



TN : SAMSUNGHA Sales Performance 14/05/2026 9:02 AM

MTD Sales
980.71 L

Brand Share %
8.25 %

Information:

MTD : 01-05-2026 To 13-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **8.25 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	425.78	4.59 %
Fridge	330.47	23.82 %
Wash-Mac	223.40	18.68 %
Oven	1.06	5.31 %
Total	980.71	8.25 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	173.49	9.22 %
SOUTH-01	137.53	7.94 %
SOUTH-03	135.22	9.06 %
TRICHY-01	135.17	7.70 %
CHENNAI-02	129.99	8.02 %
WEST-02	89.34	9.13 %
WEST-01	78.82	11.64 %
SOUTH ARCOT	62.51	7.08 %
NORTH ARCOT	38.65	4.49 %
Total	980.71	8.25 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	87.25	5.78 %
Fridge	50.97	25.17 %
Wash-Mac	35.01	21.23 %
Oven	0.26	6.14 %
Total	173.49	9.22 %

Branch *	MTD Sales L	Brand Share %
CH14	6.53	4.92 %
CH07	5.86	7.25 %
CH25	4.16	6.30 %
CH30	2.90	4.30 %
CH16	2.89	3.00 %
SKL1	1.20	3.23 %
CH39	0.98	2.75 %
KNR1	0.58	1.60 %
CH29	0.49	8.25 %
CZWH	0.45	0.52 %
CH28	0.40	0.47 %
GUD2	0.30	1.02 %
CH37	0.29	0.95 %
CH40	0.28	4.77 %
CH26	0.16	1.37 %
MC09		0.00 %
MC10		0.00 %
TKM1		0.00 %
Total	173.49	9.22 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	51.23	22.85 %
Air-Cond	46.02	3.55 %
Wash-Mac	40.18	19.19 %
Oven	0.10	2.35 %
Total	137.53	7.94 %

Branch *	MTD Sales L	Brand Share %
TUT1	12.11	6.31 %
NGR1	7.88	7.68 %
RND1	5.08	6.69 %
VLY1	5.07	6.53 %
KVT1	4.58	4.40 %
TUT2	3.03	3.48 %
SVK1	2.83	5.06 %
ASM1	1.73	6.74 %
KGL1	1.71	7.78 %
VKM1	1.65	7.18 %
PDI1	1.08	4.59 %
APK1	1.06	3.48 %
SKD1	0.94	3.63 %
SNL1	0.88	3.19 %
APK2	0.62	2.60 %
ARM1	0.46	1.73 %
COL1	0.43	4.83 %
TKY1	0.39	2.05 %
SGT1	0.13	1.68 %
KSM1		0.00 %
S2SD		0.00 %
Total	137.53	7.94 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	51.87	4.52 %
Fridge	45.49	24.72 %
Wash-Mac	37.75	23.94 %
Oven	0.10	4.59 %
Total	135.22	9.06 %

Branch *	MTD Sales L	Brand Share %
DGL1	13.82	6.88 %
ATG1	3.42	5.66 %
DGL2	2.80	7.25 %
CMR1	2.51	6.85 %
DKI1	2.43	6.78 %
PVI1	1.64	5.87 %
SVG1	0.84	2.34 %
KPT1	0.44	4.44 %
ODM1	0.38	2.20 %
KYK1	0.24	1.21 %
KRR1	0.24	0.36 %
SGP1	0.17	1.18 %
MLR1	0.14	0.59 %
NTM1	0.11	0.87 %
SZSD		0.00 %
Total	135.22	9.06 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	66.97	4.56 %
Fridge	42.71	26.78 %
Wash-Mac	25.48	20.08 %
Total	135.17	7.70 %

Branch *	MTD Sales L	Brand Share %
TRY1	15.99	5.14 %
PBR2	7.68	7.25 %
TNJ1	7.65	7.38 %
MDI1	4.99	7.44 %
PTK1	4.83	6.27 %
TTP1	2.66	8.13 %
JKM1	2.01	4.24 %
KUM2	1.40	3.61 %
TVR1	1.31	3.52 %
KIK1	0.91	1.69 %
PDK1	0.58	1.36 %
NMM1	0.51	2.00 %
NCK1	0.48	1.97 %
APM1	0.28	0.94 %
TRY2	0.16	0.49 %
TZSD		0.00 %
Total	135.17	7.70 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	64.18	4.82 %
Fridge	43.37	26.46 %
Wash-Mac	22.43	17.88 %
Total	129.99	8.02 %

