

MTD Sales
6,921.96 L

Brand Share %
28.90 %

Information:

MTD : 01-10-2025 To 31-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **28.90 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	3,148.60	31.84 %
Wash-Mac	1,385.81	28.88 %
Fridge	1,274.73	27.80 %
Air-Cond	795.88	21.61 %
Home-The	122.28	20.56 %
W-Purifi	103.75	60.24 %
Dishwash	58.20	37.95 %
Oven	32.72	41.57 %
Total	6,921.96	28.90 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	1,302.38	33.01 %
WEST-02	934.15	30.51 %
SOUTH-03	876.27	25.19 %
CHENNAI-01	841.53	30.10 %
TRICHY-01	694.04	25.23 %
CHENNAI-02	621.81	26.82 %
WEST-01	610.11	27.73 %
NORTH ARCOT	565.34	35.40 %
SOUTH ARCOT	438.53	26.46 %
KL-SOUTH	37.80	25.15 %
Total	6,921.96	28.90 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	534.65	35.23 %
Wash-Mac	268.95	34.73 %
Air-Cond	226.53	30.63 %
Fridge	225.83	30.20 %
W-Purifi	20.90	61.56 %
Home-The	10.16	11.00 %
Dishwash	8.40	32.03 %
Oven	6.97	53.70 %
Total	1,302.38	33.01 %

Branch *	MTD Sales L	Brand Share %
VNR2	46.66	27.72 %
SVK1	37.31	26.26 %
TKS1	31.36	24.03 %
TCN1	24.60	26.67 %
VNR1	15.98	26.45 %
SNL1	15.47	21.01 %
STU2	12.76	22.45 %
SKD1	12.03	24.95 %
KYR1	11.27	24.38 %
TVL2	8.48	20.98 %
SGT1	5.39	20.47 %
WHTV	-0.26	13.27 %
Total	1,302.38	33.01 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	441.51	32.59 %
Wash-Mac	214.72	30.22 %
Fridge	194.07	29.75 %
Air-Cond	45.47	19.91 %
Home-The	15.19	19.33 %
W-Purifi	11.99	77.42 %
Dishwash	7.67	55.10 %
Oven	3.53	46.73 %
Total	934.15	30.51 %

Branch *	MTD Sales L	Brand Share %
SLM1	56.89	19.95 %
ERD2	56.37	21.69 %
ERD1	47.06	22.63 %
HSR2	44.38	27.43 %
SLM3	40.04	27.80 %
ATU1	32.18	28.36 %
MTR1	24.52	25.95 %
OML1	18.35	18.84 %
PLC1	10.99	18.81 %
CMI1	10.93	24.74 %
DPR1	6.73	16.50 %
WZWH	3.09	20.19 %
WHPD	-1.12	28.66 %
Total	934.15	30.51 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	384.88	27.59 %
Wash-Mac	178.82	24.96 %
Fridge	173.70	23.35 %
Air-Cond	98.31	20.52 %
W-Purifi	15.13	55.81 %
Home-The	13.82	16.20 %
Dishwash	7.62	35.34 %
Oven	4.01	40.93 %
Total	876.27	25.19 %

Branch *	MTD Sales L	Brand Share %
MDU1	101.74	20.70 %
DGL1	78.19	22.76 %
MDU6	45.74	24.54 %
MDU2	43.62	17.92 %
MDU3	28.17	25.04 %
TMM1	26.96	22.06 %
KKD3	26.71	20.04 %
BNR1	15.06	26.69 %
TEN1	10.27	11.95 %
ODM1	7.53	23.15 %
BTU1	7.21	18.61 %
ADP1	6.56	10.40 %
MNM1	6.51	16.12 %
PNV1	6.09	15.72 %
CMR1	6.06	17.47 %
NKI1	5.34	8.80 %
DGL2	5.21	7.55 %
SZSD	3.01	18.81 %
MDU5	2.41	5.39 %
KKD2	1.59	10.99 %
WHMD	-0.87	26.60 %
Total	876.27	25.19 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	364.26	34.64 %
Wash-Mac	166.47	30.61 %
Fridge	151.82	30.62 %
Air-Cond	110.37	19.09 %
Home-The	23.16	39.99 %
W-Purifi	13.86	52.64 %
Dishwash	7.70	24.63 %
Oven	3.88	35.57 %
Total	841.53	30.10 %

Branch *	MTD Sales L	Brand Share %
CH14	55.79	27.33 %
CH08	53.19	27.78 %
CH05	43.22	24.11 %
CH28	36.82	27.89 %
CH19	35.88	23.30 %
CH42	33.81	24.14 %
AVD1	27.92	23.72 %
MRM1	27.30	28.46 %
CH07	26.95	22.88 %
CH22	21.91	26.31 %
CH30	16.21	17.62 %
CH38	14.51	26.29 %
KNR1	13.57	20.13 %
CZWH	9.59	14.40 %
CH26	4.63	24.52 %
MC09		0.00 %
Total	841.53	30.10 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	338.35	27.69 %
Fridge	125.28	25.14 %
Wash-Mac	116.71	26.10 %
Air-Cond	85.42	17.45 %
Home-The	9.77	16.90 %
W-Purifi	9.66	58.18 %
Dishwash	6.17	49.88 %
Oven	2.68	36.95 %
Total	694.04	25.23 %

