

MTD Sales
4,149.90 L

Brand Share %
24.90 %

Information:

MTD : 01-09-2026 To 27-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **24.90 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,414.54	33.95 %
Air-Cond	1,040.21	17.86 %
Fridge	802.76	25.95 %
Wash-Mac	671.35	23.14 %
W-Purifi	74.18	43.03 %
Home-The	59.68	19.70 %
Dishwash	59.54	40.05 %
Oven	27.66	48.29 %
Total	4,149.90	24.90 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	752.67	26.13 %
CHENNAI-01	598.09	23.09 %
TRICHY-01	552.50	25.11 %
CHENNAI-02	486.38	21.62 %
SOUTH-03	402.75	21.82 %
NORTH ARCOT	399.30	31.41 %
SOUTH ARCOT	289.61	24.48 %
WEST-02	251.13	26.34 %
WEST-01	211.59	26.74 %
WEST-03	205.87	29.33 %
Total	4,149.90	24.90 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	245.77	22.58 %
LED TV	216.79	31.99 %
Fridge	134.50	26.53 %
Wash-Mac	115.02	24.07 %
W-Purifi	16.35	51.45 %
Home-The	10.04	17.05 %
Dishwash	8.03	31.17 %
Oven	6.16	46.43 %
Total	752.67	26.13 %

Branch *	MTD Sales L	Brand Share %
KVT1	42.33	22.04 %
RND1	16.54	19.75 %
PKD1	15.28	24.04 %
SVK1	15.26	18.39 %
ERL2	11.87	18.81 %
TCN1	11.70	19.55 %
UDN1	10.21	22.73 %
PDI1	9.28	23.63 %
SKD1	7.75	22.08 %
VNR2	7.36	8.42 %
SNL1	6.78	12.39 %
KGL1	6.32	20.17 %
APK2	5.80	10.00 %
KYR1	4.10	16.37 %
VNR1	2.83	9.66 %
SGT1	2.24	17.28 %
STU2	1.51	5.50 %
Total	752.67	26.13 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	191.38	34.74 %
Air-Cond	146.70	13.83 %
Fridge	120.43	26.65 %
Wash-Mac	98.61	23.78 %
Dishwash	17.63	44.07 %
W-Purifi	9.60	28.97 %
Home-The	9.31	32.02 %
Oven	4.44	46.79 %
Total	598.09	23.09 %

Branch *	MTD Sales L	Brand Share %
CH47	34.84	20.28 %
CH14	32.45	20.36 %
CH49	31.73	22.21 %
CH05	30.55	18.02 %
CH19	28.79	20.54 %
CH42	25.04	20.93 %
CH30	21.04	19.97 %
AVD1	20.73	20.18 %
CH07	19.43	17.87 %
CH22	18.75	23.57 %
CH25	18.33	17.67 %
SKL1	11.76	21.58 %
CGL1	8.97	24.63 %
CH38	8.78	15.83 %
GUD2	8.21	15.84 %
CH08	7.52	15.94 %
CZWH	4.41	7.88 %
CH26	2.28	8.91 %
MC09	1.08	8.35 %
CH40		0.00 %
Total	598.09	23.09 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	190.41	33.76 %
Air-Cond	164.99	19.40 %
Fridge	117.41	29.09 %
Wash-Mac	59.60	19.02 %
W-Purifi	7.48	40.91 %
Dishwash	6.52	42.39 %
Home-The	4.40	13.87 %
Oven	1.70	42.52 %
Total	552.50	25.11 %

Branch *	MTD Sales L	Brand Share %
PBR2	29.71	22.57 %
TNJ1	26.05	21.80 %
PTK1	23.52	24.75 %
TNJ2	20.11	19.47 %
KIK1	18.30	20.08 %
PDK2	16.67	24.02 %
TRY4	15.35	18.83 %
AYR1	11.87	23.86 %
TYR1	7.59	14.77 %
TRY2	2.20	12.07 %
PDK1	1.71	4.49 %
KRN1	1.67	6.29 %
NCK1	1.57	7.06 %
APM1	1.44	6.49 %
ORU1	1.03	3.78 %
Total	552.50	25.11 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	179.49	31.92 %
Air-Cond	128.23	14.78 %
Fridge	84.33	21.84 %
Wash-Mac	65.34	18.55 %
Dishwash	9.56	51.73 %
W-Purifi	7.78	41.14 %
Home-The	7.74	21.28 %
Oven	3.91	49.11 %
Total	486.38	21.62 %

Branch *	MTD Sales L	Brand Share %
CH03	58.55	24.88 %
CH15	30.33	13.21 %
CH51	29.16	24.81 %
CH18	27.44	22.37 %
CH21	27.00	20.13 %
CH20	24.73	23.80 %
CH50	16.55	16.27 %
CH17	13.55	15.22 %
CH33	11.17	15.12 %
MJR1	10.52	16.29 %
CH12	9.84	7.92 %
PON1	9.13	14.64 %
CH44	8.80	13.49 %
UKI1	7.06	20.17 %
GPD1	2.21	7.58 %
MC06	0.77	11.65 %
CH01	0.74	12.48 %
CH32	0.55	4.46 %
MC05		0.00 %
WHC3	-8.93	-20.49 %
Total	486.38	21.62 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	133.97	28.73 %
Air-Cond	97.52	15.43 %
Fridge	84.94	24.13 %
Wash-Mac	65.00	19.95 %
W-Purifi	9.99	45.79 %
Home-The	5.90	17.86 %
Dishwash	2.88	30.09 %
Oven	2.55	49.77 %
Total	402.75	21.82 %

