

MTD Sales
212.72 L

Brand Share %
27.44 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **27.44 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	107.55	33.59 %
Wash-Mac	34.86	26.20 %
Fridge	31.88	24.73 %
Air-Cond	27.69	17.07 %
Home-The	5.18	25.95 %
W-Purifi	2.90	55.95 %
Dishwash	1.92	49.42 %
Oven	0.74	37.53 %
Total	212.72	27.44 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	39.50	30.97 %
CHENNAI-01	37.60	31.88 %
WEST-02	25.08	27.46 %
TRICHY-01	23.05	25.40 %
SOUTH-03	22.82	26.87 %
CHENNAI-02	18.73	21.25 %
NORTH ARCOT	15.99	30.72 %
WEST-01	14.90	24.76 %
SOUTH ARCOT	14.34	24.20 %
KL-SOUTH	0.71	21.74 %
Total	212.72	27.44 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	16.04	35.27 %
Air-Cond	10.43	30.54 %
Wash-Mac	7.52	32.53 %
Fridge	3.99	20.90 %
W-Purifi	0.82	62.19 %
Home-The	0.39	12.44 %
Oven	0.32	39.60 %
Total	39.50	30.97 %

Branch *	MTD Sales L	Brand Share %
ERL2	0.64	20.01 %
VLY1	0.53	26.74 %
MMT1	0.53	25.40 %
VNR2	0.49	9.52 %
TKS1	0.44	8.89 %
PKD1	0.27	12.73 %
RND1	0.27	9.52 %
STU2	0.25	20.36 %
SKD1	0.18	14.26 %
SNL1	0.13	6.33 %
KSM1	0.12	22.31 %
KGL1		0.00 %
KYR1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
SVK1		0.00 %
TVL2		0.00 %
Total	39.50	30.97 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	20.64	42.63 %
Fridge	5.41	28.98 %
Air-Cond	5.37	17.39 %
Wash-Mac	3.64	23.79 %
Home-The	1.20	49.64 %
Dishwash	0.77	100.00 %
Oven	0.31	86.91 %
W-Purifi	0.25	23.06 %
Total	37.60	31.88 %

Branch *	MTD Sales L	Brand Share %
CH16	2.37	27.29 %
CH14	2.14	26.86 %
CH28	1.16	19.06 %
AVD1	1.01	20.39 %
CH48	0.68	14.03 %
CH22	0.48	12.59 %
KNR1	0.40	11.73 %
CH35	0.31	13.86 %
CH30	0.26	7.13 %
CH38	0.25	17.02 %
CH26	0.13	5.97 %
CH37		0.00 %
CH39		0.00 %
Total	37.60	31.88 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	13.26	29.93 %
Wash-Mac	5.37	28.36 %
Fridge	4.20	24.92 %
Air-Cond	1.27	16.04 %
Home-The	0.47	18.15 %
Dishwash	0.39	100.00 %
W-Purifi	0.13	100.00 %
Total	25.08	27.46 %

Branch *	MTD Sales L	Brand Share %
ERD1	2.67	24.77 %
SLM1	1.20	13.20 %
ATU1	1.06	20.79 %
RSP1	0.55	24.62 %
SLM2	0.47	18.67 %
KVP1	0.45	20.68 %
ERD2	0.38	7.20 %
TCG1	0.29	17.74 %
TRM1	0.26	14.28 %
OML1	0.26	12.89 %
SLM3	0.25	14.77 %
MTR1	0.18	7.12 %
PLC1	0.17	6.47 %
Total	25.08	27.46 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	12.88	29.45 %
Fridge	4.06	30.32 %
Wash-Mac	4.06	28.34 %
Air-Cond	1.66	9.44 %
Home-The	0.24	15.27 %
W-Purifi	0.16	100.00 %
Total	23.05	25.40 %

