

MTD Sales
4,282.27 L

Brand Share %
24.88 %

Information:

MTD : 01-09-2026 To 28-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **24.88 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,463.99	33.98 %
Air-Cond	1,079.38	17.90 %
Fridge	820.53	25.76 %
Wash-Mac	688.65	23.08 %
W-Purifi	76.49	42.98 %
Dishwash	62.88	40.63 %
Home-The	61.86	19.76 %
Oven	28.49	48.43 %
Total	4,282.27	24.88 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	784.30	26.16 %
CHENNAI-01	613.83	23.06 %
TRICHY-01	574.75	25.29 %
CHENNAI-02	498.15	21.44 %
NORTH ARCOT	412.80	31.64 %
SOUTH-03	411.11	21.68 %
SOUTH ARCOT	299.80	24.45 %
WEST-02	258.44	26.17 %
WEST-01	217.47	26.69 %
WEST-03	211.62	29.14 %
Total	4,282.27	24.88 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	257.26	22.60 %
LED TV	228.09	31.99 %
Fridge	139.25	26.76 %
Wash-Mac	118.35	24.09 %
W-Purifi	16.54	50.82 %
Home-The	10.38	16.69 %
Dishwash	8.03	30.19 %
Oven	6.40	46.94 %
Total	784.30	26.16 %

Branch *	MTD Sales L	Brand Share %
KVT1	43.47	21.85 %
VL11	21.75	24.86 %
RND1	18.20	21.11 %
SVK1	16.84	19.29 %
PKD1	15.94	23.94 %
TCN1	12.39	19.79 %
ERL2	12.26	18.87 %
UDN1	10.21	21.55 %
PDI1	9.74	24.24 %
SKD1	8.50	23.08 %
VNR2	7.61	8.41 %
SNL1	6.78	12.23 %
KGL1	6.62	20.35 %
APK2	5.94	9.80 %
COL1	5.46	24.81 %
KYR1	5.02	19.07 %
VNR1	2.83	9.38 %
SGT1	2.24	17.28 %
STU2	1.51	5.20 %
Total	784.30	26.16 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	194.71	34.79 %
Air-Cond	152.13	13.87 %
Fridge	123.06	26.50 %
Wash-Mac	100.47	23.58 %
Dishwash	19.13	46.10 %
W-Purifi	10.16	29.54 %
Home-The	9.59	32.44 %
Oven	4.58	47.52 %
Total	613.83	23.06 %

Branch *	MTD Sales L	Brand Share %
CH47	36.37	20.64 %
CH14	34.49	21.02 %
CH49	32.36	21.87 %
CH05	31.77	18.18 %
CH19	29.47	20.63 %
CH42	25.35	20.72 %
CH30	21.61	19.97 %
AVD1	20.98	19.78 %
CH07	20.24	18.17 %
CH22	19.14	23.69 %
CH25	18.90	17.62 %
SKL1	12.08	21.96 %
CH38	8.98	15.99 %
CGL1	8.97	24.63 %
GUD2	8.21	15.75 %
CH08	7.52	15.94 %
CZWH	4.41	7.16 %
CH26	2.28	8.41 %
MC09	1.48	11.15 %
CH40		0.00 %
Total	613.83	23.06 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	199.27	34.05 %
Air-Cond	172.26	19.64 %
Fridge	119.40	28.74 %
Wash-Mac	61.89	19.26 %
W-Purifi	7.68	40.63 %
Dishwash	7.55	43.66 %
Home-The	5.01	15.31 %
Oven	1.70	41.97 %
Total	574.75	25.29 %

Branch *	MTD Sales L	Brand Share %
PBR2	30.15	22.39 %
TNJ1	27.01	21.71 %
PTK1	24.52	24.70 %
TNJ2	21.11	19.80 %
KIK1	18.58	19.92 %
PDK2	17.14	23.26 %
TRY4	15.86	18.79 %
AYR1	11.87	23.37 %
TYR1	7.79	14.84 %
TRY2	2.20	11.50 %
PDK1	1.71	4.25 %
APM1	1.71	7.60 %
KRN1	1.67	6.22 %
NCK1	1.57	6.94 %
ORU1	1.22	4.34 %
Total	574.75	25.29 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	183.06	31.37 %
Air-Cond	133.46	14.89 %
Fridge	84.62	21.43 %
Wash-Mac	67.21	18.44 %
Dishwash	9.95	51.65 %
W-Purifi	7.92	40.25 %
Home-The	7.91	20.98 %
Oven	4.03	48.97 %
Total	498.15	21.44 %

Branch *	MTD Sales L	Brand Share %
CH03	60.39	24.71 %
CH15	30.62	12.86 %
CH51	30.01	23.85 %
CH21	28.25	20.31 %
CH18	28.07	22.29 %
CH20	25.03	23.34 %
CH50	17.41	16.51 %
CH17	13.89	15.12 %
CH33	11.46	15.25 %
MJR1	10.77	16.11 %
CH12	9.84	7.68 %
CH44	9.76	14.34 %
PON1	9.27	14.61 %
UKI1	7.21	20.08 %
GPD1	2.21	7.31 %
MC06	0.77	11.46 %
CH01	0.74	12.48 %
CH32	0.55	4.43 %
MC05		0.00 %
WHC3	-12.59	-34.15 %
Total	498.15	21.44 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	148.55	43.86 %
Air-Cond	98.32	22.95 %
Wash-Mac	73.82	30.53 %
Fridge	68.61	28.36 %
W-Purifi	8.02	55.52 %
Home-The	7.53	28.96 %
Dishwash	5.76	56.12 %
Oven	2.19	67.21 %
Total	412.80	31.64 %

