



TN : SAMSUNGHA Sales Performance 15/05/2026 9:02 AM

MTD Sales
1,025.58 L

Brand Share %
8.29 %

Information:

MTD : 01-05-2026 To 14-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **8.29 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	441.18	4.60 %
Fridge	348.63	23.61 %
Wash-Mac	234.55	18.44 %
Oven	1.22	5.68 %
Total	1,025.58	8.29 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	180.42	9.14 %
SOUTH-01	145.65	8.04 %
TRICHY-01	140.79	7.74 %
SOUTH-03	139.74	9.06 %
CHENNAI-02	137.41	8.16 %
WEST-02	92.88	9.12 %
WEST-01	83.19	11.73 %
SOUTH ARCOT	65.58	7.18 %
NORTH ARCOT	39.92	4.46 %
Total	1,025.58	8.29 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	91.47	5.79 %
Fridge	52.38	24.42 %
Wash-Mac	36.31	20.78 %
Oven	0.26	5.91 %
Total	180.42	9.14 %

Branch *	MTD Sales L	Brand Share %
CH14	8.76	6.23 %
CH07	5.86	6.99 %
CH25	4.96	6.88 %
CH30	2.90	4.16 %
CH16	2.89	2.97 %
SKL1	1.20	3.06 %
CH39	0.98	2.65 %
KNR1	0.58	1.58 %
CH29	0.49	7.84 %
CZWH	0.45	0.45 %
CH28	0.40	0.44 %
GUD2	0.30	0.96 %
CH37	0.29	0.91 %
CH40	0.28	4.77 %
CH26	0.16	1.18 %
MC09		0.00 %
MC10		0.00 %
TKM1		0.00 %
Total	180.42	9.14 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	54.60	22.80 %
Air-Cond	48.53	3.61 %
Wash-Mac	42.42	18.89 %
Oven	0.10	2.20 %
Total	145.65	8.04 %

Branch *	MTD Sales L	Brand Share %
TUT1	12.65	6.33 %
NGR1	8.47	7.93 %
RND1	5.38	6.73 %
VLV1	5.37	6.57 %
KVT1	4.79	4.42 %
TUT2	3.03	3.29 %
SVK1	2.83	4.90 %
ASM1	1.73	6.49 %
KGL1	1.71	7.34 %
VKM1	1.65	6.78 %
SKD1	1.19	4.35 %
PDI1	1.08	4.38 %
APK1	1.06	3.36 %
SNL1	0.88	3.06 %
APK2	0.62	2.55 %
TKY1	0.55	2.65 %
ARM1	0.46	1.69 %
COL1	0.43	4.63 %
SGT1	0.29	3.67 %
KSM1		0.00 %
S2SD		0.00 %
Total	145.65	8.04 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	68.50	4.54 %
Fridge	45.50	26.43 %
Wash-Mac	26.79	19.79 %
Total	140.79	7.74 %

Branch *	MTD Sales L	Brand Share %
TRY1	17.04	5.28 %
PBR2	8.08	7.32 %
TNJ1	7.84	7.37 %
MDI1	5.34	7.59 %
PTK1	4.83	6.12 %
TRY4	4.45	8.18 %
TTP1	2.66	8.02 %
JKM1	2.01	4.17 %
KUM2	1.69	4.19 %
TVR1	1.31	3.37 %
KIK1	0.91	1.64 %
NCK1	0.69	2.77 %
PDK1	0.58	1.29 %
NMM1	0.51	1.84 %
APM1	0.28	0.93 %
TRY2	0.16	0.48 %
TZSD		0.00 %
Total	140.79	7.74 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	52.73	4.47 %
Fridge	47.71	24.45 %
Wash-Mac	39.19	23.49 %
Oven	0.10	4.59 %
Total	139.74	9.06 %

Branch *	MTD Sales L	Brand Share %
DGL1	13.82	6.77 %
ATG1	3.42	5.33 %
DKI1	2.86	7.61 %
DGL2	2.80	7.11 %
TDI1	2.55	8.11 %
CMR1	2.51	6.85 %
PVI1	1.80	5.90 %
SVG1	1.03	2.82 %
KPT1	0.44	4.16 %
ODM1	0.38	2.17 %
MLR1	0.26	0.96 %
KYK1	0.24	1.14 %
KRR1	0.24	0.35 %
SGP1	0.17	1.12 %
NTM1	0.11	0.84 %
SZSD		0.00 %
Total	139.74	9.06 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	67.41	4.90 %
Fridge	46.17	26.75 %
Wash-Mac	23.83	17.91 %
Total	137.41	8.16 %