Branch *	MTD Sales L	Brand Share %
MDU1	52.26	22.32 %
DGL1	25.90	20.31 %
KKD3	19.20	16.27 %
MDU2	17.30	14.32 %
MDU6	16.72	21.62 %
TMM1	11.25	20.83 %
TPT1	8.77	22.53 %
TDI1	8.30	22.29 %
BNR1	7.45	22.82 %
MDU4	6.78	17.53 %
MDU3	6.01	11.95 %
PNI1	4.49	23.56 %
TEN1	4.40	9.14 %
MNM1	4.12	20.88 %
NKI1	3.94	12.81 %
TEN2	3.85	9.48 %
DGL2	3.48	9.85 %
CMR1	3.12	21.32 %
BTU1	2.05	9.40 %
ADP1	1.83	7.99 %
MDU5	1.74	5.88 %
Total	402.75	21.82 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	141.96	43.18 %
Air-Cond	95.81	22.86 %
Wash-Mac	71.73	30.51 %
Fridge	67.03	28.46 %
W-Purifi	7.48	54.09 %
Home-The	7.34	28.72 %
Dishwash	5.76	56.12 %
Oven	2.19	70.29 %
Total	399.30	31.41 %

Branch *	MTD Sales L	Brand Share %
KPM2	32.60	24.78 %
TRL1	16.56	19.22 %
VEL4	16.26	18.75 %
ABR1	14.04	24.06 %
KPM1	7.76	21.68 %
CYR1	7.21	21.11 %
CGM1	7.15	15.55 %
WJD1	7.14	21.63 %
SLG1	2.47	14.99 %
Total	399.30	31.41 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	117.64	36.26 %
Fridge	54.30	24.61 %
Wash-Mac	53.86	26.39 %
Air-Cond	51.45	13.34 %
W-Purifi	3.99	42.16 %
Home-The	3.39	14.40 %
Dishwash	2.60	22.17 %
Oven	2.38	65.97 %
Total	289.61	24.48 %

Branch *	MTD Sales L	Brand Share %
POY1	24.91	19.04 %
CUD1	16.80	14.18 %
CDM1	12.04	14.69 %
NVL2	10.89	19.83 %
VCM2	9.51	23.38 %
PRT1	8.87	17.09 %
VPM2	8.43	13.14 %
KKI2	6.19	12.16 %
STP1	3.60	22.50 %
MKM1	2.60	9.40 %
WHUT	-1.72	12.78 %
Total	289.61	24.48 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	90.20	32.23 %
Fridge	55.12	24.57 %
Wash-Mac	52.81	23.73 %
Air-Cond	37.26	20.27 %
W-Purifi	7.09	69.20 %
Home-The	5.10	22.26 %
Oven	2.15	55.91 %
Dishwash	1.40	24.30 %
Total	251.13	26.34 %

Branch *	MTD Sales L	Brand Share %
SLM1	19.63	20.69 %
SLM3	11.64	20.90 %
KRI1	10.12	21.27 %
OML1	6.55	18.38 %
KVP1	6.48	24.44 %
VPD1	6.18	20.98 %
SLM2	6.04	11.90 %
PLC1	5.98	23.43 %
EDP1	3.86	20.59 %
DPR1	1.58	4.94 %
WZWH	0.70	7.22 %
Total	251.13	26.34 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	80.23	34.14 %
Fridge	51.29	29.10 %
Wash-Mac	45.05	23.16 %
Air-Cond	26.65	19.21 %
W-Purifi	2.60	27.72 %
Dishwash	2.13	30.88 %
Home-The	2.03	7.97 %
Oven	1.60	31.88 %
Total	211.59	26.74 %

Branch *	MTD Sales L	Brand Share %
CBE2	34.80	22.37 %
KMR1	18.31	23.21 %
CBE1	8.89	20.50 %
SNR1	6.97	15.33 %
UAM1	6.85	19.30 %
UMP1	5.25	14.24 %
PDM1	0.75	4.78 %
WZSD	0.16	2.76 %
WHCB	-4.04	21.58 %
Total	211.59	26.74 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	72.48	40.90 %
Air-Cond	45.83	23.06 %
Wash-Mac	44.32	27.61 %
Fridge	33.41	24.40 %
Home-The	4.42	27.13 %
Dishwash	3.03	63.01 %
W-Purifi	1.82	32.73 %
Oven	0.57	30.91 %
Total	205.87	29.33 %

Branch *	MTD Sales L	Brand Share %
ERD2	20.70	17.90 %
TPR2	15.14	22.27 %
TPR3	2.84	22.20 %
Total	205.87	29.33 %