

MTD Sales
3,996.06 L

Brand Share %
27.17 %

Information:

MTD : 01-07-2025 To 31-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **27.17 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,248.54	31.47 %
Air-Cond	925.81	20.99 %
Fridge	843.54	27.41 %
Wash-Mac	804.39	29.29 %
W-Purifi	74.11	59.81 %
Home-The	44.97	18.12 %
Oven	29.76	53.10 %
Dishwash	24.94	31.33 %
Total	3,996.06	27.17 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	783.81	29.38 %
CHENNAI-01	573.22	25.16 %
TRICHY-01	507.21	26.62 %
CHENNAI-02	440.29	25.34 %
SOUTH-03	418.42	24.87 %
WEST-02	394.65	28.90 %
NORTH ARCOT	310.83	34.80 %
SOUTH ARCOT	282.49	26.07 %
WEST-01	254.03	26.35 %
KL-SOUTH	31.11	24.08 %
Total	3,996.06	27.17 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	232.24	31.40 %
Air-Cond	224.18	28.46 %
Wash-Mac	155.97	30.37 %
Fridge	134.66	25.76 %
W-Purifi	18.85	67.92 %
Oven	6.35	60.16 %
Home-The	5.86	12.82 %
Dishwash	5.69	28.47 %
Total	783.81	29.38 %

Branch *	MTD Sales L	Brand Share %
NGR1	37.45	26.75 %
TYI1	26.04	27.14 %
VNR2	24.92	23.71 %
TKS1	23.41	24.52 %
SVK1	19.72	25.78 %
RPM1	18.62	20.89 %
VLV1	17.88	22.69 %
ERL1	9.77	24.39 %
KYR1	8.88	21.99 %
ASM1	8.36	25.20 %
VNR1	7.90	16.65 %
SNL1	6.21	13.13 %
ARM1	5.57	26.01 %
S2SD	4.98	18.38 %
VKM1	4.57	16.75 %
STU2	4.41	9.48 %
KSM1	4.11	25.20 %
SGT1	2.61	13.83 %
Total	783.81	29.38 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	167.18	18.49 %
LED TV	160.48	31.92 %
Fridge	107.20	24.61 %
Wash-Mac	105.67	28.88 %
W-Purifi	13.08	61.27 %
Home-The	9.45	33.42 %
Dishwash	5.90	49.81 %
Oven	4.25	49.16 %
Total	573.22	25.16 %

Branch *	MTD Sales L	Brand Share %
CH05	42.84	24.92 %
CH08	42.25	26.58 %
CH14	37.56	24.79 %
CH19	36.27	25.38 %
CH07	24.87	25.42 %
CH28	22.87	24.79 %
CH11	22.01	25.60 %
WHC3	20.10	19.43 %
CH22	15.50	17.08 %
KNR1	12.56	22.64 %
MRM1	12.52	25.66 %
CH42	12.15	12.21 %
CH30	9.04	13.28 %
AVD1	8.15	10.97 %
CGL1	7.62	17.95 %
CH29	4.88	20.46 %
CZWH	4.59	8.45 %
CH40	3.91	26.00 %
MC02		0.00 %
MC09		0.00 %
WCHN	-2.37	24.89 %
Total	573.22	25.16 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	155.89	31.41 %
Air-Cond	151.54	21.69 %
Fridge	113.82	29.22 %
Wash-Mac	73.59	26.63 %
W-Purifi	4.64	45.61 %
Home-The	3.10	13.17 %
Oven	3.07	64.09 %
Dishwash	1.57	25.45 %
Total	507.21	26.62 %

Branch *	MTD Sales L	Brand Share %
TRY1	114.08	26.76 %
KUM1	31.58	26.43 %
TNJ1	27.03	20.81 %
TVR2	24.85	25.34 %
TNJ2	24.77	23.03 %
PBR2	21.15	18.15 %
MDI1	18.48	26.62 %
KIK1	14.45	22.28 %
TRY2	11.34	24.70 %
PDK1	8.40	21.96 %
TRY3	8.37	18.59 %
AYR1	6.99	20.98 %
APM1	4.16	18.64 %
TZSD	3.75	21.40 %
ORU1	1.80	6.53 %
WTRZ	-0.29	11.03 %
Total	507.21	26.62 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	151.51	32.90 %
Air-Cond	106.15	16.98 %
Fridge	82.69	27.12 %
Wash-Mac	77.66	26.92 %
W-Purifi	9.54	60.83 %
Home-The	7.50	26.36 %
Dishwash	3.18	36.30 %
Oven	2.05	36.16 %
Total	440.29	25.34 %

Branch *	MTD Sales L	Brand Share %
CH03	44.70	21.33 %
CH15	33.79	17.91 %
CH21	27.57	27.05 %
CH18	21.51	22.71 %
CH09	20.13	25.77 %
CH06	19.67	22.33 %
CH20	19.20	25.20 %
CH12	17.29	17.58 %
MJR1	15.74	21.50 %
CH44	14.17	23.84 %
CH24	13.38	20.74 %
CH41	12.13	17.83 %
CH17	11.68	22.33 %
CH46	6.63	17.95 %
CH32	2.20	15.68 %
MC06	1.20	24.88 %
CH01	0.83	16.09 %
MC05		0.00 %
Total	440.29	25.34 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	129.00	27.90 %
Fridge	99.38	26.65 %
Air-Cond	93.91	20.28 %
Wash-Mac	79.21	24.49 %
W-Purifi	8.58	49.02 %
Oven	3.85	59.84 %
Home-The	3.32	11.18 %
Dishwash	1.17	16.28 %
Total	418.42	24.87 %