Branch *	MTD Sales L	Brand Share %
TRY1	94.88	23.77 %
KUM1	43.22	28.44 %
TNJ1	39.31	21.21 %
MVM1	35.95	22.79 %
TRY4	35.20	27.10 %
PBR2	34.97	20.96 %
TNJ2	33.48	21.86 %
TVR2	31.11	23.03 %
MDI1	30.72	28.12 %
TYR1	27.42	26.69 %
JKM1	24.07	27.10 %
KIK1	18.21	25.34 %
AYR1	15.50	24.10 %
PDK1	13.75	20.71 %
TRY2	10.81	16.84 %
MSI1	10.81	17.92 %
TRY3	7.12	7.41 %
APM1	6.50	22.16 %
ORU1	2.80	6.76 %
TZSD	2.69	20.55 %
WTRZ	-3.49	27.66 %
Total	694.04	25.23 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	301.14	32.39 %
Fridge	112.12	29.18 %
Wash-Mac	109.51	24.60 %
Air-Cond	65.67	14.04 %
Home-The	13.07	26.40 %
W-Purifi	10.67	67.63 %
Dishwash	5.83	37.35 %
Oven	3.80	34.65 %
Total	621.81	26.82 %

Branch *	MTD Sales L	Brand Share %
CH03	56.02	22.07 %
CH15	53.58	21.20 %
CH12	35.99	21.69 %
CH06	33.51	28.21 %
CH18	31.21	25.79 %
CH09	27.93	28.16 %
CH20	26.85	23.15 %
MJR1	26.83	25.40 %
CH41	24.48	25.48 %
CH24	20.49	21.02 %
CH44	17.88	24.11 %
CH17	16.57	23.78 %
GPD1	12.50	23.43 %
PON1	10.95	25.57 %
CH32	0.91	10.03 %
Total	621.81	26.82 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	281.16	29.75 %
Wash-Mac	131.75	24.68 %
Fridge	113.98	25.79 %
Air-Cond	55.46	31.53 %
Home-The	10.93	16.58 %
Dishwash	8.68	50.15 %
W-Purifi	5.24	45.62 %
Oven	2.92	33.98 %
Total	610.11	27.73 %

Branch *	MTD Sales L	Brand Share %
CBE2	80.90	20.51 %
TPR2	38.29	27.23 %
PLI1	28.65	26.96 %
KMR1	28.38	22.89 %
CBE4	24.94	25.81 %
MPM1	16.50	22.64 %
TPR1	15.84	16.71 %
UAM1	14.36	18.62 %
CBE1	14.21	23.25 %
UMP1	12.08	24.64 %
SYM2	8.73	13.44 %
CBE3	8.33	27.65 %
PDM1	6.23	12.89 %
TPR3	6.00	9.19 %
WHCB	-1.35	27.64 %
Total	610.11	27.73 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	290.42	41.43 %
Wash-Mac	104.73	33.03 %
Fridge	86.08	31.25 %
Air-Cond	52.25	23.12 %
Home-The	16.63	31.10 %
W-Purifi	9.27	66.63 %
Dishwash	3.07	62.02 %
Oven	2.88	56.47 %
Total	565.34	35.40 %

Branch *	MTD Sales L	Brand Share %
KPM2	56.39	28.63 %
VEL2	24.33	28.14 %
TRT1	18.19	23.58 %
ABR1	12.91	22.70 %
KPM1	12.63	21.71 %
CYR1	9.64	18.22 %
WJD1	6.95	13.93 %
Total	565.34	35.40 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	200.73	27.88 %
Wash-Mac	89.69	30.88 %
Fridge	81.69	26.55 %
Air-Cond	46.35	17.38 %
Home-The	9.17	18.32 %
W-Purifi	7.01	72.25 %
Dishwash	2.31	27.28 %
Oven	1.56	37.25 %
Total	438.53	26.46 %

Branch *	MTD Sales L	Brand Share %
KKI2	31.93	27.03 %
CUD1	26.17	18.25 %
SJI2	24.42	19.04 %
NVL2	23.52	20.91 %
VPM2	20.90	21.73 %
CDM1	19.28	17.15 %
VPM1	3.38	13.41 %
STP1	3.15	10.16 %
TVM2	3.12	11.08 %
MKM1	2.97	8.23 %
SJI1		0.00 %
Total	438.53	26.46 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	11.50	21.66 %
Fridge	10.16	27.32 %
Air-Cond	10.05	32.28 %
Wash-Mac	4.47	22.25 %
Dishwash	0.75	43.78 %
Oven	0.49	35.85 %
Home-The	0.38	9.73 %
Total	37.80	25.15 %

Branch *	MTD Sales L	Brand Share %
TVP1	26.58	27.53 %
PAS1	7.82	25.65 %
KLR1	3.63	15.80 %
TVSD		0.00 %
Total	37.80	25.15 %