Branch *	MTD Sales L	Brand Share %
CH12	7.46	6.49 %
CH20	5.04	7.99 %
CH06	4.62	6.41 %
MJR1	4.04	6.74 %
CH41	3.95	6.55 %
CH34	3.78	7.04 %
CH43	3.19	7.76 %
GPD1	2.30	7.73 %
CH23	1.28	3.36 %
CH31	0.87	2.54 %
UKI1	0.86	2.60 %
CH32	0.33	3.48 %
CH27	0.33	1.45 %
CH01		0.00 %
CH36		0.00 %
CH46		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	137.41	8.16 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	39.74	5.55 %
Fridge	31.53	20.46 %
Wash-Mac	21.46	14.63 %
Oven	0.16	8.42 %
Total	92.88	9.12 %

Branch *	MTD Sales L	Brand Share %
ATU1	3.08	7.18 %
SLM2	2.54	4.33 %
TRM1	1.42	6.44 %
APN1	1.31	6.06 %
SLM3	1.03	1.72 %
MTR1	0.80	2.32 %
PMP1	0.66	5.23 %
PDR1	0.66	4.11 %
EDP1	0.56	3.07 %
EPI1	0.47	3.14 %
TCG1	0.41	1.42 %
DPR2	0.41	2.70 %
BMD1	0.35	2.02 %
HRR1	0.35	2.16 %
SGG1	0.18	1.96 %
KAM1	0.16	1.14 %
SGI1	0.16	2.23 %
VKL1		0.00 %
WZWH		0.00 %
WHKP	-0.48	5.03 %
Total	92.88	9.12 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	33.85	7.30 %
Fridge	29.95	24.38 %
Wash-Mac	18.80	15.75 %
Oven	0.59	18.67 %
Total	83.19	11.73 %

Branch *	MTD Sales L	Brand Share %
CBE2	10.77	7.77 %
KMR1	3.68	8.15 %
GBM1	1.32	6.11 %
CBE3	0.84	5.07 %
KGM1	0.59	3.55 %
ANR1	0.43	4.71 %
KMD1	0.37	2.50 %
PPI1	0.16	1.63 %
CBE5		0.00 %
WZSD		0.00 %
Total	83.19	11.73 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	25.45	3.48 %
Fridge	22.27	22.98 %
Wash-Mac	17.86	21.23 %
Total	65.58	7.18 %

Branch *	MTD Sales L	Brand Share %
POY1	4.19	4.46 %
KKI2	3.90	6.31 %
NVL2	3.67	7.00 %
CDM1	2.59	3.24 %
VPM2	2.38	4.87 %
VCM2	1.79	5.67 %
KML1	1.58	3.37 %
POY2	1.22	1.98 %
VPM1	0.81	6.28 %
MKM1	0.65	3.01 %
STP1	0.56	3.52 %
VCM1	0.40	2.85 %
TDM1		0.00 %
TVM1		0.00 %
Total	65.58	7.18 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	18.51	16.94 %
Air-Cond	13.50	1.94 %
Wash-Mac	7.91	9.06 %
Total	39.92	4.46 %

Branch *	MTD Sales L	Brand Share %
VEL2	4.85	5.51 %
TRL1	4.77	6.26 %
KPM2	4.64	4.93 %
SBR1	4.31	6.38 %
TRR1	2.57	4.92 %
VEL1	2.50	3.98 %
TRT1	2.29	5.98 %
AKM1	2.12	4.19 %
VNB1	1.35	5.38 %
ANI1	0.68	2.76 %
CYR1	0.60	2.54 %
WJD1	0.52	1.72 %
PLR1	0.49	2.94 %
GDM1	0.35	1.41 %
BGR1	0.34	3.05 %
VSI1	0.28	0.86 %
UGI1	0.18	1.56 %
ARC2		0.00 %
CPT1		0.00 %
KPM1		0.00 %
SLG1		0.00 %
WJP1		0.00 %
WHVL	-1.24	4.87 %
Total	39.92	4.46 %