



TN : SAMSUNGHA Sales Performance 17/03/2026 9:02 AM

MTD Sales
977.59 L

Brand Share %
9.40 %

Information:

MTD : 01-03-2026 To 16-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **9.40 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	363.83	22.92 %
Air-Cond	361.09	5.08 %
Wash-Mac	250.68	15.12 %
Oven	1.98	5.54 %
Total	977.59	9.40 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	167.83	10.64 %
SOUTH-01	135.13	8.84 %
SOUTH-03	121.27	9.26 %
TRICHY-01	117.70	8.30 %
CHENNAI-02	116.68	9.48 %
WEST-01	109.35	12.10 %
WEST-02	93.64	8.97 %
SOUTH ARCOT	63.86	9.50 %
NORTH ARCOT	52.13	7.34 %
Total	977.59	9.40 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	71.54	6.46 %
Fridge	59.98	25.86 %
Wash-Mac	36.03	15.60 %
Oven	0.29	3.98 %
Total	167.83	10.64 %

Branch *	MTD Sales L	Brand Share %
CH14	7.78	7.74 %
CH25	5.62	9.02 %
CH48	5.06	8.85 %
CH22	4.86	6.18 %
GUD1	4.40	8.83 %
CH45	4.27	8.94 %
SKL1	3.24	9.37 %
CH47	2.09	5.11 %
CH39	1.57	5.17 %
CH28	0.83	1.36 %
CH30	0.76	1.73 %
CH26	0.61	3.91 %
KNR1	0.61	1.76 %
GUD2	0.55	1.78 %
CH40	0.45	6.00 %
CZWH	0.32	0.89 %
CH37	0.30	1.08 %
TKM1	0.28	1.84 %
MC10		0.00 %
Total	167.83	10.64 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	46.82	19.20 %
Air-Cond	45.80	4.67 %
Wash-Mac	41.99	14.17 %
Oven	0.52	7.36 %
Total	135.13	8.84 %

Branch *	MTD Sales L	Brand Share %
TUT1	16.15	5.31 %
PKD1	3.08	8.51 %
VLY1	2.93	9.00 %
TCN1	2.45	8.27 %
ERL2	1.84	7.97 %
TUT2	1.83	3.17 %
PDI1	1.63	7.02 %
UDN1	1.53	8.52 %
APK1	0.76	2.77 %
APK2	0.71	2.60 %
SNL1	0.69	3.78 %
SVK1	0.58	1.19 %
VKM1	0.53	2.85 %
SKD1	0.51	3.68 %
TYI1	0.50	2.55 %
KYR1	0.44	2.76 %
ARM1	0.39	2.31 %
KGL1	0.25	1.28 %
SGT1	0.15	1.50 %
COL1	0.13	2.29 %
KSM1		0.00 %
S2SD		0.00 %
TKY1		0.00 %
Total	135.13	8.84 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	44.64	23.50 %
Air-Cond	38.28	4.27 %
Wash-Mac	37.90	17.30 %
Oven	0.45	11.42 %
Total	121.27	9.26 %

Branch *	MTD Sales L	Brand Share %
MDU1	11.80	7.23 %
DGL1	6.98	8.03 %
MDU3	4.23	7.06 %
TMM1	2.39	6.29 %
PVI1	1.95	8.60 %
ATG1	1.88	3.98 %
BNR1	1.79	8.66 %
MDU5	1.70	7.24 %
SVG1	1.63	5.64 %
PNV2	1.31	5.67 %
KYK1	1.10	6.12 %
KRR1	1.01	1.98 %
ODM1	0.83	6.63 %
TDI1	0.70	4.70 %
MNM1	0.51	4.13 %
DKI1	0.50	1.48 %
KPT1	0.42	3.17 %
TPT1	0.41	1.33 %
SGP1	0.15	1.05 %
MDU4	0.13	0.40 %
MLR1		0.00 %
NTM1		0.00 %
SZSD		0.00 %
Total	121.27	9.26 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	44.59	24.32 %
Air-Cond	38.63	3.61 %
Wash-Mac	34.49	21.33 %
Total	117.70	8.30 %

