

MTD Sales
4,598.07 L

Brand Share %
27.52 %

Information:

MTD : 01-08-2025 To 31-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **27.52 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,540.73	31.13 %
Wash-Mac	1,088.66	32.92 %
Fridge	985.81	27.73 %
Air-Cond	775.99	18.07 %
W-Purifi	91.25	61.19 %
Home-The	53.33	17.74 %
Oven	40.86	58.81 %
Dishwash	21.43	26.15 %
Total	4,598.07	27.52 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	794.47	28.39 %
CHENNAI-01	653.51	26.59 %
TRICHY-01	546.76	25.79 %
CHENNAI-02	516.78	27.31 %
SOUTH-03	488.35	25.18 %
WEST-02	455.48	29.33 %
WEST-01	381.37	30.27 %
NORTH ARCOT	374.90	33.04 %
SOUTH ARCOT	331.10	24.66 %
KL-SOUTH	55.35	26.76 %
Total	4,598.07	27.52 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	242.58	30.18 %
Wash-Mac	188.60	34.94 %
Air-Cond	173.07	22.69 %
Fridge	158.58	27.12 %
W-Purifi	16.53	59.11 %
Oven	8.32	64.74 %
Home-The	4.18	7.47 %
Dishwash	2.62	23.96 %
Total	794.47	28.39 %

Branch *	MTD Sales L	Brand Share %
NGR1	49.84	26.51 %
KVT1	37.18	26.86 %
VNR2	29.08	23.11 %
TKS1	25.67	27.27 %
RPM1	25.06	25.83 %
SKD1	17.68	27.08 %
SVK1	17.39	21.30 %
TCN1	16.80	25.01 %
ERL2	16.74	21.35 %
SNL1	13.40	26.55 %
VLY1	11.77	14.61 %
APK2	9.05	22.16 %
UDN1	8.68	20.94 %
TVL2	8.18	23.84 %
KYR1	6.32	19.62 %
VNR1	4.15	12.29 %
ARM1	3.97	19.39 %
STU2	3.48	10.88 %
ERL1	2.77	-255.26 %
SGT1	1.08	7.27 %
S2SD		0.00 %
WHTV		0.00 %
Total	794.47	28.39 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	208.69	34.52 %
Air-Cond	149.30	17.19 %
Wash-Mac	142.48	32.45 %
Fridge	114.64	25.40 %
W-Purifi	15.00	57.73 %
Home-The	12.55	31.57 %
Oven	6.90	57.70 %
Dishwash	3.95	23.20 %
Total	653.51	26.59 %

Branch *	MTD Sales L	Brand Share %
CH14	42.00	24.46 %
CH08	39.73	25.99 %
CH19	38.20	27.07 %
CH05	35.96	21.32 %
CH28	27.26	27.06 %
CH42	27.11	18.81 %
CH07	26.09	25.50 %
CH11	25.02	21.76 %
CH48	22.04	21.60 %
CH30	19.00	17.27 %
CH22	16.34	21.45 %
CGL1	14.92	19.72 %
AVD1	14.46	17.37 %
KNR1	13.33	27.27 %
CH39	11.66	24.72 %
CZWH	3.39	19.08 %
CH40	2.18	10.86 %
MC02	0.16	23.62 %
WHC3		0.00 %
WCHN	-0.55	5.63 %
Total	653.51	26.59 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	188.75	29.99 %
Fridge	128.09	26.92 %
Wash-Mac	111.77	32.19 %
Air-Cond	101.13	16.45 %
W-Purifi	8.97	61.14 %
Home-The	3.57	12.90 %
Oven	2.45	41.75 %
Dishwash	2.02	43.63 %
Total	546.76	25.79 %

Branch *	MTD Sales L	Brand Share %
TRY1	75.84	24.47 %
KUM1	39.59	27.09 %
MVM1	36.07	24.02 %
TVR2	32.71	26.13 %
MDI1	31.65	25.84 %
PBR2	30.87	23.47 %
TNJ1	26.96	21.51 %
TNJ2	24.14	22.45 %
KIK1	17.16	22.58 %
PDK1	13.59	26.91 %
AYR1	12.34	27.52 %
TRY3	8.27	12.81 %
MSI1	7.49	20.03 %
TRY2	4.54	12.58 %
ORU1	2.51	6.62 %
TZSD		0.00 %
WTRZ	-0.17	11.70 %
Total	546.76	25.79 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	183.42	34.14 %
Wash-Mac	114.86	32.38 %
Fridge	106.64	31.44 %
Air-Cond	84.76	14.15 %
W-Purifi	11.34	67.18 %
Home-The	8.18	30.25 %
Oven	5.67	58.17 %
Dishwash	1.92	21.62 %
Total	516.78	27.31 %

Branch *	MTD Sales L	Brand Share %
CH03	47.84	23.29 %
CH15	37.84	19.62 %
CH21	32.05	26.86 %
CH20	25.28	26.56 %
CH12	25.15	19.64 %
CH41	20.69	26.16 %
CH06	20.05	22.48 %
MJR1	18.24	20.28 %
CH44	15.37	25.55 %
CH17	13.72	26.83 %
GPD1	10.24	26.87 %
CH24	9.29	16.31 %
CH32	2.96	19.02 %
MC06	1.69	26.53 %
MC08		0.00 %
Total	516.78	27.31 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	148.87	26.05 %
Fridge	121.37	26.50 %
Wash-Mac	114.35	27.96 %
Air-Cond	83.21	19.27 %
W-Purifi	13.18	56.63 %
Home-The	2.95	8.75 %
Oven	2.93	52.62 %
Dishwash	1.50	23.85 %
Total	488.35	25.18 %

