

MTD Sales
121.54 L

Brand Share %
28.49 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **28.49 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	43.72	36.41 %
Air-Cond	28.53	23.66 %
Fridge	23.24	23.82 %
Wash-Mac	20.34	28.11 %
W-Purifi	2.30	47.87 %
Oven	1.38	65.73 %
Home-The	1.27	17.82 %
Dishwash	0.77	37.93 %
Total	121.54	28.49 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	31.75	32.16 %
SOUTH-01	18.93	28.26 %
SOUTH-03	14.91	28.22 %
CHENNAI-02	10.24	31.29 %
WEST-01	9.42	27.88 %
CHENNAI-01	8.40	18.75 %
WEST-02	8.29	29.15 %
NORTH ARCOT	7.71	32.96 %
SOUTH ARCOT	6.36	22.96 %
KL-SOUTH	5.54	32.14 %
Total	121.54	28.49 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	15.09	49.33 %
Air-Cond	9.15	22.02 %
Fridge	4.35	29.94 %
Wash-Mac	2.46	23.97 %
Dishwash	0.38	50.15 %
Home-The	0.20	48.83 %
W-Purifi	0.12	25.61 %
Total	31.75	32.16 %

Branch *	MTD Sales L	Brand Share %
PBR2	1.35	27.79 %
MDI1	0.99	28.27 %
KUM1	0.64	27.53 %
KIK1	0.59	19.91 %
MSI1	0.49	26.31 %
TVR1	0.36	27.65 %
TNJ1	0.35	20.46 %
TVR2	0.27	16.50 %
TRY2	0.27	8.29 %
PBR1	0.20	25.77 %
AYR1	0.18	8.41 %
TTP1	0.14	12.59 %
JKM1		0.00 %
KRN1		0.00 %
ORU1		0.00 %
TRY3		0.00 %
Total	31.75	32.16 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	4.75	35.92 %
Air-Cond	4.69	22.73 %
Wash-Mac	4.61	40.48 %
Fridge	3.88	20.77 %
W-Purifi	0.52	68.27 %
Dishwash	0.38	100.00 %
Oven	0.09	21.47 %
Total	18.93	28.26 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.63	27.13 %
KVT1	0.53	15.24 %
TUT2	0.51	17.40 %
SVK1	0.50	21.87 %
APK2	0.43	17.19 %
MMT1	0.34	19.63 %
TKS1	0.33	14.07 %
VLY1	0.28	13.51 %
PKD1	0.21	7.96 %
STU2	0.18	21.36 %
TYI1	0.17	18.78 %
PDI1	0.12	23.95 %
ARM1		0.00 %
ASM1		0.00 %
COL1		0.00 %
KYR1		0.00 %
SGT1		0.00 %
VKM1		0.00 %
VNR1		0.00 %
Total	18.93	28.26 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	5.24	33.00 %
Fridge	3.91	30.80 %
Wash-Mac	3.33	32.75 %
LED TV	2.23	19.31 %
Oven	0.21	100.00 %
Total	14.91	28.22 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.56	14.66 %
TMM1	0.89	21.96 %
MDU6	0.63	28.25 %
MDU3	0.53	23.43 %
ADP1	0.29	21.34 %
MDU4	0.19	9.72 %
PKM1	0.18	19.03 %
SGP1	0.13	17.53 %
BTU1		0.00 %
CMR1		0.00 %
DGL2		0.00 %
KKD2		0.00 %
KPT1		0.00 %
KRR1		0.00 %
MDU5		0.00 %
NKI1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
TEN1		0.00 %
USL1		0.00 %
Total	14.91	28.22 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	5.14	46.51 %
Fridge	2.13	31.96 %
Wash-Mac	1.25	22.27 %
Air-Cond	1.15	14.22 %
Home-The	0.44	67.87 %
W-Purifi	0.13	28.21 %
Total	10.24	31.29 %

Branch *	MTD Sales L	Brand Share %
CH15	0.92	27.36 %
CH41	0.61	25.23 %
CH33	0.44	25.50 %
CH20	0.27	19.67 %
CH18	0.19	11.38 %
GPD1	0.17	20.36 %
CH03		0.00 %
CH24		0.00 %
CH27		0.00 %
CH32		0.00 %
MC06		0.00 %
MJR1		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	10.24	31.29 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	3.90	33.81 %
Wash-Mac	3.12	37.53 %
Fridge	1.43	16.83 %
Oven	0.48	100.00 %
Air-Cond	0.28	6.71 %
W-Purifi	0.11	65.00 %
Home-The	0.10	15.10 %
Total	9.42	27.88 %

