

MTD Sales
4,454.33 L

Brand Share %
24.95 %

Information:

MTD : 01-09-2026 To 29-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **24.95 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,521.30	34.14 %
Air-Cond	1,146.84	18.16 %
Fridge	840.36	25.60 %
Wash-Mac	709.34	23.06 %
W-Purifi	78.86	43.08 %
Dishwash	65.30	40.85 %
Home-The	63.23	19.71 %
Oven	29.10	48.07 %
Total	4,454.33	24.95 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	813.99	26.23 %
CHENNAI-01	637.60	23.04 %
TRICHY-01	605.13	25.54 %
CHENNAI-02	527.58	21.77 %
SOUTH-03	427.48	21.85 %
NORTH ARCOT	424.99	31.58 %
SOUTH ARCOT	307.22	24.09 %
WEST-02	265.44	26.16 %
WEST-01	224.97	26.58 %
WEST-03	219.92	29.28 %
Total	4,454.33	24.95 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	271.22	22.97 %
LED TV	236.66	31.97 %
Fridge	142.38	26.60 %
Wash-Mac	120.41	23.75 %
W-Purifi	17.04	50.67 %
Home-The	10.98	17.18 %
Dishwash	8.54	30.48 %
Oven	6.77	47.37 %
Total	813.99	26.23 %

Branch *	MTD Sales L	Brand Share %
KVT1	44.63	21.91 %
RND1	18.89	21.07 %
SVK1	18.28	20.35 %
PKD1	16.09	23.52 %
TCN1	13.52	20.05 %
ERL2	12.26	18.68 %
UDN1	10.60	21.31 %
SKD1	9.01	23.58 %
VNR2	7.76	8.22 %
KGL1	6.91	20.80 %
SNL1	6.78	12.10 %
APK2	5.94	9.43 %
KYR1	5.17	19.39 %
S2SD	4.04	23.41 %
VNR1	2.83	9.38 %
SGT1	2.55	18.57 %
STU2	1.51	4.92 %
Total	813.99	26.23 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	200.42	34.83 %
Air-Cond	164.76	14.23 %
Fridge	124.79	26.16 %
Wash-Mac	103.04	23.51 %
Dishwash	19.65	45.65 %
W-Purifi	10.67	29.81 %
Home-The	9.69	32.35 %
Oven	4.58	46.47 %
Total	637.60	23.04 %

Branch *	MTD Sales L	Brand Share %
CH47	36.76	20.28 %
CH14	36.08	21.51 %
CH05	33.34	18.38 %
CH49	32.88	21.36 %
CH19	31.03	20.48 %
CH42	25.81	20.45 %
CH30	22.11	19.96 %
AVD1	21.14	19.24 %
CH07	19.75	17.20 %
CH25	19.52	17.68 %
CH22	19.46	23.59 %
SKL1	12.67	22.41 %
CZWH	10.06	13.00 %
CH38	9.79	16.70 %
GUD2	8.40	15.52 %
CH08	7.52	15.94 %
CH26	2.28	7.94 %
MC09	1.81	12.87 %
CH40		0.00 %
Total	637.60	23.04 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	213.29	34.81 %
Air-Cond	182.78	19.85 %
Fridge	122.18	28.46 %
Wash-Mac	64.06	19.34 %
W-Purifi	8.07	41.01 %
Dishwash	8.05	44.28 %
Home-The	5.01	14.88 %
Oven	1.70	41.97 %
Total	605.13	25.54 %

Branch *	MTD Sales L	Brand Share %
PBR2	32.28	23.24 %
TNJ1	27.41	21.30 %
TNJ2	21.49	19.53 %
KIK1	19.42	19.91 %
PDK2	17.42	22.63 %
TRY4	17.14	19.48 %
AYR1	13.39	22.79 %
TYR1	8.19	14.56 %
PDK1	2.35	5.58 %
TRY2	2.20	10.24 %
NCK1	1.87	8.17 %
APM1	1.71	7.25 %
KRN1	1.67	5.96 %
ORU1	1.22	4.16 %
Total	605.13	25.54 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	195.05	31.89 %
Air-Cond	144.02	15.32 %
Fridge	86.85	21.27 %
Wash-Mac	71.28	18.94 %
Dishwash	10.39	51.81 %
W-Purifi	8.05	40.25 %
Home-The	7.91	20.29 %
Oven	4.03	48.66 %
Total	527.58	21.77 %

Branch *	MTD Sales L	Brand Share %
CH03	62.15	24.74 %
CH21	33.63	22.76 %
CH15	31.07	12.70 %
CH51	30.87	23.44 %
CH18	29.06	22.02 %
CH20	26.08	23.07 %
CH50	18.11	16.15 %
CH17	14.06	14.82 %
MJR1	12.47	17.45 %
CH33	12.00	15.28 %
CH44	10.14	14.14 %
CH12	9.84	7.46 %
PON1	9.62	14.56 %
UKI1	7.46	20.60 %
GPD1	2.61	8.34 %
CH01	0.89	14.55 %
CH32	0.87	6.36 %
MC06	0.77	10.63 %
MC05		0.00 %
WHC3	-12.59	-31.35 %
WCHN	-22.02	24.34 %
Total	527.58	21.77 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	143.05	29.02 %
Air-Cond	103.55	15.44 %
Fridge	89.65	24.02 %
Wash-Mac	68.38	19.84 %
W-Purifi	10.32	45.19 %
Home-The	6.32	18.10 %
Dishwash	3.30	29.90 %
Oven	2.92	49.08 %
Total	427.48	21.85 %

