

MTD Sales
4,893.41 L

Brand Share %
23.54 %

Information:

MTD : 01-03-2026 To 27-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **23.54 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	2,443.66	21.60 %
LED TV	1,002.35	26.08 %
Wash-Mac	640.13	25.02 %
Fridge	623.45	24.78 %
W-Purifi	64.60	51.81 %
Home-The	46.75	20.49 %
Dishwash	42.38	28.82 %
Oven	30.09	52.45 %
Total	4,893.41	23.54 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	867.86	25.97 %
CHENNAI-01	719.50	24.07 %
TRICHY-01	568.42	21.48 %
SOUTH-03	568.24	22.02 %
CHENNAI-02	548.79	21.02 %
WEST-02	517.96	26.39 %
WEST-01	451.32	23.68 %
NORTH ARCOT	384.43	27.76 %
SOUTH ARCOT	266.88	19.52 %
Total	4,893.41	23.54 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	455.82	26.55 %
LED TV	164.18	24.53 %
Wash-Mac	118.29	26.37 %
Fridge	92.91	23.89 %
W-Purifi	16.90	58.52 %
Dishwash	9.43	30.09 %
Oven	5.25	50.35 %
Home-The	5.08	10.79 %
Total	867.86	25.97 %

Branch *	MTD Sales L	Brand Share %
KVT1	29.08	18.43 %
RND1	22.49	23.15 %
VNR2	19.55	16.12 %
VLY1	17.20	23.33 %
TKS1	16.34	15.79 %
TCN1	14.96	19.24 %
ERL2	13.61	23.26 %
S2SD	12.25	21.81 %
PKD1	10.73	14.24 %
STU2	5.64	13.99 %
KYR1	4.31	10.92 %
VNR1	3.78	7.70 %
SGT1	2.58	13.42 %
SNL1	1.78	4.51 %
Total	867.86	25.97 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	338.23	19.86 %
LED TV	157.42	32.80 %
Fridge	99.64	27.80 %
Wash-Mac	92.46	25.92 %
W-Purifi	9.74	42.41 %
Home-The	9.32	38.78 %
Dishwash	7.14	22.11 %
Oven	5.55	48.76 %
Total	719.50	24.07 %

Branch *	MTD Sales L	Brand Share %
CH49	25.32	17.07 %
CH28	24.94	21.90 %
AVD1	22.47	18.84 %
CH19	22.11	18.13 %
CH25	21.48	19.22 %
CH42	16.79	12.65 %
CH07	15.75	12.34 %
MRM1	15.67	20.97 %
CZWH	15.42	19.24 %
CH38	13.27	23.22 %
CH22	11.77	10.16 %
SKL1	10.57	16.83 %
TKM1	5.44	17.25 %
CH26	5.18	21.45 %
CH40	1.29	11.99 %
MC09		0.00 %
MC10		0.00 %
WCHN	-10.87	20.53 %
Total	719.50	24.07 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	293.25	19.00 %
LED TV	136.36	25.91 %
Fridge	63.87	22.72 %
Wash-Mac	60.42	24.42 %
W-Purifi	5.15	48.26 %
Home-The	4.48	17.71 %
Dishwash	2.96	34.17 %
Oven	1.93	48.01 %
Total	568.42	21.48 %

Branch *	MTD Sales L	Brand Share %
TRY1	126.61	22.08 %
KUM1	35.75	22.48 %
PBR2	35.43	21.65 %
MVM1	32.73	23.29 %
TNJ1	24.85	17.69 %
PTK1	20.29	16.28 %
TNJ2	19.89	16.35 %
TYR1	17.24	22.86 %
TRY4	16.87	16.95 %
NGT1	13.42	19.54 %
JKM1	13.20	20.13 %
AYR1	10.37	20.39 %
PDK1	10.20	18.19 %
TRY3	8.22	10.71 %
PBR1	6.46	12.39 %
TRY2	4.25	7.58 %
ORU1	2.52	7.08 %
WTRZ	-2.14	18.36 %
Total	568.42	21.48 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	296.62	21.24 %
LED TV	102.12	21.76 %
Wash-Mac	76.55	22.75 %
Fridge	71.23	22.92 %
W-Purifi	9.54	51.82 %
Home-The	5.35	18.06 %
Oven	4.26	63.63 %
Dishwash	2.58	20.48 %
Total	568.24	22.02 %