Branch *	MTD Sales L	Brand Share %
TRL1	18.39	20.39 %
VEL4	16.46	18.76 %
ABR1	14.52	24.53 %
KPM1	8.05	21.71 %
WJD1	7.97	22.82 %
CYR1	7.21	20.86 %
CGM1	7.15	15.21 %
SLG1	2.67	15.87 %
Total	412.80	31.64 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	137.52	28.73 %
Air-Cond	99.18	15.26 %
Fridge	86.15	23.84 %
Wash-Mac	65.98	19.78 %
W-Purifi	10.32	45.35 %
Home-The	6.00	17.65 %
Dishwash	3.30	29.90 %
Oven	2.67	50.36 %
Total	411.11	21.68 %

Branch *	MTD Sales L	Brand Share %
MDU1	52.78	22.09 %
DGL1	26.49	19.76 %
KKD3	19.85	16.11 %
MDU6	18.01	22.36 %
MDU2	17.30	14.08 %
TMM1	11.92	21.12 %
TPT1	8.77	21.70 %
TDI1	8.11	20.77 %
BNR1	7.61	22.86 %
MDU4	6.78	17.41 %
MDU3	6.43	12.23 %
NTM1	5.46	24.09 %
PNI1	4.49	23.08 %
TEN1	4.40	8.78 %
MNM1	4.30	21.05 %
NKI1	3.94	12.57 %
TEN2	3.85	9.38 %
DGL2	3.48	9.85 %
CMR1	3.12	20.94 %
BTU1	2.05	9.19 %
MDU5	1.88	6.23 %
ADP1	1.83	7.94 %
Total	411.11	21.68 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	122.38	36.33 %
Fridge	56.13	24.40 %
Wash-Mac	54.97	26.36 %
Air-Cond	53.84	13.40 %
W-Purifi	3.99	42.16 %
Home-The	3.39	13.94 %
Dishwash	2.60	22.95 %
Oven	2.51	67.12 %
Total	299.80	24.45 %

Branch *	MTD Sales L	Brand Share %
POY1	26.23	18.98 %
CUD1	17.11	14.06 %
CDM1	12.47	14.60 %
NVL2	11.15	19.99 %
VCM2	9.93	23.16 %
PRT1	9.06	17.09 %
VPM2	8.76	13.21 %
KKI2	6.54	12.57 %
STP1	3.74	21.59 %
MKM1	2.60	8.81 %
WHUT	-1.72	12.06 %
Total	299.80	24.45 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	93.15	32.10 %
Fridge	57.05	24.52 %
Wash-Mac	54.58	23.59 %
Air-Cond	37.66	19.92 %
W-Purifi	7.09	69.20 %
Home-The	5.27	21.77 %
Oven	2.25	56.98 %
Dishwash	1.40	24.30 %
Total	258.44	26.17 %

Branch *	MTD Sales L	Brand Share %
SLM1	21.15	21.36 %
SLM3	12.07	21.16 %
KRI1	10.12	20.61 %
VPD1	6.96	22.50 %
OML1	6.74	18.45 %
PLC1	6.56	24.01 %
KVP1	6.48	23.06 %
SLM2	6.34	12.00 %
EDP1	4.01	20.12 %
DPR1	1.58	4.85 %
WZWH	0.70	7.19 %
Total	258.44	26.17 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	83.13	34.53 %
Fridge	52.42	28.68 %
Wash-Mac	45.80	22.85 %
Air-Cond	27.60	19.24 %
W-Purifi	2.76	28.72 %
Dishwash	2.13	30.88 %
Home-The	2.03	7.88 %
Oven	1.60	31.02 %
Total	217.47	26.69 %

Branch *	MTD Sales L	Brand Share %
CBE2	36.21	22.53 %
KMR1	18.85	23.21 %
CBE1	9.26	20.46 %
SNR1	6.97	15.23 %
UAM1	6.85	18.92 %
UMP1	5.41	14.20 %
PDM1	0.91	5.48 %
WZSD	0.16	2.63 %
WHCB	-4.34	22.15 %
Total	217.47	26.69 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	74.13	40.65 %
Air-Cond	47.66	22.86 %
Wash-Mac	45.59	27.69 %
Fridge	33.86	23.95 %
Home-The	4.77	28.48 %
Dishwash	3.03	63.01 %
W-Purifi	2.02	34.07 %
Oven	0.57	30.15 %
Total	211.62	29.14 %

Branch *	MTD Sales L	Brand Share %
ERD2	21.69	18.26 %
TPR2	15.14	21.63 %
Total	211.62	29.14 %