Branch *	MTD Sales L	Brand Share %
MDU1	54.31	21.94 %
DGL1	27.53	19.88 %
KKD3	20.30	15.84 %
MDU6	18.30	22.26 %
MDU2	17.76	14.04 %
TMM1	12.62	21.80 %
TPT1	8.92	20.91 %
TDI1	8.92	21.99 %
BNR1	7.75	23.04 %
MDU4	7.58	18.91 %
MDU3	6.43	12.14 %
MNM1	4.86	22.98 %
TEN1	4.68	8.93 %
NKI1	4.19	13.00 %
TEN2	4.05	9.31 %
DGL2	3.48	9.38 %
CMR1	3.12	20.94 %
BTU1	2.05	9.10 %
MDU5	1.88	6.14 %
ADP1	1.83	7.94 %
Total	427.48	21.85 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	151.45	43.49 %
Air-Cond	102.20	23.05 %
Wash-Mac	76.32	30.63 %
Fridge	71.36	28.50 %
W-Purifi	8.17	55.76 %
Home-The	7.53	28.49 %
Dishwash	5.76	56.12 %
Oven	2.19	67.21 %
Total	424.99	31.58 %

Branch *	MTD Sales L	Brand Share %
TRL1	19.14	20.43 %
VEL4	16.46	18.10 %
ABR1	14.52	24.20 %
WJD1	8.25	23.05 %
KPM1	8.05	21.71 %
CYR1	7.51	21.22 %
CGM1	7.15	14.86 %
SLG1	3.42	19.31 %
Total	424.99	31.58 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	123.94	35.76 %
Fridge	58.72	24.63 %
Wash-Mac	56.23	26.00 %
Air-Cond	55.51	13.08 %
W-Purifi	4.33	43.67 %
Home-The	3.39	13.73 %
Dishwash	2.60	22.95 %
Oven	2.51	67.12 %
Total	307.22	24.09 %

Branch *	MTD Sales L	Brand Share %
POY1	26.77	18.50 %
CUD1	17.31	13.49 %
CDM1	12.92	14.67 %
NVL2	11.79	20.28 %
PRT1	9.06	16.39 %
VPM2	8.76	12.72 %
KKI2	6.88	12.69 %
STP1	3.74	20.60 %
MKM1	2.60	8.65 %
WHUT	-1.72	12.06 %
Total	307.22	24.09 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	95.78	32.31 %
Fridge	58.15	24.44 %
Wash-Mac	55.11	23.44 %
Air-Cond	40.03	20.04 %
W-Purifi	7.45	68.80 %
Home-The	5.27	21.26 %
Oven	2.25	54.69 %
Dishwash	1.40	24.30 %
Total	265.44	26.16 %

Branch *	MTD Sales L	Brand Share %
SLM1	21.15	20.82 %
SLM3	12.27	20.74 %
KRI1	10.12	20.08 %
VPD1	7.36	22.65 %
OML1	6.91	18.43 %
SLM2	6.89	12.42 %
PLC1	6.71	24.33 %
KVP1	6.48	22.50 %
EDP1	4.01	19.57 %
DPR1	1.58	4.81 %
WZWH	0.70	7.04 %
Total	265.44	26.16 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	86.29	34.97 %
Fridge	52.41	27.97 %
Wash-Mac	48.09	23.06 %
Air-Cond	29.66	19.04 %
W-Purifi	2.76	28.24 %
Dishwash	2.13	30.88 %
Home-The	2.03	7.76 %
Oven	1.60	31.02 %
Total	224.97	26.58 %

Branch *	MTD Sales L	Brand Share %
CBE2	37.15	22.42 %
KMR1	18.85	22.94 %
CBE1	9.94	21.14 %
UAM1	7.58	19.58 %
SNR1	7.25	14.85 %
UMP1	6.10	15.39 %
PDM1	1.26	7.39 %
WZSD	0.16	2.63 %
WHCB	-4.34	22.15 %
Total	224.97	26.58 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	75.36	40.67 %
Air-Cond	53.10	24.06 %
Wash-Mac	46.41	27.46 %
Fridge	33.88	23.29 %
Home-The	5.11	29.39 %
Dishwash	3.47	66.15 %
W-Purifi	2.02	33.63 %
Oven	0.57	30.15 %
Total	219.92	29.28 %

Branch *	MTD Sales L	Brand Share %
ERD2	22.69	18.42 %
TPR2	15.14	21.38 %
Total	219.92	29.28 %