

MTD Sales
204.34 L

Brand Share %
2.95 %

Information:

MTD : 01-09-2026 To 19-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **2.95 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	114.38	2.69 %
LED TV	89.96	3.34 %
Total	204.34	2.95 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-02	46.76	4.86 %
TRICHY-01	29.29	2.91 %
SOUTH-01	29.29	2.35 %
SOUTH-03	26.07	3.23 %
SOUTH ARCOT	18.30	3.65 %
NORTH ARCOT	17.66	3.44 %
CHENNAI-01	17.47	1.62 %
WEST-02	12.51	3.73 %
WEST-01	4.65	1.90 %
WEST-03	2.35	0.97 %
Total	204.34	2.95 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	29.83	4.97 %
LED TV	16.92	4.67 %
Total	46.76	4.86 %

Branch *	MTD Sales L	Brand Share %
CH17	0.48	1.27 %
CH06	0.30	0.91 %
PON1	0.27	0.75 %
CH01		0.00 %
CH23		0.00 %
CH24		0.00 %
CH27		0.00 %
CH31		0.00 %
CH35		0.00 %
CH36		0.00 %
CH37		0.00 %
CH43		0.00 %
CH46		0.00 %
CH51		0.00 %
GPD1		0.00 %
UKI1		0.00 %
WHC3		0.00 %
WCHN	-0.42	1.37 %
Total	46.76	4.86 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	16.26	2.52 %
LED TV	13.03	3.61 %
Total	29.29	2.91 %

Branch *	MTD Sales L	Brand Share %
TNJ1	1.51	2.77 %
MDI1	0.90	2.69 %
MVM1	0.88	1.42 %
TNJ2	0.75	1.91 %
KUM1	0.75	1.28 %
TRY3	0.61	2.03 %
TTP1	0.42	1.99 %
MSI1	0.29	1.63 %
TVR1	0.24	0.90 %
NMM1	0.13	1.22 %
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	29.29	2.91 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	18.19	2.28 %
LED TV	11.10	2.48 %
Total	29.29	2.35 %

Branch *	MTD Sales L	Brand Share %
TUT1	3.75	2.54 %
KVT1	0.62	0.77 %
TUT2	0.46	0.88 %
NGR1	0.42	0.67 %
TKS2	0.42	0.75 %
TKY1	0.31	2.11 %
VNR2	0.31	0.83 %
ASM1	0.15	0.68 %
VKM1	0.15	1.17 %
SVK1	0.12	0.36 %
APK2		0.00 %
KYR1		0.00 %
MMT1		0.00 %
PKD1		0.00 %
RND1		0.00 %
RND2		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	29.29	2.35 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	14.45	3.00 %
LED TV	11.62	3.57 %
Total	26.07	3.23 %

Branch *	MTD Sales L	Brand Share %
MDU6	0.40	1.24 %
ADP1	0.22	2.44 %
CBM1	0.13	1.16 %
TEN1	0.13	0.71 %
PNV2	0.12	1.26 %
BTU1		0.00 %
KKD3		0.00 %
KPT1		0.00 %
KRR1		0.00 %
KYK1		0.00 %
MDU1		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	26.07	3.23 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	10.36	4.98 %
Air-Cond	7.93	2.70 %
Total	18.30	3.65 %

Branch *	MTD Sales L	Brand Share %
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	-1.32 %
Total	18.30	3.65 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	9.18	4.57 %
Air-Cond	8.47	2.71 %
Total	17.66	3.44 %

Branch *	MTD Sales L	Brand Share %
ARC2	0.29	1.96 %
BGR1		0.00 %
CGM1		0.00 %
CYR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
NASD		0.00 %
SBR1		0.00 %
TRL1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VSI1		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	17.66	3.44 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	13.60	1.84 %
LED TV	3.87	1.14 %
Total	17.47	1.62 %

Branch *	MTD Sales L	Brand Share %
CH47	1.83	2.92 %
CH28	1.49	2.92 %
CH30	1.16	2.54 %
SKL1	0.67	2.88 %
GUD1	0.60	1.44 %
GUD2	0.58	2.84 %
CH16	0.44	0.54 %
CH08	0.44	1.69 %
AVD1	0.43	1.03 %
CH39	0.42	1.90 %
CH26	0.22	1.99 %
CH05	0.15	0.22 %
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 %
MC09		0.00 %
MRM1		0.00 %
TKM1		0.00 %
Total	17.47	1.62 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	8.05	4.23 %
Air-Cond	4.45	3.07 %
Total	12.51	3.73 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.90	2.51 %
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 %
SLM3		0.00 %
TRM1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	12.51	3.73 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	4.65	3.07 %
Total	4.65	1.90 %

Branch *	MTD Sales L	Brand Share %
CBE6	0.22	1.35 %
KMD1	0.13	1.68 %
ANR1		0.00 %
CBE1		0.00 %
CBE2		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 %
UAM1		0.00 %
UMP1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	4.65	1.90 %

WEST-03

Property	MTD Sales L	Brand Share %
Air-Cond	1.19	0.85 %
LED TV	1.17	1.12 %
Total	2.35	0.97 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.31	1.32 %
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 %
TCG1		0.00 %
TPR1		0.00 %
TPR2		0.00 %
TPR3		0.00 %
TPR4		0.00 %
VKL1		0.00 %
W3SD		0.00 %
WHPD		0.00 %
Total	2.35	0.97 %