

MTD Sales
243.52 L

Brand Share %
31.50 %

Information:

MTD : 01-10-2026 To 01-10-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **31.50 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	104.74	46.04 %
Air-Cond	63.94	22.16 %
Fridge	35.40	31.00 %
Wash-Mac	30.27	26.16 %
Home-The	3.18	24.89 %
Dishwash	3.16	47.68 %
W-Purifi	2.26	38.88 %
Oven	0.58	28.96 %
Total	243.52	31.50 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	68.45	46.35 %
TRICHY-01	31.77	36.06 %
CHENNAI-01	29.21	22.65 %
CHENNAI-02	25.57	29.50 %
SOUTH-03	18.34	23.20 %
NORTH ARCOT	16.13	27.90 %
WEST-03	15.89	29.55 %
WEST-01	15.40	35.06 %
SOUTH ARCOT	13.54	26.37 %
WEST-02	9.23	25.72 %
Total	243.52	31.50 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	47.65	71.30 %
Air-Cond	8.82	20.80 %
Fridge	6.62	34.67 %
Wash-Mac	3.40	23.89 %
W-Purifi	0.83	66.73 %
Dishwash	0.72	100.00 %
Home-The	0.41	13.22 %
Total	68.45	46.35 %

Branch *	MTD Sales L	Brand Share %
TVL1	3.59	30.11 %
TKS1	1.40	24.83 %
TUT2	1.11	29.86 %
NGR1	1.10	20.46 %
RND2	0.91	24.51 %
KVT1	0.88	12.63 %
SVK1	0.56	20.33 %
PKD1	0.49	26.19 %
ERL2	0.48	24.71 %
RPM1	0.35	12.92 %
MAR1	0.31	8.43 %
UDN1	0.29	20.26 %
SKD1	0.25	15.00 %
VLY1	0.19	9.27 %
TCN1	0.17	12.23 %
ARM1	0.14	15.87 %
APK2	0.14	9.62 %
APK1		0.00 %
KYR1		0.00 %
RND1		0.00 %
SGT1		0.00 %
SNL1		0.00 %
STU2		0.00 %
TYI1		0.00 %
VNR2		0.00 %
WHTV		0.00 %
Total	68.45	46.35 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	12.76	35.75 %
LED TV	10.59	38.32 %
Fridge	5.39	48.11 %
Wash-Mac	3.04	25.23 %
Home-The	0.19	23.45 %
W-Purifi	-0.20	-163.35 %
Total	31.77	36.06 %

Branch *	MTD Sales L	Brand Share %
PBR2	1.85	18.04 %
TRY3	1.51	27.97 %
TRY4	0.60	16.92 %
TYR1	0.59	24.94 %
KIK1	0.36	15.18 %
JKM1	0.32	22.71 %
TVR2	0.30	17.12 %
KUM2	0.28	18.06 %
APM1		0.00 %
KRN1		0.00 %
MSI1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PDK2		0.00 %
TRY2		0.00 %
TVR1		0.00 %
Total	31.77	36.06 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	10.51	41.39 %
Air-Cond	6.88	10.71 %
Fridge	6.06	34.94 %
Wash-Mac	4.92	27.97 %
Home-The	0.54	40.21 %
W-Purifi	0.29	20.06 %
Total	29.21	22.65 %

Branch *	MTD Sales L	Brand Share %
CH14	3.09	22.60 %
CH25	2.07	10.30 %
CH05	1.95	19.80 %
CH49	1.60	19.18 %
CH48	1.23	24.72 %
CH28	1.20	15.23 %
CH47	1.01	15.88 %
GUD1	0.99	17.80 %
CH45	0.58	23.85 %
AVD1	0.47	6.52 %
CH42	0.45	7.81 %
KNR1	0.32	20.01 %
TKM1	0.32	28.90 %
SKL1	0.20	17.38 %
CH26		0.00 %
CH29		0.00 %
CH38		0.00 %
CH39		0.00 %
CH40		0.00 %
MRM1		0.00 %
Total	29.21	22.65 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	10.77	29.58 %
LED TV	9.99	38.97 %
Wash-Mac	2.82	22.57 %
Fridge	0.94	11.33 %
Home-The	0.80	36.03 %
W-Purifi	0.16	25.35 %
Oven	0.10	16.40 %
Total	25.57	29.50 %