Branch *	MTD Sales L	Brand Share %
MDU1	58.77	19.32 %
DGL1	25.25	18.25 %
MDU2	23.52	18.24 %
TMM1	16.44	27.51 %
KKD2	12.31	19.84 %
MDU4	12.04	26.38 %
MDU3	9.81	21.25 %
KRR1	8.20	21.67 %
PNV1	6.25	24.64 %
TEN1	5.87	12.59 %
MNM1	4.34	20.48 %
DGL2	3.72	9.18 %
KPT1	3.22	19.52 %
BTU1	2.90	12.17 %
ADP1	2.50	8.62 %
MDU5	2.46	8.71 %
ODM1	2.06	11.54 %
NKI1	1.90	6.64 %
CMR1	1.45	8.45 %
SZSD		0.00 %
Total	488.35	25.18 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	175.09	32.61 %
Wash-Mac	123.11	33.09 %
Fridge	102.00	27.62 %
Air-Cond	33.62	15.37 %
W-Purifi	8.78	76.51 %
Home-The	6.25	21.16 %
Oven	3.47	57.11 %
Dishwash	3.15	34.98 %
Total	455.48	29.33 %

Branch *	MTD Sales L	Brand Share %
ERD1	26.68	22.05 %
SLM1	25.98	20.06 %
HSR2	22.85	24.40 %
MTR1	17.03	27.00 %
ERD2	14.47	15.57 %
SLM2	14.36	24.62 %
OML1	12.56	27.50 %
TCG1	7.90	25.92 %
PLC1	6.16	22.42 %
DPR1	2.13	7.96 %
CMI1	1.75	10.82 %
WHPD		0.00 %
WZWH		0.00 %
Total	455.48	29.33 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	142.76	32.27 %
Wash-Mac	99.44	30.39 %
Fridge	84.93	28.99 %
Air-Cond	37.05	28.48 %
Oven	5.05	58.27 %
Home-The	4.89	15.28 %
W-Purifi	3.70	38.14 %
Dishwash	3.54	21.10 %
Total	381.37	30.27 %

Branch *	MTD Sales L	Brand Share %
MPM1	11.52	27.24 %
UAM1	11.30	19.42 %
TPR1	10.25	20.47 %
TPR3	5.74	16.96 %
CBE1	4.03	7.88 %
PDM1	3.46	13.74 %
SYM2	2.32	8.81 %
WHCB		0.00 %
WZSD		0.00 %
Total	381.37	30.27 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	135.63	37.68 %
Wash-Mac	89.08	40.81 %
Fridge	75.43	31.23 %
Air-Cond	53.12	19.78 %
W-Purifi	9.61	77.17 %
Home-The	8.07	29.45 %
Oven	3.18	74.51 %
Dishwash	0.78	35.42 %
Total	374.90	33.04 %

Branch *	MTD Sales L	Brand Share %
AKM1	17.25	26.74 %
TRL1	15.59	18.89 %
ABR1	13.91	21.07 %
ARC2	13.90	27.46 %
KPM1	11.60	23.91 %
WJD1	9.33	23.81 %
TRT1	9.32	26.91 %
PLR1	5.48	24.20 %
SLG1	4.61	18.38 %
CYR1	3.78	14.29 %
WHVL		0.00 %
Total	374.90	33.04 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	97.62	24.39 %
Wash-Mac	95.06	36.11 %
Fridge	76.03	27.00 %
Air-Cond	53.03	14.69 %
W-Purifi	3.54	66.65 %
Home-The	2.41	10.07 %
Oven	1.84	66.72 %
Dishwash	1.57	32.07 %
Total	331.10	24.66 %

Branch *	MTD Sales L	Brand Share %
POY1	44.48	26.54 %
POY2	34.87	25.91 %
CUD1	25.01	20.40 %
VPM2	22.49	22.54 %
NVL2	19.24	19.45 %
KLM1	18.37	26.91 %
CDM1	14.49	16.40 %
SJI1	9.57	19.45 %
PRT1	6.93	16.07 %
TVM2	6.02	25.04 %
VPM1	4.34	20.08 %
TVM1	2.74	9.70 %
MKM1	2.33	8.99 %
WHNV	0.12	23.93 %
WHUT	-0.27	16.73 %
Total	331.10	24.66 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	18.11	30.00 %
LED TV	17.33	27.22 %
Wash-Mac	9.91	27.29 %
Air-Cond	7.70	20.04 %
Oven	1.04	61.16 %
W-Purifi	0.60	42.88 %
Dishwash	0.37	29.41 %
Home-The	0.29	7.81 %
Total	55.35	26.76 %

Branch *	MTD Sales L	Brand Share %
KLR1	10.83	22.95 %
PAS1	6.22	14.78 %
Total	55.35	26.76 %