

MTD Sales
274.12 L

Brand Share %
27.67 %

Information:

MTD : 01-08-2025 To 02-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **27.67 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	100.39	36.93 %
Wash-Mac	57.30	30.02 %
Air-Cond	52.37	18.62 %
Fridge	50.58	23.96 %
W-Purifi	5.77	62.37 %
Home-The	3.77	23.17 %
Oven	2.74	46.60 %
Dishwash	1.18	28.27 %
Total	274.12	27.67 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	47.03	32.25 %
TRICHY-01	37.63	26.74 %
CHENNAI-01	31.76	22.50 %
WEST-02	31.56	29.12 %
CHENNAI-02	31.01	28.03 %
SOUTH-03	30.58	23.13 %
NORTH ARCOT	23.78	36.40 %
WEST-01	23.44	31.99 %
SOUTH ARCOT	14.32	21.97 %
KL-SOUTH	3.01	38.07 %
Total	274.12	27.67 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	15.67	38.70 %
Air-Cond	11.32	29.37 %
Fridge	10.06	31.79 %
Wash-Mac	7.92	25.61 %
W-Purifi	0.96	65.39 %
Oven	0.73	68.46 %
Home-The	0.36	21.78 %
Total	47.03	32.25 %

Branch *	MTD Sales L	Brand Share %
NGR1	1.49	21.99 %
TKS1	1.37	26.09 %
VNR2	1.24	17.61 %
TCN1	0.64	20.69 %
VLY1	0.59	9.37 %
VNR1	0.53	26.97 %
STU2	0.26	13.50 %
KYR1	0.18	11.12 %
SNL1	0.18	6.62 %
ARM1	0.06	5.22 %
KSM1		0.00 %
SGT1		0.00 %
TVL2		0.00 %
UDN1		0.00 %
Total	47.03	32.25 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	12.83	34.89 %
Air-Cond	8.96	19.22 %
Fridge	7.31	23.66 %
Wash-Mac	6.82	30.91 %
W-Purifi	0.94	62.50 %
Dishwash	0.39	100.00 %
Home-The	0.38	18.05 %
Total	37.63	26.74 %

Branch *	MTD Sales L	Brand Share %
TRY1	5.04	22.42 %
TN11	4.45	27.60 %
PBR2	2.59	22.53 %
TVR2	1.23	27.28 %
JKM1	1.22	25.01 %
MDI1	1.20	24.65 %
KIK1	1.00	16.59 %
TRY3	0.86	19.73 %
NGT1	0.55	11.32 %
MSI1	0.55	16.49 %
APM1	0.47	25.22 %
ORU1		0.00 %
TRY2		0.00 %
Total	37.63	26.74 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	11.29	17.04 %
Wash-Mac	7.53	31.14 %
LED TV	6.47	30.41 %
Fridge	4.29	17.92 %
W-Purifi	0.70	69.52 %
Home-The	0.67	24.80 %
Oven	0.42	46.13 %
Dishwash	0.40	43.76 %
Total	31.76	22.50 %

Branch *	MTD Sales L	Brand Share %
CH08	3.02	25.97 %
CH16	2.19	27.52 %
CH05	2.14	25.47 %
CH14	1.74	24.69 %
CH48	1.58	10.13 %
CH07	1.55	23.75 %
CH11	1.42	17.02 %
CH28	1.21	15.31 %
CH45	1.16	18.72 %
GUD1	1.08	24.09 %
CH22	1.06	26.87 %
CH39	1.05	22.90 %
CH35	0.56	17.69 %
AVD1	0.49	13.46 %
CH42	0.39	5.27 %
CGL1	0.35	19.62 %
KNR1	0.28	11.34 %
CZWH	0.20	14.71 %
CH29		0.00 %
CH40		0.00 %
Total	31.76	22.50 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	15.54	37.99 %
Wash-Mac	8.68	36.30 %
Fridge	5.18	20.75 %
Air-Cond	1.30	8.60 %
Home-The	0.56	23.22 %
Oven	0.30	32.07 %
Total	31.56	29.12 %

Branch *	MTD Sales L	Brand Share %
HSR2	1.60	19.56 %
SLM1	1.49	18.76 %
NKL2	0.79	21.90 %
VPD1	0.68	25.43 %
ERD2	0.54	6.96 %
HSR1	0.54	10.56 %
SGI1	0.54	9.42 %
MTR1	0.39	18.54 %
CMI1	0.38	24.84 %
TCG1	0.14	7.84 %
DPR1		0.00 %
PLC1		0.00 %
SGG1		0.00 %
SLM2	-0.01	-0.40 %
Total	31.56	29.12 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	12.69	43.57 %
Air-Cond	6.91	17.41 %
Wash-Mac	5.69	31.69 %
Fridge	4.19	21.96 %
W-Purifi	0.82	85.01 %
Oven	0.43	36.13 %
Home-The	0.28	19.27 %
Total	31.01	28.03 %

