

MTD Sales
279.52 L

Brand Share %
2.49 %

Information:

MTD : 01-09-2026 To 30-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **2.49 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	157.98	2.38 %
LED TV	121.55	2.64 %
Total	279.52	2.49 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-02	62.32	3.94 %
SOUTH-01	45.70	2.27 %
TRICHY-01	37.04	2.31 %
SOUTH-03	31.75	2.64 %
CHENNAI-01	27.42	1.48 %
SOUTH ARCOT	25.31	3.14 %
NORTH ARCOT	23.97	2.90 %
WEST-02	16.25	3.16 %
WEST-01	5.80	1.39 %
WEST-03	3.94	0.93 %
Total	279.52	2.49 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	40.77	4.30 %
LED TV	21.55	3.40 %
Total	62.32	3.94 %

Branch *	MTD Sales L	Brand Share %
CH21	2.42	2.21 %
CH06	0.30	0.53 %
CH37	0.30	1.21 %
PON1	0.27	0.56 %
CH01		0.00 %
CH23		0.00 %
CH24		0.00 %
CH27		0.00 %
CH31		0.00 %
CH35		0.00 %
CH36		0.00 %
CH43		0.00 %
CH46		0.00 %
CH51		0.00 %
GPD1		0.00 %
UKI1		0.00 %
WHC3		0.00 %
WCHN	-0.73	1.29 %
Total	62.32	3.94 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	26.97	2.16 %
LED TV	18.73	2.46 %
Total	45.70	2.27 %

Branch *	MTD Sales L	Brand Share %
TUT1	4.94	2.09 %
NGR1	1.68	1.67 %
VNR2	0.61	1.09 %
ASM1	0.46	1.33 %
SVK1	0.46	0.85 %
TUT2	0.46	0.55 %
TKS2	0.42	0.51 %
TKY1	0.31	1.41 %
VKM1	0.15	0.75 %
RND2	0.14	0.23 %
APK2		0.00 %
KYR1		0.00 %
MMT1		0.00 %
PKD1		0.00 %
RND1		0.00 %
RPM1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
SKD1		0.00 %
SNL1		0.00 %
STU2		0.00 %
UDN1		0.00 %
VLY1		0.00 %
VNR1		0.00 %
WHTV		0.00 %
Total	45.70	2.27 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	21.80	2.24 %
LED TV	15.24	2.40 %
Total	37.04	2.31 %

Branch *	MTD Sales L	Brand Share %
TNJ2	1.42	1.89 %
KUM1	1.06	1.19 %
MVM1	0.88	0.84 %
TRY3	0.61	1.29 %
TTP1	0.42	1.34 %
MSI1	0.29	1.01 %
APM1	0.28	2.14 %
TVR1	0.24	0.60 %
NMM1	0.13	0.84 %
AYR1		0.00 %
JKM1		0.00 %
KRN1		0.00 %
KUM2		0.00 %
NCK1		0.00 %
NGT1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
PBR2		0.00 %
PDK2		0.00 %
TRY2		0.00 %
TRY4		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	37.04	2.31 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	16.50	2.37 %
LED TV	15.24	3.00 %
Total	31.75	2.64 %

Branch *	MTD Sales L	Brand Share %
TEN1	0.58	1.82 %
MDU1	0.42	0.25 %
MDU6	0.40	0.90 %
ADP1	0.22	2.06 %
CBM1	0.13	0.63 %
PNV2	0.12	0.80 %
BTU1		0.00 %
KKD3		0.00 %
KPT1		0.00 %
KRR1		0.00 %
KYK1		0.00 %
MDU2		0.00 %
MDU4		0.00 %
MNM1		0.00 %
NKI1		0.00 %
ODM1		0.00 %
PNI1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SVG1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
TPT1		0.00 %
USL1		0.00 %
WHMD		0.00 %
Total	31.75	2.64 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	22.81	1.81 %
LED TV	4.60	0.78 %
Total	27.42	1.48 %

Branch *	MTD Sales L	Brand Share %
CH28	1.79	2.12 %
GUD1	1.09	1.55 %
CH16	1.03	0.74 %
SKL1	0.67	1.84 %
GUD2	0.58	1.87 %
CH08	0.44	1.69 %
AVD1	0.43	0.64 %
CH39	0.42	1.31 %
TKM1	0.31	1.78 %
CH26	0.22	0.97 %
CH05	0.15	0.12 %
CH07		0.00 %
CH19		0.00 %
CH22		0.00 %
CH25		0.00 %
CH29		0.00 %
CH38		0.00 %
CH42		0.00 %
CH45		0.00 %
CH49		0.00 %
CZWH		0.00 %
KNR1		0.00 %
MRM1		0.00 %
Total	27.42	1.48 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	14.10	3.93 %
Air-Cond	11.21	2.51 %
Total	25.31	3.14 %

Branch *	MTD Sales L	Brand Share %
VPM1	0.31	2.20 %
KKI2		0.00 %
NVL2		0.00 %
POY1		0.00 %
POY2		0.00 %
STP1		0.00 %
TDM1		0.00 %
TRK1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
VCM2		0.00 %
VPM2		0.00 %
WHNV		0.00 %
KML1	-0.19	-0.74 %
Total	25.31	3.14 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	13.88	3.85 %
Air-Cond	10.10	2.17 %
Total	23.97	2.90 %

Branch *	MTD Sales L	Brand Share %
PLR1	0.53	1.78 %
ARC2	0.29	1.38 %
ANI1	0.24	1.71 %
CPT1	0.22	1.56 %
TRL1	0.22	0.36 %
BGR1		0.00 %
CGM1		0.00 %
CYR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
NASD		0.00 %
SBR1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VSI1		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	23.97	2.90 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	10.86	3.55 %
Air-Cond	5.39	2.59 %
Total	16.25	3.16 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.46	2.42 %
TRM1	0.38	1.66 %
SLM3	0.22	0.62 %
APN1		0.00 %
ATU1		0.00 %
BMD1		0.00 %
DPR1		0.00 %
EDP1		0.00 %
HSR1		0.00 %
KAM1		0.00 %
KRI1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
OML1		0.00 %
PLC1		0.00 %
SGI1		0.00 %
SLM2		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	16.25	3.16 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	5.49	2.16 %
Air-Cond	0.31	0.19 %
Total	5.80	1.39 %

Branch *	MTD Sales L	Brand Share %
UAM1	0.37	1.64 %
CBE2	0.24	0.29 %
CBE6	0.22	0.75 %
KMD1	0.13	1.25 %
ANR1		0.00 %
CBE1		0.00 %
CBE3		0.00 %
CBE4		0.00 %
CBE5		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KGI1		0.00 %
PDM1		0.00 %
PLI1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
UMP1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	5.80	1.39 %

WEST-03

Property	MTD Sales L	Brand Share %
Air-Cond	2.11	0.90 %
LED TV	1.84	0.96 %
Total	3.94	0.93 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.31	0.59 %
TCG1	0.30	1.55 %
AVI1		0.00 %
CMI1		0.00 %
ERD1		0.00 %
GBM1		0.00 %
KGM1		0.00 %
KMM1		0.00 %
PDR1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SYM2		0.00 %
TPR1		0.00 %
TPR2		0.00 %
TPR3		0.00 %
TPR4		0.00 %
VKL1		0.00 %
W3SD		0.00 %
WHPD		0.00 %
Total	3.94	0.93 %