

MTD Sales
222.03 L

Brand Share %
28.66 %

Information:

MTD : 01-09-2025 To 02-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **28.66 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	78.86	36.11 %
Air-Cond	54.36	24.35 %
Fridge	42.17	23.94 %
Wash-Mac	36.23	28.03 %
W-Purifi	5.32	58.12 %
Home-The	2.19	17.59 %
Oven	1.77	58.03 %
Dishwash	1.14	36.65 %
Total	222.03	28.66 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	43.13	30.00 %
SOUTH-01	36.30	30.28 %
CHENNAI-01	27.24	28.02 %
SOUTH-03	25.53	26.51 %
CHENNAI-02	22.67	33.26 %
WEST-02	15.99	27.99 %
WEST-01	15.22	25.87 %
NORTH ARCOT	13.88	33.15 %
SOUTH ARCOT	12.79	23.05 %
KL-SOUTH	9.27	25.70 %
Total	222.03	28.66 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	19.33	47.38 %
Air-Cond	12.06	19.96 %
Fridge	6.99	27.66 %
Wash-Mac	4.05	27.41 %
Dishwash	0.38	50.15 %
Home-The	0.20	17.35 %
W-Purifi	0.12	25.61 %
Total	43.13	30.00 %

Branch *	MTD Sales L	Brand Share %
PBR2	1.87	28.10 %
PTK1	1.69	28.54 %
TVR2	0.88	17.63 %
TNJ1	0.71	17.54 %
KIK1	0.69	16.20 %
MSI1	0.49	17.78 %
APM1	0.39	22.16 %
AYR1	0.28	9.77 %
TRY2	0.27	6.23 %
JKM1	0.19	11.06 %
TTP1	0.14	8.15 %
KRN1		0.00 %
ORU1		0.00 %
TRY3		0.00 %
TZSD		0.00 %
Total	43.13	30.00 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	11.04	41.63 %
Air-Cond	9.55	25.12 %
Wash-Mac	6.99	33.92 %
Fridge	6.76	22.80 %
W-Purifi	1.38	65.88 %
Dishwash	0.38	100.00 %
Home-The	0.10	4.48 %
Oven	0.09	21.47 %
Total	36.30	30.28 %

Branch *	MTD Sales L	Brand Share %
TUT1	3.99	27.02 %
TUT2	1.82	26.31 %
KVT1	1.18	20.24 %
SVK1	1.07	21.99 %
APK2	0.81	22.47 %
UDN1	0.47	26.99 %
TKS1	0.46	10.62 %
APK1	0.43	23.14 %
KYR1	0.28	16.46 %
VLV1	0.28	8.79 %
STU2	0.18	11.36 %
TYI1	0.17	12.29 %
ARM1		0.00 %
ASM1		0.00 %
COL1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
VNR1		0.00 %
Total	36.30	30.28 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	11.14	27.92 %
LED TV	7.00	37.91 %
Wash-Mac	4.77	27.67 %
Fridge	3.10	17.88 %
W-Purifi	0.62	44.45 %
Home-The	0.37	17.26 %
Oven	0.24	67.15 %
Total	27.24	28.02 %

Branch *	MTD Sales L	Brand Share %
CH05	1.48	24.26 %
CH19	1.05	17.69 %
CH28	0.99	20.11 %
CH14	0.90	14.52 %
CH08	0.75	16.36 %
CH11	0.70	23.21 %
CH48	0.66	21.17 %
MRM1	0.62	23.36 %
CH22	0.56	18.71 %
SKL1	0.54	26.68 %
AVD1	0.39	18.19 %
CH07	0.36	8.83 %
CH42	0.13	7.07 %
CH26	0.13	16.35 %
CH30	0.13	3.95 %
CH35		0.00 %
CH38		0.00 %
CH45		0.00 %
CZWH		0.00 %
Total	27.24	28.02 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	7.98	31.01 %
Air-Cond	6.66	23.56 %
Wash-Mac	4.97	29.22 %
LED TV	4.88	23.52 %
W-Purifi	0.75	60.81 %
Oven	0.30	52.22 %
Total	25.53	26.51 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.71	15.12 %
DGL1	1.55	20.77 %
MDU2	1.48	22.78 %
TMM1	1.22	25.00 %
KKD2	0.58	22.67 %
SGP1	0.41	28.17 %
MDU4	0.37	11.69 %
TEN2	0.29	28.63 %
ADP1	0.29	16.77 %
PKM1	0.18	16.80 %
USL1	0.18	10.71 %
NTM1	0.17	12.99 %
BTU1	0.13	11.20 %
CMR1		0.00 %
DGL2		0.00 %
KRR1		0.00 %
MDU5		0.00 %
NKI1		0.00 %
ODM1		0.00 %
TEN1		0.00 %
KPT1		-0.51 %
Total	25.53	26.51 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	11.80	48.90 %
Air-Cond	4.91	26.66 %
Fridge	2.96	25.76 %
Wash-Mac	2.25	18.52 %
Home-The	0.62	60.49 %
W-Purifi	0.13	17.86 %
Total	22.67	33.26 %