Branch *	MTD Sales L	Brand Share %
KMR1	0.77	24.83 %
CBE2	0.66	18.31 %
GBM1	0.48	26.52 %
CBE5	0.28	24.27 %
TPR3	0.14	17.51 %
UMP1	0.14	4.65 %
SNR1	0.14	7.33 %
ANR1		0.00 %
CBE1		0.00 %
CBE3		0.00 %
DPM2		0.00 %
KGM1		0.00 %
MPM1		0.00 %
PDM1		0.00 %
SYM2		0.00 %
TPR4		0.00 %
UAM1		0.00 %
Total	9.42	27.88 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	3.04	32.19 %
Fridge	2.13	23.54 %
Wash-Mac	1.73	19.84 %
Air-Cond	0.96	6.43 %
W-Purifi	0.28	32.12 %
Oven	0.15	100.00 %
Home-The	0.10	7.97 %
Total	8.40	18.75 %

Branch *	MTD Sales L	Brand Share %
CH14	0.39	13.83 %
CH48	0.34	18.31 %
CH19	0.27	13.68 %
CH08	0.24	11.57 %
CH11	0.23	10.89 %
KNR1	0.22	23.62 %
CH28	0.21	7.89 %
TKM1	0.14	12.52 %
CH42	0.13	7.07 %
CH30	0.13	6.82 %
AVD1		0.00 %
CH07		0.00 %
CH35		0.00 %
CH37		0.00 %
CH38		0.00 %
CH45		0.00 %
CZWH		0.00 %
SKL1		0.00 %
WHC3		0.00 %
Total	8.40	18.75 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	2.65	32.43 %
Wash-Mac	2.26	33.45 %
Air-Cond	1.53	37.36 %
Fridge	1.24	14.53 %
W-Purifi	0.49	100.00 %
Oven	0.12	100.00 %
Total	8.29	29.15 %

Branch *	MTD Sales L	Brand Share %
VKL1	0.38	26.03 %
TRM1	0.30	25.12 %
HSR1	0.26	17.97 %
MTR1	0.19	18.19 %
EPI1	0.14	20.72 %
EDP1	0.13	27.81 %
KVP1	0.13	9.08 %
ATU1		0.00 %
BMD1		0.00 %
CM11		0.00 %
DPR1		0.00 %
ERD1		0.00 %
ERD2		0.00 %
HSR2		0.00 %
KRI1		0.00 %
MCR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
TCG1		0.00 %
Total	8.29	29.15 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	2.63	35.55 %
Air-Cond	2.56	51.98 %
Fridge	1.17	18.35 %
Wash-Mac	0.56	16.04 %
W-Purifi	0.41	52.78 %
Oven	0.21	100.00 %
Home-The	0.17	80.34 %
Total	7.71	32.96 %

Branch *	MTD Sales L	Brand Share %
KPM1	0.48	18.30 %
TRR1	0.37	26.39 %
TRL1	0.34	15.55 %
VEL1	0.10	25.93 %
ABR1		0.00 %
CGM1		0.00 %
CYR1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
WJD1		0.00 %
Total	7.71	32.96 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	2.60	27.06 %
Fridge	1.51	19.37 %
Air-Cond	1.17	31.13 %
Wash-Mac	0.55	9.71 %
W-Purifi	0.24	100.00 %
Home-The	0.17	33.68 %
Oven	0.12	100.00 %
Total	6.36	22.96 %

Branch *	MTD Sales L	Brand Share %
POY2	0.74	25.27 %
CDM1	0.44	19.57 %
NVL2	0.35	19.87 %
TDM1	0.20	18.70 %
POY1	0.14	4.15 %
CUD1		0.00 %
MKM1		0.00 %
PRT1		0.00 %
SJI1		0.00 %
TVM1		0.00 %
VPM1		0.00 %
Total	6.36	22.96 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.81	68.79 %
LED TV	1.69	22.51 %
Fridge	1.49	31.49 %
Wash-Mac	0.46	23.91 %
Home-The	0.08	44.44 %
Total	5.54	32.14 %

Branch *	MTD Sales L	Brand Share %
PAS1		0.00 %
Total	5.54	32.14 %