Branch *	MTD Sales L	Brand Share %
CH03	2.41	28.09 %
CH21	1.80	25.45 %
CH15	1.27	14.72 %
CH18	1.13	22.79 %
CH17	1.09	16.82 %
CH50	0.97	15.62 %
CH12	0.48	7.38 %
CH35	0.40	13.41 %
CH36	0.26	15.31 %
CH37	0.25	23.28 %
CH41	0.19	9.54 %
CH20	0.15	6.51 %
CH01		0.00 %
CH32		0.00 %
MC06		0.00 %
UKI1		0.00 %
WCHN	-0.52	9.94 %
Total	25.57	29.50 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	5.50	20.31 %
LED TV	5.48	26.56 %
Fridge	3.60	23.25 %
Wash-Mac	2.01	15.45 %
Dishwash	0.94	82.26 %
W-Purifi	0.65	84.47 %
Home-The	0.16	17.31 %
Total	18.34	23.20 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.63	24.12 %
MDU3	0.75	20.59 %
PN11	0.48	13.97 %
PV11	0.48	25.95 %
PNV2	0.47	22.68 %
DGL1	0.44	16.64 %
TDI1	0.44	12.66 %
SVG1	0.32	16.75 %
MDU5	0.30	23.45 %
MDU2	0.30	5.35 %
DKI1	0.30	30.17 %
CBM1	0.15	15.57 %
KYK1	0.15	16.02 %
KKD3	0.14	4.86 %
PKM1	0.14	25.98 %
ADP1		0.00 %
BTU1		0.00 %
CMR1		0.00 %
DGL2		0.00 %
KPT1		0.00 %
MDU8		0.00 %
NKI1		0.00 %
TEN1		0.00 %
TEN2		0.00 %
TMM1		0.00 %
USL1		0.00 %
SZSD	-0.69	-255.52 %
Total	18.34	23.20 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	4.91	29.27 %
Wash-Mac	4.88	44.10 %
Fridge	3.23	38.37 %
Air-Cond	2.41	12.46 %
Home-The	0.45	34.76 %
Oven	0.24	82.04 %
Total	16.13	27.90 %

Branch *	MTD Sales L	Brand Share %
VEL3	2.36	24.67 %
TRR1	1.41	28.54 %
VEL2	1.28	19.53 %
KPM2	0.75	18.51 %
VNB1	0.59	26.58 %
CYR1	0.24	16.98 %
ABR1	0.21	25.10 %
ANI1	0.14	12.12 %
TRL1	0.14	6.85 %
AKM1		0.00 %
CGM1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
SLG1		0.00 %
TRT1		0.00 %
VEL1		0.00 %
WJD1		0.00 %
Total	16.13	27.90 %

WEST-03

Property	MTD Sales L	Brand Share %
Air-Cond	6.59	26.37 %
LED TV	3.28	40.21 %
Wash-Mac	2.71	30.86 %
Fridge	2.34	23.50 %
Dishwash	0.49	57.52 %
Home-The	0.28	33.23 %
W-Purifi	0.20	100.00 %
Total	15.89	29.55 %

Branch *	MTD Sales L	Brand Share %
TPR2	2.72	28.45 %
ERD2	1.20	21.94 %
NKL2	0.52	10.77 %
AVI1	0.32	8.22 %
TPR3	0.25	8.85 %
CMI1	0.19	8.78 %
SYM2	0.16	13.26 %
TCG1		0.00 %
W3SD		0.00 %
Total	15.89	29.55 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	5.62	45.29 %
Air-Cond	4.06	37.54 %
Fridge	2.73	27.02 %
Wash-Mac	2.08	25.18 %
Dishwash	0.50	73.44 %
Oven	0.24	60.12 %
W-Purifi	0.17	28.74 %
Total	15.40	35.06 %

Branch *	MTD Sales L	Brand Share %
KMR1	1.40	22.12 %
CBE2	1.10	13.12 %
UAM1	0.56	30.85 %
SNR1	0.36	21.20 %
KMD1	0.27	19.20 %
MPM1	0.20	15.49 %
ANR1		0.00 %
CNR1		0.00 %
PDM1		0.00 %
PLI1		0.00 %
WHCB		0.00 %
Total	15.40	35.06 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	4.35	36.36 %
Air-Cond	3.53	17.16 %
Fridge	2.84	37.63 %
Wash-Mac	2.32	23.72 %
Dishwash	0.50	50.51 %
Total	13.54	26.37 %

Branch *	MTD Sales L	Brand Share %
POY2	3.76	28.74 %
TRK1	0.81	25.09 %
CDM1	0.59	27.37 %
SJI2	0.40	21.25 %
TDM1	0.34	26.38 %
TVM2	0.22	17.61 %
KKI2		0.00 %
MKM1		0.00 %
POY1		0.00 %
STP1		0.00 %
VPM2		0.00 %
WHNV		0.00 %
WHUT		0.00 %
Total	13.54	26.37 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	2.63	37.24 %
LED TV	2.35	19.49 %
Wash-Mac	2.08	24.76 %
Fridge	1.64	24.35 %
Home-The	0.35	31.87 %
W-Purifi	0.17	66.16 %
Total	9.23	25.72 %

Branch *	MTD Sales L	Brand Share %
SLM3	0.82	28.00 %
SLM1	0.76	16.94 %
ATU1	0.48	16.26 %
MTR1	0.41	18.79 %
VPD1	0.18	18.53 %
HSR2	0.17	13.98 %
EPI1	0.15	22.61 %
BMD1		0.00 %
DPR1		0.00 %
HSR1		0.00 %
KAM1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
PNG1		0.00 %
SLM2		0.00 %
WZWH		0.00 %
Total	9.23	25.72 %