Branch *	MTD Sales L	Brand Share %
TVR2	1.49	27.30 %
PBR2	1.42	23.89 %
KUM1	1.42	21.91 %
TNJ2	1.12	22.22 %
TNJ1	0.98	8.36 %
MDI1	0.66	25.12 %
AYR1	0.43	24.28 %
KIK1	0.34	20.09 %
TRY3	0.18	4.04 %
TRY2	0.13	4.94 %
KRN1		0.00 %
NCK1		0.00 %
ORU1		0.00 %
PDK1		0.00 %
PTK1		0.00 %
TZSD		0.00 %
Total	23.05	25.40 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	12.88	37.65 %
Fridge	3.71	22.92 %
Air-Cond	3.01	18.40 %
Wash-Mac	2.40	15.64 %
Home-The	0.56	24.81 %
W-Purifi	0.15	35.49 %
Oven	0.10	100.00 %
Total	22.82	26.87 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.23	19.37 %
MDU2	1.29	15.61 %
KKD3	1.08	26.06 %
MDU3	0.59	22.08 %
MPA1	0.53	26.56 %
ATG1	0.35	16.04 %
MDU6	0.29	18.71 %
PNI1	0.18	24.12 %
ADP1	0.13	10.99 %
NKI1	0.13	14.13 %
KKD2	0.13	16.86 %
BNR1	0.13	8.69 %
PNV1	0.12	21.59 %
TEN1	0.12	3.90 %
BTU1		0.00 %
DGL2		0.00 %
MDU5		0.00 %
MLR1		0.00 %
MNM1		0.00 %
ODM1		0.00 %
TDI1		0.00 %
Total	22.82	26.87 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	7.94	24.97 %
Wash-Mac	3.61	24.32 %
Fridge	3.10	22.14 %
Air-Cond	2.73	11.15 %
Home-The	0.78	40.81 %
W-Purifi	0.56	73.42 %
Total	18.73	21.25 %

Branch *	MTD Sales L	Brand Share %
CH03	1.89	24.51 %
CH41	1.16	26.80 %
CH15	1.15	10.06 %
CH18	1.00	22.49 %
CH12	1.00	13.24 %
CH20	0.90	24.66 %
CH24	0.90	17.90 %
CH06	0.81	25.83 %
CH46	0.66	11.03 %
GPD1	0.48	24.91 %
CH17	0.30	24.28 %
CH31	0.30	16.37 %
CH23		0.00 %
CH32		0.00 %
CH44		0.00 %
MJR1		0.00 %
PON1		0.00 %
Total	18.73	21.25 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	9.05	42.08 %
Wash-Mac	2.53	32.00 %
Fridge	2.03	25.34 %
Air-Cond	1.44	11.84 %
Dishwash	0.38	100.00 %
Home-The	0.34	20.61 %
W-Purifi	0.23	47.87 %
Total	15.99	30.72 %

Branch *	MTD Sales L	Brand Share %
KPM1	0.94	21.61 %
SBR1	0.81	24.42 %
VEL1	0.63	18.95 %
ANI1	0.51	25.52 %
AKM1	0.29	12.18 %
WJD1	0.26	8.12 %
ABR1	0.25	10.50 %
CYR1	0.25	19.70 %
TRT1	0.24	18.12 %
PLR1	0.18	18.78 %
SLG1	0.12	25.33 %
ARC2		0.00 %
CGM1		0.00 %
Total	15.99	30.72 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	6.72	25.37 %
Fridge	3.63	30.85 %
Wash-Mac	2.77	23.96 %
Air-Cond	0.88	13.86 %
Home-The	0.64	21.55 %
W-Purifi	0.24	71.36 %
Total	14.90	24.76 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.52	19.19 %
TPR2	1.37	26.03 %
KMR1	0.74	11.23 %
MPM1	0.63	21.36 %
PLI1	0.39	20.41 %
GDR1	0.36	24.51 %
SNR1	0.33	25.49 %
CBE4	0.25	14.18 %
UAM1	0.18	5.26 %
TPR1	0.15	13.10 %
ANR1		0.00 %
CBE1		0.00 %
CBE3		0.00 %
KGM1		0.00 %
PDM1		0.00 %
UMP1		0.00 %
GBM1		0.00 %
CBE5	-0.05	-10.88 %
Total	14.90	24.76 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	8.15	35.97 %
Wash-Mac	2.77	24.70 %
Fridge	1.75	16.92 %
Air-Cond	0.91	7.32 %
Home-The	0.41	33.72 %
W-Purifi	0.36	75.40 %
Total	14.34	24.20 %

Branch *	MTD Sales L	Brand Share %
POY1	1.00	15.42 %
KLM1	0.80	25.95 %
KKI2	0.76	14.98 %
CUD1	0.64	11.51 %
KML1	0.43	19.61 %
MKM1	0.28	13.32 %
VPM1	0.27	12.08 %
TVM2	0.18	9.97 %
CDM1		0.00 %
PRT1		0.00 %
SJI1		0.00 %
VCM1		0.00 %
Total	14.34	24.20 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Dishwash	0.38	100.00 %
Wash-Mac	0.18	39.24 %
Home-The	0.15	61.46 %
Total	0.71	21.74 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.38	23.00 %
KLR1	0.18	17.27 %
PAS1	0.15	26.08 %
Total	0.71	21.74 %