Branch *	MTD Sales L	Brand Share %
TRY1	17.92	4.78 %
TNJ1	5.26	8.11 %
MDI1	3.56	7.95 %
TNJ2	3.43	5.16 %
TRY4	3.13	5.88 %
PTK1	2.28	3.15 %
JKM1	1.73	4.68 %
KRN1	1.42	7.34 %
TRY2	1.41	5.59 %
AYR1	0.99	3.53 %
KIK1	0.77	2.70 %
APM1	0.74	5.96 %
NMM1	0.58	3.68 %
TVR1	0.54	2.09 %
PDK1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	117.70	8.30 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	53.23	6.02 %
Fridge	36.69	22.39 %
Wash-Mac	26.55	14.90 %
Oven	0.20	4.72 %
Total	116.68	9.48 %

Branch *	MTD Sales L	Brand Share %
CH50	4.39	7.95 %
CH18	3.95	8.76 %
CH41	3.50	6.67 %
CH17	3.43	7.15 %
CH44	2.94	7.90 %
CH06	2.78	6.02 %
CH34	2.73	6.28 %
CH43	2.35	6.26 %
MJR1	2.21	5.23 %
CH27	0.91	5.15 %
CH23	0.63	2.39 %
UKI1	0.56	2.21 %
CH32	0.47	4.66 %
CH46	0.36	1.40 %
CH36	0.28	1.42 %
PON1	0.15	0.55 %
CH01		0.00 %
CH31		0.00 %
MC06		0.00 %
Total	116.68	9.48 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	49.64	8.51 %
Fridge	36.70	23.74 %
Wash-Mac	22.49	13.96 %
Oven	0.53	11.54 %
Total	109.35	12.10 %

Branch *	MTD Sales L	Brand Share %
CBE2	16.75	8.15 %
SNR1	2.84	7.70 %
SUL1	2.17	7.69 %
CBE6	1.67	4.54 %
KMD1	0.95	7.12 %
PPI1	0.77	4.52 %
TPR4	0.71	4.14 %
GDR1	0.41	5.67 %
KGM1	0.40	2.47 %
ANR1	0.30	5.65 %
TPR1	0.30	0.72 %
CBE5		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	109.35	12.10 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	42.35	21.00 %
Air-Cond	30.01	4.71 %
Wash-Mac	21.28	10.54 %
Total	93.64	8.97 %

Branch *	MTD Sales L	Brand Share %
SLM3	2.97	5.54 %
RSP1	2.37	7.99 %
CMI1	1.40	9.25 %
EPI1	1.34	5.45 %
EDP1	1.21	6.51 %
DPR2	1.16	5.27 %
TRM1	1.12	3.95 %
SLM2	1.02	2.71 %
PDR1	0.92	4.59 %
BMD1	0.88	3.63 %
MTR1	0.81	2.46 %
KVP1	0.74	3.88 %
APN1	0.44	2.48 %
VKL1	0.42	3.08 %
SGI1	0.41	3.30 %
HRR1	0.27	1.28 %
KAM1	0.23	1.52 %
KMM1	0.13	0.97 %
PMP1	0.13	0.74 %
TCG1		0.00 %
WZWH		0.00 %
Total	93.64	8.97 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	25.70	22.89 %
Air-Cond	20.47	4.45 %
Wash-Mac	17.69	17.99 %
Total	63.86	9.50 %

Branch *	MTD Sales L	Brand Share %
POY1	6.56	8.41 %
VPM2	3.61	8.54 %
NVL2	2.31	5.43 %
KML1	1.32	5.96 %
TDM1	1.30	4.32 %
POY2	1.00	1.67 %
MKM1	0.77	3.23 %
TVM1	0.42	1.92 %
STP1	0.25	2.64 %
VCM1	0.14	0.55 %
VPM1		0.00 %
Total	63.86	9.50 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	26.37	24.95 %
Air-Cond	13.48	2.74 %
Wash-Mac	12.28	11.13 %
Total	52.13	7.34 %

Branch *	MTD Sales L	Brand Share %
TRL1	4.56	6.42 %
VNB1	2.05	9.01 %
VEL2	1.88	3.51 %
VSI1	1.32	4.76 %
VEL1	0.92	2.56 %
PTU1	0.52	5.73 %
ARC2	0.48	1.85 %
WJD1	0.27	1.06 %
SLG1	0.15	0.77 %
KPM1	0.14	0.49 %
WJP1	0.14	0.72 %
ANI1	0.13	0.81 %
UGI1	0.12	1.36 %
BGR1	0.12	1.18 %
GDM1		0.00 %
WHVL		0.00 %
Total	52.13	7.34 %