash	5.76	58.13 %
Oven	2.07	70.21 %
Total	375.70	31.25 %

Branch *	MTD Sales L	Brand Share %
KPM2	29.69	24.20 %
VEL4	15.52	18.38 %
TRL1	14.61	18.51 %
ABR1	13.79	24.24 %
KPM1	7.36	21.84 %
WJD1	6.85	22.20 %
CYR1	6.83	21.38 %
CGM1	6.08	14.32 %
SLG1	2.33	14.50 %
Total	375.70	31.25 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	110.88	37.17 %
Wash-Mac	51.26	26.46 %
Fridge	50.06	23.66 %
Air-Cond	48.62	13.17 %
W-Purifi	3.99	43.34 %
Home-The	3.23	14.37 %
Dishwash	2.17	20.93 %
Oven	2.15	63.58 %
Total	272.36	24.36 %

Branch *	MTD Sales L	Brand Share %
POY1	20.92	17.71 %
CUD1	14.99	14.23 %
CDM1	12.04	15.04 %
NVL2	10.36	19.38 %
VPM2	8.43	13.63 %
VCM2	8.05	21.76 %
PRT1	7.90	15.64 %
KKI2	5.67	11.64 %
STP1	3.60	22.75 %
MKM1	2.60	9.53 %
WHUT	-1.36	10.70 %
Total	272.36	24.36 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	86.68	32.77 %
Fridge	53.73	24.90 %
Wash-Mac	50.08	23.59 %
Air-Cond	36.15	20.28 %
W-Purifi	6.90	69.20 %
Home-The	4.62	20.76 %
Oven	2.03	55.81 %
Dishwash	1.40	27.23 %
Total	241.60	26.50 %

Branch *	MTD Sales L	Brand Share %
SLM1	18.58	20.76 %
SLM3	11.64	21.79 %
KRI1	9.82	21.16 %
OML1	6.55	18.71 %
KVP1	6.48	24.44 %
SLM2	6.04	12.90 %
VPD1	6.03	20.57 %
PLC1	5.98	24.60 %
EDP1	3.66	20.38 %
DPR1	1.58	5.19 %
WZWH	0.70	7.22 %
Total	241.60	26.50 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	74.32	34.79 %
Fridge	48.12	28.62 %
Wash-Mac	40.88	22.68 %
Air-Cond	24.60	18.94 %
W-Purifi	2.47	28.20 %
Dishwash	2.13	30.88 %
Home-The	1.71	7.26 %
Oven	1.61	34.79 %
Total	195.84	26.62 %

Branch *	MTD Sales L	Brand Share %
CBE2	31.81	23.55 %
KMR1	17.11	23.14 %
CBE1	7.51	18.37 %
UAM1	6.59	19.34 %
SNR1	5.85	13.84 %
UMP1	4.85	13.96 %
PDM1	0.75	5.04 %
WZSD	0.16	2.76 %
WHCB	-3.82	23.09 %
Total	195.84	26.62 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	68.74	41.01 %
Air-Cond	42.89	22.93 %
Wash-Mac	42.71	28.01 %
Fridge	30.63	23.80 %
Home-The	4.42	27.83 %
Dishwash	3.03	70.47 %
W-Purifi	1.82	33.98 %
Oven	0.57	31.71 %
Total	194.81	29.37 %

Branch *	MTD Sales L	Brand Share %
ERD2	19.62	17.98 %
TPR2	13.93	22.22 %
Total	194.81	29.37 %