Branch *	MTD Sales L	Brand Share %
MDU1	45.36	19.64 %
DGL1	25.34	18.72 %
MDU2	16.16	14.02 %
TMM1	16.10	22.31 %
KKD2	9.89	19.42 %
MDU4	9.68	25.11 %
MDU3	9.54	18.98 %
MDU5	5.21	12.87 %
SZSD	4.96	17.67 %
TEN1	3.85	12.67 %
ODM1	3.66	24.63 %
MNM1	3.17	15.98 %
BTU1	2.21	15.98 %
DGL2	1.93	4.98 %
CMR1	1.79	16.50 %
KPT1	1.19	6.43 %
ADP1	1.17	5.75 %
NKI1	1.09	6.64 %
MDWH		0.00 %
Total	418.42	24.87 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	140.13	31.58 %
Wash-Mac	106.91	31.86 %
Fridge	98.00	27.64 %
Air-Cond	35.53	19.43 %
W-Purifi	7.34	75.58 %
Home-The	3.02	10.59 %
Oven	2.52	42.49 %
Dishwash	1.20	25.89 %
Total	394.65	28.90 %

Branch *	MTD Sales L	Brand Share %
SLM1	22.76	20.66 %
HSR2	20.94	24.41 %
ERD2	18.04	22.01 %
ERD1	14.71	19.73 %
MTR1	8.73	23.11 %
EPI1	7.86	23.23 %
WZWH	6.13	22.38 %
TCG1	5.07	20.93 %
PLC1	2.65	9.81 %
DPR1	1.61	5.86 %
CMI1	1.00	6.96 %
WHKP		0.00 %
Total	394.65	28.90 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	105.37	40.71 %
Wash-Mac	68.00	41.24 %
Fridge	62.64	32.48 %
Air-Cond	59.34	24.43 %
W-Purifi	7.56	75.56 %
Home-The	5.86	31.08 %
Oven	1.73	55.05 %
Dishwash	0.34	19.98 %
Total	310.83	34.80 %

Branch *	MTD Sales L	Brand Share %
TRL1	15.99	24.61 %
VEL2	13.14	24.34 %
ABR1	8.93	26.95 %
TRT1	7.80	25.24 %
WJD1	6.89	22.12 %
CYR1	4.27	20.29 %
PLR1	3.29	16.97 %
NASD		0.00 %
WHVL		0.00 %
Total	310.83	34.80 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	76.48	29.18 %
Fridge	68.33	29.73 %
Air-Cond	67.08	17.74 %
Wash-Mac	63.50	34.05 %
Home-The	2.59	15.73 %
Oven	2.25	66.32 %
W-Purifi	1.48	54.57 %
Dishwash	0.78	17.56 %
Total	282.49	26.07 %

Branch *	MTD Sales L	Brand Share %
POY1	34.54	24.82 %
POY2	25.25	25.54 %
CUD1	23.06	23.95 %
CDM1	14.71	22.10 %
VPM2	12.94	22.17 %
NVL2	11.57	15.65 %
KML1	9.90	26.19 %
SJI1	6.96	18.60 %
PRT1	5.76	16.76 %
TVM2	5.51	23.06 %
VPM1	3.99	19.16 %
MKM1	3.27	12.37 %
TVM1	3.09	18.83 %
WHNV		0.00 %
WHUT		0.00 %
Total	282.49	26.07 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	90.87	29.17 %
Wash-Mac	69.49	25.68 %
Fridge	66.28	27.65 %
Air-Cond	13.98	15.78 %
Home-The	3.68	13.88 %
Dishwash	3.58	27.90 %
Oven	3.26	47.86 %
W-Purifi	2.88	38.29 %
Total	254.03	26.35 %

Branch *	MTD Sales L	Brand Share %
CBE2	34.06	20.47 %
PLI1	15.12	27.06 %
TPR2	11.68	22.04 %
UAM1	10.72	25.21 %
CBE6	8.91	26.21 %
SNR1	8.87	22.41 %
KMR1	7.40	22.53 %
TPR1	7.18	19.06 %
UMP1	6.55	18.76 %
TPR3	4.59	17.14 %
SYM2	3.62	16.81 %
WZSD	3.45	18.19 %
CBE1	2.34	6.69 %
PDM1	2.26	12.36 %
WHCB		0.00 %
Total	254.03	26.35 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	10.54	30.59 %
Air-Cond	6.91	17.93 %
LED TV	6.58	22.64 %
Wash-Mac	4.37	21.06 %
Dishwash	1.51	76.85 %
Home-The	0.58	26.39 %
Oven	0.43	63.67 %
W-Purifi	0.17	11.33 %
Total	31.11	24.08 %

Branch *	MTD Sales L	Brand Share %
TVP1	27.14	25.91 %
PAS1	3.96	16.04 %
WTVP		0.00 %
Total	31.11	24.08 %