

MTD Sales
231.24 L

Brand Share %
2.84 %

Information:

MTD : 01-09-2026 To 25-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **2.84 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	127.75	2.63 %
LED TV	103.49	3.17 %
Total	231.24	2.84 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-02	51.38	4.45 %
SOUTH-01	37.01	2.60 %
TRICHY-01	31.18	2.74 %
SOUTH-03	28.26	3.09 %
NORTH ARCOT	20.66	3.32 %
CHENNAI-01	20.62	1.56 %
SOUTH ARCOT	19.45	3.42 %
WEST-02	15.07	3.98 %
WEST-01	5.27	1.79 %
WEST-03	2.35	0.75 %
Total	231.24	2.84 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	32.98	4.64 %
LED TV	18.39	4.14 %
Total	51.38	4.45 %

Branch *	MTD Sales L	Brand Share %
CH06	0.30	0.79 %
CH37	0.30	1.78 %
PON1	0.27	0.65 %
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	-0.42	1.03 %
Total	51.38	4.45 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	22.67	2.52 %
LED TV	14.34	2.75 %
Total	37.01	2.60 %

Branch *	MTD Sales L	Brand Share %
TUT1	4.06	2.47 %
KVT1	1.89	2.02 %
ASM1	0.46	1.89 %
TUT2	0.46	0.81 %
NGR1	0.42	0.59 %
TKS2	0.42	0.71 %
SVK1	0.34	0.88 %
TKY1	0.31	1.88 %
VNR2	0.31	0.76 %
VKM1	0.15	0.99 %
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	37.01	2.60 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	17.31	2.44 %
LED TV	13.87	3.25 %
Total	31.18	2.74 %

Branch *	MTD Sales L	Brand Share %
TNJ1	1.51	2.56 %
KUM1	1.06	1.65 %
TNJ2	0.97	1.97 %
MVM1	0.88	1.25 %
TRY3	0.61	1.75 %
TTP1	0.42	1.79 %
MSI1	0.29	1.46 %
TVR1	0.24	0.84 %
NMM1	0.13	1.14 %
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	31.18	2.74 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	15.17	2.84 %
LED TV	13.10	3.46 %
Total	28.26	3.09 %

Branch *	MTD Sales L	Brand Share %
MDU6	0.40	1.08 %
ADP1	0.22	2.36 %
CBM1	0.13	0.86 %
TEN1	0.13	0.60 %
PNV2	0.12	1.14 %
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	28.26	3.09 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	11.56	4.43 %
Air-Cond	9.10	2.52 %
Total	20.66	3.32 %

Branch *	MTD Sales L	Brand Share %
PLR1	0.53	2.54 %
ARC2	0.29	1.80 %
ANI1	0.24	2.52 %
CPT1	0.22	2.43 %
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	20.66	3.32 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	16.01	1.80 %
LED TV	4.60	1.05 %
Total	20.62	1.56 %

Branch *	MTD Sales L	Brand Share %
CH28	1.49	2.38 %
GUD1	1.09	1.98 %
SKL1	0.67	2.33 %
GUD2	0.58	2.30 %
CH16	0.44	0.46 %
CH08	0.44	1.69 %
AVD1	0.43	0.89 %
CH39	0.42	1.69 %
CH26	0.22	1.72 %
CH05	0.15	0.18 %
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	20.62	1.56 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	11.52	4.72 %
Air-Cond	7.93	2.44 %
Total	19.45	3.42 %

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	-1.05 %
Total	19.45	3.42 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	9.68	4.34 %
Air-Cond	5.39	3.48 %
Total	15.07	3.98 %

Branch *	MTD Sales L	Brand Share %
SLM3	0.22	0.90 %
TRM1	0.22	1.16 %
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	15.07	3.98 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	5.27	2.91 %
Total	5.27	1.79 %

Branch *	MTD Sales L	Brand Share %
MPM1	0.38	2.53 %
UAM1	0.37	2.11 %
CBE2	0.24	0.42 %
CBE6	0.22	1.13 %
KMD1	0.13	1.46 %
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	5.27	1.79 %

WEST-03

Property	MTD Sales L	Brand Share %
Air-Cond	1.19	0.71 %
LED TV	1.17	0.78 %
Total	2.35	0.75 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.31	0.75 %
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	0.75 %