Branch *	MTD Sales L	Brand Share %
CH12	7.46	6.55 %
CH06	4.45	6.39 %
MJR1	4.04	6.91 %
CH34	3.78	7.37 %
CH41	3.75	6.59 %
CH43	2.93	7.27 %
GPD1	2.30	7.81 %
CH23	0.81	2.22 %
CH31	0.70	2.32 %
UKI1	0.61	1.89 %
CH27	0.33	1.47 %
CH32	0.17	1.92 %
CH01		0.00 %
CH36		0.00 %
CH46		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	129.99	8.02 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	38.42	5.56 %
Fridge	30.18	20.76 %
Wash-Mac	20.75	14.86 %
Total	89.34	9.13 %

Branch *	MTD Sales L	Brand Share %
ATU1	3.08	7.44 %
SLM2	2.54	4.72 %
TRM1	1.42	6.66 %
APN1	1.31	6.26 %
SLM3	1.03	1.78 %
PDR1	0.66	4.63 %
EDP1	0.56	3.31 %
MTR1	0.49	1.51 %
TCG1	0.41	1.49 %
DPR2	0.41	2.70 %
BMD1	0.35	2.15 %
EPI1	0.31	2.15 %
SGG1	0.18	1.96 %
KAM1	0.16	1.17 %
SGI1	0.16	2.37 %
HRR1	0.14	0.93 %
PMP1		0.00 %
VKL1		0.00 %
WZWH		0.00 %
Total	89.34	9.13 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	32.69	7.28 %
Fridge	28.29	24.81 %
Wash-Mac	17.24	15.52 %
Oven	0.59	20.01 %
Total	78.82	11.64 %

Branch *	MTD Sales L	Brand Share %
CBE2	10.42	7.78 %
KMR1	3.18	7.36 %
GBM1	1.32	6.55 %
CBE3	0.84	5.07 %
KGM1	0.59	3.91 %
ANR1	0.43	4.71 %
KMD1	0.37	2.67 %
PPI1	0.16	1.67 %
CBE5		0.00 %
WZSD		0.00 %
Total	78.82	11.64 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	24.87	3.49 %
Fridge	20.87	23.09 %
Wash-Mac	16.77	21.27 %
Total	62.51	7.08 %

Branch *	MTD Sales L	Brand Share %
POY1	4.19	4.50 %
KKI2	3.90	6.45 %
NVL2	3.42	7.01 %
CDM1	2.59	3.36 %
VPM2	2.38	4.90 %
KML1	1.58	3.50 %
VCM2	1.29	4.44 %
POY2	1.10	1.85 %
VPM1	0.81	6.36 %
MKM1	0.65	3.07 %
STP1	0.56	3.66 %
VCM1	0.28	2.07 %
TDM1		0.00 %
TVM1		0.00 %
Total	62.51	7.08 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	17.36	16.81 %
Air-Cond	13.50	2.00 %
Wash-Mac	7.78	9.51 %
Total	38.65	4.49 %

Branch *	MTD Sales L	Brand Share %
VEL2	4.85	5.71 %
TRL1	4.77	6.53 %
KPM2	4.41	4.91 %
SBR1	4.09	6.32 %
TRR1	2.57	5.04 %
VEL1	2.50	4.08 %
AKM1	2.12	4.37 %
TRT1	2.07	5.79 %
VNB1	1.35	5.55 %
ANI1	0.68	2.79 %
CYR1	0.60	2.70 %
PLR1	0.49	3.26 %
WJD1	0.39	1.32 %
BGR1	0.34	3.80 %
VSI1	0.28	0.88 %
UGI1	0.18	1.60 %
GDM1	0.16	0.74 %
ARC2		0.00 %
CPT1		0.00 %
KPM1		0.00 %
SLG1		0.00 %
WJP1		0.00 %
WHVL	-1.24	5.20 %
Total	38.65	4.49 %