Branch *	MTD Sales L	Brand Share %
CH21	1.72	19.85 %
CH06	1.35	15.06 %
CH34	1.34	23.78 %
MJR1	1.03	20.94 %
CH44	1.03	22.75 %
PON1	0.90	26.29 %
CH43	0.83	22.10 %
CH17	0.76	25.95 %
CH12	0.66	11.38 %
CH33	0.52	17.16 %
CH24	0.48	13.54 %
GPD1	0.32	12.76 %
CH23	0.13	9.35 %
MC06		0.00 %
Total	31.01	28.03 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	10.25	29.59 %
Wash-Mac	7.29	25.84 %
Fridge	6.04	19.62 %
Air-Cond	4.83	14.89 %
W-Purifi	1.25	56.06 %
Oven	0.55	81.51 %
Home-The	0.36	15.28 %
Total	30.58	23.13 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.65	14.63 %
DGL1	0.96	13.66 %
TPT1	0.91	25.39 %
MDU2	0.87	10.52 %
KRR1	0.58	15.23 %
PNV1	0.48	23.11 %
ATG1	0.47	21.15 %
TMM1	0.45	16.92 %
MDU5	0.32	9.67 %
PVI1	0.27	14.96 %
DGL2	0.26	8.12 %
MNM1	0.26	23.41 %
TEN1	0.25	4.64 %
ADP1		0.00 %
BTU1		0.00 %
CMR1		0.00 %
NKI1		0.00 %
ODM1		0.00 %
USL1		0.00 %
Total	30.58	23.13 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	10.40	48.36 %
Fridge	4.36	28.42 %
Wash-Mac	3.90	37.35 %
Air-Cond	3.35	22.10 %
W-Purifi	0.64	83.51 %
Home-The	0.64	39.08 %
Dishwash	0.39	100.00 %
Oven	0.10	100.00 %
Total	23.78	36.40 %

Branch *	MTD Sales L	Brand Share %
KPM1	0.77	20.98 %
CGM1	0.69	20.22 %
ABR1	0.52	19.77 %
WJD1	0.21	27.12 %
AKM1	0.18	4.09 %
PLR1		0.00 %
Total	23.78	36.40 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	10.51	41.67 %
Fridge	6.12	33.42 %
Wash-Mac	5.73	27.23 %
Home-The	0.42	30.38 %
Air-Cond	0.33	5.96 %
Oven	0.21	33.24 %
W-Purifi	0.12	16.91 %
Total	23.44	31.99 %

Branch *	MTD Sales L	Brand Share %
UAM1	0.61	18.36 %
SNR1	0.37	15.25 %
TPR2	0.30	15.84 %
SYM2	0.22	9.28 %
TPR4	0.22	16.34 %
TPR3	0.20	9.21 %
MPM1	0.18	8.59 %
PDM1	0.10	4.90 %
ANR1		0.00 %
CBE1		0.00 %
CNR1		0.00 %
GBM1		0.00 %
TPR1		0.00 %
WHCB		0.00 %
Total	23.44	31.99 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	4.69	25.26 %
Wash-Mac	3.44	32.51 %
Air-Cond	3.06	15.30 %
Fridge	2.91	18.97 %
W-Purifi	0.13	47.53 %
Home-The	0.09	22.97 %
Total	14.32	21.97 %

Branch *	MTD Sales L	Brand Share %
KKI2	1.36	21.75 %
CUD1	1.23	19.11 %
VPM2	0.65	16.15 %
SJI1	0.61	15.77 %
ULP1	0.58	14.05 %
POY2	0.46	19.65 %
TDM1	0.45	21.01 %
PRT1	0.33	15.29 %
CDM1	0.26	11.45 %
MKM1	0.16	6.29 %
VPM1	0.13	19.41 %
TVM1	0.13	9.11 %
NVL2		0.00 %
TVM2		0.00 %
Total	14.32	21.97 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	1.34	40.35 %
Air-Cond	1.03	53.33 %
Wash-Mac	0.30	19.48 %
W-Purifi	0.22	100.00 %
Fridge	0.12	15.93 %
Total	3.01	38.07 %

Branch *	MTD Sales L	Brand Share %
Total	3.01	38.07 %