

MTD Sales
3,727.18 L

Brand Share %
31.05 %

Information:

MTD : 01-09-2025 To 30-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **31.05 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,305.99	34.05 %
Air-Cond	934.63	28.10 %
Wash-Mac	662.01	31.40 %
Fridge	658.03	29.37 %
W-Purifi	70.51	58.32 %
Home-The	53.28	20.12 %
Oven	21.40	50.17 %
Dishwash	21.33	31.53 %
Total	3,727.18	31.05 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	774.00	33.36 %
CHENNAI-01	511.20	28.67 %
CHENNAI-02	441.83	30.75 %
SOUTH-03	408.02	28.92 %
TRICHY-01	386.12	29.82 %
WEST-02	344.84	33.28 %
NORTH ARCOT	286.46	37.88 %
WEST-01	268.43	29.38 %
SOUTH ARCOT	248.18	29.22 %
KL-SOUTH	58.11	28.56 %
Total	3,727.18	31.05 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	264.11	38.30 %
Air-Cond	226.01	29.83 %
Wash-Mac	135.75	37.67 %
Fridge	118.95	29.05 %
W-Purifi	15.05	60.12 %
Home-The	5.95	10.29 %
Dishwash	4.22	32.23 %
Oven	3.96	55.40 %
Total	774.00	33.36 %

Branch *	MTD Sales L	Brand Share %
RPM1	41.16	30.95 %
SVK1	19.17	30.46 %
VLY1	16.77	26.96 %
ERL2	12.10	26.31 %
TKS1	11.20	21.30 %
SNL1	7.05	22.60 %
SGT1	6.27	26.34 %
KYR1	4.02	21.01 %
TVL2	3.29	13.74 %
STU2	3.27	14.96 %
S2SD	2.15	8.26 %
Total	774.00	33.36 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	170.78	34.05 %
Air-Cond	136.89	23.49 %
Wash-Mac	95.98	30.86 %
Fridge	81.79	26.39 %
W-Purifi	10.60	46.92 %
Home-The	8.82	28.43 %
Oven	3.23	43.11 %
Dishwash	3.12	18.49 %
Total	511.20	28.67 %

Branch *	MTD Sales L	Brand Share %
CH14	34.62	26.09 %
CH08	32.97	27.00 %
CH05	26.06	25.66 %
WHC3	24.09	24.58 %
CH19	22.50	22.53 %
CH48	19.47	29.05 %
CH07	16.89	21.53 %
CH42	16.62	17.44 %
MRM1	16.51	30.71 %
CH28	14.18	21.07 %
AVD1	13.71	22.63 %
CH30	13.19	22.52 %
CH22	12.51	23.39 %
CH38	11.39	30.23 %
SKL1	8.33	23.39 %
KNR1	6.91	21.73 %
CZWH	4.69	19.93 %
CH40	1.10	20.22 %
Total	511.20	28.67 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	154.71	35.02 %
Air-Cond	142.39	28.54 %
Wash-Mac	62.28	26.09 %
Fridge	59.35	28.84 %
W-Purifi	8.99	63.12 %
Home-The	8.13	34.30 %
Dishwash	3.98	49.72 %
Oven	1.99	34.01 %
Total	441.83	30.75 %

Branch *	MTD Sales L	Brand Share %
CH03	34.94	22.83 %
CH15	27.12	17.16 %
CH12	24.65	25.15 %
CH06	16.35	26.07 %
MJR1	15.11	28.37 %
CH24	14.42	20.14 %
CH41	12.92	25.87 %
CH44	8.48	20.92 %
GPD1	4.75	14.90 %
CH32	3.16	29.64 %
CH01		0.00 %
Total	441.83	30.75 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	132.59	29.28 %
Fridge	96.89	31.52 %
Air-Cond	89.39	26.09 %
Wash-Mac	72.12	28.55 %
W-Purifi	8.89	55.10 %
Home-The	3.70	12.54 %
Oven	2.61	61.52 %
Dishwash	1.84	33.38 %
Total	408.02	28.92 %

Branch *	MTD Sales L	Brand Share %
MDU1	40.19	23.62 %
MDU2	22.60	25.34 %
ATG1	19.02	28.90 %
DGL1	17.79	20.42 %
MDU6	17.12	25.81 %
DKI1	12.33	30.84 %
TMM1	10.74	23.47 %
MDU3	9.09	23.31 %
MDU4	8.48	26.65 %
KRR1	7.71	30.46 %
TEN1	4.74	14.76 %
PNV1	4.60	21.78 %
KKD2	4.47	22.08 %
DGL2	3.63	12.78 %
NKI1	3.35	12.19 %
ADP1	3.27	13.98 %
SZSD	2.99	12.27 %
BTU1	2.24	16.51 %
MNM1	1.81	10.17 %
MDU5	1.25	7.85 %
Total	408.02	28.92 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	139.19	32.98 %
Air-Cond	104.62	26.27 %
Fridge	73.50	30.05 %
Wash-Mac	57.66	30.04 %
Home-The	4.13	18.15 %
W-Purifi	3.62	50.16 %
Dishwash	2.34	42.95 %
Oven	1.07	39.47 %
Total	386.12	29.82 %