Branch *	MTD Sales L	Brand Share %
CH15	1.05	18.34 %
CH06	0.96	23.89 %
CH41	0.61	23.20 %
CH44	0.48	14.86 %
CH33	0.44	15.02 %
CH20	0.40	13.59 %
CH03	0.37	7.17 %
CH24	0.31	22.81 %
GPD1	0.17	10.80 %
CH27		0.00 %
CH32		0.00 %
MC06		0.00 %
MJR1		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	22.67	33.26 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	5.78	31.13 %
Wash-Mac	3.88	29.73 %
Fridge	3.25	19.77 %
Air-Cond	1.87	27.89 %
W-Purifi	0.78	85.86 %
Oven	0.24	100.00 %
Home-The	0.18	15.69 %
Total	15.99	27.99 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.21	23.48 %
HSR1	0.52	24.04 %
SLM2	0.47	28.15 %
TRM1	0.47	17.71 %
ATU1	0.45	27.39 %
MCR1	0.45	20.78 %
ERD2	0.45	11.04 %
RSP1	0.40	24.11 %
HSR2	0.31	10.38 %
APN1	0.28	26.14 %
OML1	0.27	24.12 %
MTR1	0.19	14.41 %
EPI1	0.14	14.84 %
ERD1	0.13	6.51 %
EDP1	0.13	16.96 %
CMI1		0.00 %
DPR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
TCG1		0.00 %
Total	15.99	27.99 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	5.45	38.67 %
LED TV	5.35	30.20 %
Fridge	2.72	17.24 %
Air-Cond	0.62	7.04 %
Oven	0.48	100.00 %
W-Purifi	0.41	86.95 %
Home-The	0.20	16.47 %
Total	15.22	25.87 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.68	17.85 %
KMR1	0.77	16.00 %
KMD1	0.70	28.25 %
SNR1	0.59	17.75 %
TPR1	0.39	25.05 %
TPR3	0.34	18.44 %
CBE5	0.28	19.48 %
UMP1	0.27	8.73 %
CBE4	0.27	17.23 %
DPM2	0.22	23.46 %
CBE1	0.18	12.02 %
ANR1		0.00 %
KGM1		0.00 %
MPM1		0.00 %
PDM1		0.00 %
SYM2		0.00 %
TPR4		0.00 %
UAM1		0.00 %
WZSD		0.00 %
Total	15.22	25.87 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	5.78	38.60 %
Air-Cond	2.84	31.45 %
Fridge	2.71	27.59 %
Wash-Mac	1.20	21.01 %
W-Purifi	0.88	70.85 %
Oven	0.30	72.13 %
Home-The	0.17	57.97 %
Total	13.88	33.15 %

Branch *	MTD Sales L	Brand Share %
KPM1	0.48	16.97 %
TRL1	0.34	8.24 %
WJD1	0.20	11.26 %
CYR1	0.19	22.72 %
ABR1		0.00 %
CGM1		0.00 %
PLR1		0.00 %
TRT1		0.00 %
Total	13.88	33.15 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	5.23	24.38 %
Fridge	3.00	22.25 %
Air-Cond	2.39	26.04 %
Wash-Mac	1.54	15.22 %
Home-The	0.26	30.79 %
W-Purifi	0.26	100.00 %
Oven	0.12	68.93 %
Total	12.79	23.05 %

Branch *	MTD Sales L	Brand Share %
VPM2	1.41	17.22 %
TRK1	0.45	13.07 %
CDM1	0.44	14.97 %
POY1	0.29	7.77 %
PRT1	0.26	8.58 %
SJI1	0.22	17.97 %
TDM1	0.20	8.13 %
CUD1		0.00 %
MKM1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VPM1		0.00 %
Total	12.79	23.05 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Fridge	2.70	24.29 %
LED TV	2.66	17.75 %
Air-Cond	2.33	51.48 %
Wash-Mac	1.12	25.07 %
Dishwash	0.37	100.00 %
Home-The	0.08	44.44 %
Total	9.27	25.70 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.17	2.46 %
Total	9.27	25.70 %