Branch *	MTD Sales L	Brand Share %
MDU1	52.00	16.51 %
DGL1	34.56	19.95 %
MDU2	19.35	11.96 %
KKD3	18.86	16.49 %
DGL2	14.39	17.43 %
TMM1	13.13	16.86 %
MDU3	12.42	12.47 %
TDI1	9.27	22.67 %
TEN1	8.23	14.18 %
SGP1	5.07	17.62 %
BNR1	4.90	12.39 %
ODM1	3.02	10.49 %
NKI1	2.89	8.43 %
MDU5	2.75	6.71 %
ADP1	1.24	3.15 %
BTU1	1.20	4.65 %
WHMD	-0.99	23.47 %
Total	568.24	22.02 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	265.26	17.64 %
LED TV	128.96	27.31 %
Fridge	64.84	23.02 %
Wash-Mac	64.59	22.71 %
W-Purifi	8.22	51.64 %
Home-The	7.87	32.30 %
Dishwash	5.43	25.60 %
Oven	3.62	51.55 %
Total	548.79	21.02 %

Branch *	MTD Sales L	Brand Share %
CH03	46.15	14.94 %
CH15	37.47	14.42 %
CH12	31.94	20.18 %
CH51	28.14	19.63 %
CH20	24.55	20.72 %
CH17	22.26	21.98 %
CH24	20.31	17.70 %
MJR1	19.18	22.44 %
CH50	18.41	15.01 %
CH06	16.04	13.62 %
CH44	14.05	19.48 %
CH33	13.23	15.78 %
CH23	11.98	23.07 %
GPD1	4.12	7.53 %
CH32	1.67	10.68 %
MC06	1.25	9.62 %
CH01		0.00 %
Total	548.79	21.02 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	231.17	24.57 %
LED TV	101.72	27.86 %
Fridge	88.32	28.83 %
Wash-Mac	81.94	26.72 %
W-Purifi	4.99	69.43 %
Dishwash	3.85	40.38 %
Home-The	3.24	14.53 %
Oven	2.72	59.81 %
Total	517.96	26.39 %

Branch *	MTD Sales L	Brand Share %
ERD2	33.95	19.39 %
ERD1	30.39	20.94 %
SLM1	30.09	16.41 %
OML1	11.09	22.39 %
SLM2	8.65	13.47 %
PLC1	5.48	17.03 %
DPR1	1.94	5.50 %
Total	517.96	26.39 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	240.22	23.39 %
LED TV	74.46	23.65 %
Fridge	60.90	24.27 %
Wash-Mac	60.31	23.72 %
Dishwash	7.02	38.15 %
Oven	3.59	49.18 %
W-Purifi	2.89	33.70 %
Home-The	1.93	8.01 %
Total	451.32	23.68 %

Branch *	MTD Sales L	Brand Share %
CBE2	77.35	16.83 %
TPR2	27.89	21.65 %
CBE4	25.77	21.06 %
SUL1	13.83	23.11 %
CBE1	10.83	14.70 %
UAM1	7.39	17.13 %
PDM1	5.31	13.20 %
TPR3	4.80	12.24 %
DPM2	4.72	12.75 %
CBE3	3.80	16.84 %
Total	451.32	23.68 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	191.72	25.47 %
LED TV	81.47	30.80 %
Wash-Mac	50.41	29.39 %
Fridge	44.25	27.58 %
Home-The	6.30	39.46 %
W-Purifi	5.28	55.95 %
Dishwash	3.44	49.08 %
Oven	1.55	47.93 %
Total	384.43	27.76 %

Branch *	MTD Sales L	Brand Share %
KPM2	29.31	19.65 %
TRL1	25.01	17.93 %
TRT1	12.36	22.44 %
KPM1	10.29	19.81 %
CYR1	6.72	20.85 %
SLG1	6.04	18.02 %
WJD1	4.94	10.96 %
ANI1	3.06	10.87 %
Total	384.43	27.76 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	131.37	18.02 %
LED TV	55.66	19.79 %
Fridge	37.49	21.19 %
Wash-Mac	35.16	22.98 %
Home-The	3.19	20.63 %
W-Purifi	1.89	71.58 %
Oven	1.62	59.03 %
Dishwash	0.52	8.64 %
Total	266.88	19.52 %

Branch *	MTD Sales L	Brand Share %
CUD1	18.87	15.06 %
SJI2	16.76	21.51 %
POY1	16.05	9.85 %
VPM2	10.95	13.14 %
NVL2	8.87	12.49 %
PRT1	8.00	13.57 %
CDM1	4.49	6.36 %
KKI2	3.31	4.51 %
TVM2	1.77	5.59 %
MKM1	1.72	4.03 %
Total	266.88	19.52 %