Branch *	MTD Sales L	Brand Share %
PBR2	22.01	29.16 %
TVR2	18.58	29.72 %
TNJ2	16.92	24.03 %
TNJ1	16.57	21.79 %
MVM1	14.20	20.32 %
MDI1	14.07	28.05 %
KIK1	9.65	22.26 %
TYR1	9.30	27.59 %
AYR1	6.67	27.43 %
PDK1	6.28	21.49 %
MSI1	6.16	24.29 %
TRY3	5.15	15.71 %
APM1	3.68	22.02 %
TZSD	3.44	19.72 %
TRY2	2.49	10.22 %
ORU1	0.71	3.46 %
Total	386.12	29.82 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	122.17	33.07 %
Wash-Mac	81.21	33.97 %
Fridge	68.43	30.79 %
Air-Cond	55.07	34.17 %
Home-The	7.95	25.88 %
W-Purifi	7.42	84.28 %
Oven	2.20	69.35 %
Dishwash	0.39	26.64 %
Total	344.84	33.28 %

Branch *	MTD Sales L	Brand Share %
HSR2	18.52	24.52 %
SLM1	15.57	20.03 %
ERD1	13.36	23.10 %
ERD2	12.38	16.58 %
SLM2	10.23	29.52 %
EPI1	6.45	29.97 %
WZWH	3.67	13.89 %
PLC1	3.06	20.51 %
DPR1	3.00	16.63 %
CMI1	2.37	20.50 %
Total	344.84	33.28 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	112.69	43.10 %
Air-Cond	60.31	33.03 %
Wash-Mac	49.10	37.20 %
Fridge	45.31	32.20 %
Home-The	8.56	38.37 %
W-Purifi	8.42	73.13 %
Oven	1.67	54.82 %
Dishwash	0.39	15.40 %
Total	286.46	37.88 %

Branch *	MTD Sales L	Brand Share %
KPM2	20.40	28.76 %
VEL2	14.28	30.44 %
TRL1	9.51	15.51 %
ABR1	9.24	27.09 %
TRT1	5.30	25.70 %
WJD1	4.25	17.05 %
CYR1	2.73	17.43 %
NASD		0.00 %
Total	286.46	37.88 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	107.23	31.86 %
Wash-Mac	56.12	27.00 %
Fridge	52.83	27.59 %
Air-Cond	38.92	29.79 %
Dishwash	3.55	43.30 %
Oven	3.32	57.07 %
W-Purifi	3.25	42.27 %
Home-The	3.19	12.53 %
Total	268.43	29.38 %

Branch *	MTD Sales L	Brand Share %
CBE2	35.44	23.67 %
TPR2	15.83	30.33 %
PLI1	11.94	29.92 %
TPR1	10.50	23.48 %
SNR1	10.16	29.62 %
MPM1	9.25	28.66 %
KMR1	9.01	18.92 %
UMP1	8.27	27.88 %
UAM1	8.02	18.13 %
DPM2	7.47	28.65 %
GBM1	7.38	30.50 %
TPR3	7.10	28.56 %
KMD1	7.10	29.15 %
WZSD	5.49	26.49 %
CBE1	4.26	17.75 %
PDM1	2.93	17.26 %
SYM2	2.18	8.88 %
Total	268.43	29.38 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	85.99	30.29 %
Air-Cond	70.10	29.33 %
Fridge	43.63	28.41 %
Wash-Mac	40.68	28.69 %
W-Purifi	4.27	69.32 %
Home-The	2.25	11.89 %
Oven	0.86	45.44 %
Dishwash	0.40	9.66 %
Total	248.18	29.22 %

Branch *	MTD Sales L	Brand Share %
POY1	24.09	23.95 %
VPM2	14.16	27.49 %
CUD1	14.07	18.72 %
NVL2	13.21	30.63 %
SJI1	12.19	30.50 %
PRT1	7.79	26.86 %
CDM1	7.15	15.18 %
TVM1	5.12	25.76 %
STP1	3.32	31.02 %
MKM1	3.18	19.46 %
TVM2	3.03	19.39 %
VPM1	2.92	18.19 %
WHNV		0.00 %
Total	248.18	29.22 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	17.35	31.57 %
LED TV	16.54	21.76 %
Wash-Mac	11.11	33.93 %
Air-Cond	10.92	34.21 %
Dishwash	1.10	46.74 %
Home-The	0.60	22.84 %
Oven	0.50	38.35 %
Total	58.11	28.56 %

Branch *	MTD Sales L	Brand Share %
PAS1	5.86	12.23 %
Total	58.11	28.56 %