

MTD Sales
449.13 L

Brand Share %
27.77 %

Information:

MTD : 01-10-2025 To 02-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **27.77 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	200.14	31.63 %
Wash-Mac	79.26	28.00 %
Air-Cond	73.00	20.76 %
Fridge	72.24	25.50 %
Home-The	10.35	25.85 %
W-Purifi	7.02	57.45 %
Dishwash	5.46	55.45 %
Oven	1.66	36.44 %
Total	449.13	27.77 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	78.96	31.20 %
CHENNAI-01	75.84	31.38 %
WEST-02	52.09	28.85 %
TRICHY-01	48.21	24.01 %
SOUTH-03	47.28	25.12 %
CHENNAI-02	42.88	24.03 %
WEST-01	38.09	27.31 %
NORTH ARCOT	36.67	33.07 %
SOUTH ARCOT	27.72	23.77 %
KL-SOUTH	1.40	18.35 %
Total	449.13	27.77 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	26.90	34.15 %
Air-Cond	23.88	32.64 %
Wash-Mac	15.31	32.56 %
Fridge	9.20	21.62 %
W-Purifi	1.96	66.07 %
Home-The	0.79	14.19 %
Oven	0.53	45.55 %
Dishwash	0.39	21.06 %
Total	78.96	31.20 %

Branch *	MTD Sales L	Brand Share %
RPM1	6.82	27.45 %
NGR1	2.82	26.70 %
VNR2	2.15	18.67 %
RND1	1.91	27.30 %
TKS1	1.45	11.34 %
SVK1	1.27	14.26 %
MMT1	1.02	24.56 %
PKD1	0.68	20.65 %
ERL2	0.64	12.68 %
TCN1	0.64	19.56 %
SNL1	0.56	14.88 %
STU2	0.43	19.31 %
TVL2	0.42	14.18 %
SGT1	0.37	19.57 %
COL1	0.13	27.04 %
KYR1		0.00 %
S2SD		0.00 %
Total	78.96	31.20 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	35.35	38.94 %
Air-Cond	14.23	21.31 %
Fridge	10.86	28.96 %
Wash-Mac	9.73	27.26 %
Home-The	2.82	55.54 %
Dishwash	1.94	66.79 %
W-Purifi	0.62	26.51 %
Oven	0.31	47.73 %
Total	75.84	31.38 %

Branch *	MTD Sales L	Brand Share %
CH05	4.91	24.06 %
CH14	3.73	18.53 %
CH07	3.00	21.76 %
CH28	2.68	22.99 %
CH22	2.01	23.61 %
MRM1	1.80	23.37 %
CH30	1.37	19.45 %
KNR1	1.22	21.17 %
AVD1	1.18	15.98 %
CH38	0.52	14.89 %
CH39	0.25	7.35 %
CH37	0.17	7.66 %
CH26	0.13	4.89 %
Total	75.84	31.38 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	22.48	27.19 %
Wash-Mac	12.21	30.08 %
Fridge	11.65	32.37 %
Air-Cond	3.13	21.45 %
Dishwash	1.20	100.00 %
Home-The	0.93	20.74 %
W-Purifi	0.50	80.20 %
Total	52.09	28.85 %

Branch *	MTD Sales L	Brand Share %
ERD1	4.78	25.18 %
SLM1	3.13	17.68 %
ATU1	2.15	25.48 %
ERD2	1.93	15.68 %
SLM2	1.14	20.78 %
MCR1	1.05	26.61 %
TRM1	0.81	16.81 %
DPR1	0.72	21.83 %
OML1	0.71	14.47 %
PLC1	0.70	15.87 %
TCG1	0.47	13.50 %
SLM3	0.39	14.43 %
MTR1	0.31	8.74 %
KRI1	0.29	14.64 %
CMI1		0.00 %
Total	52.09	28.85 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	25.27	28.72 %
Fridge	8.71	27.34 %
Wash-Mac	6.80	22.94 %
Air-Cond	6.28	13.66 %
Home-The	0.41	10.24 %
Dishwash	0.39	100.00 %
W-Purifi	0.35	54.72 %
Total	48.21	24.01 %

Branch *	MTD Sales L	Brand Share %
MVM1	3.59	26.01 %
TNJ1	3.43	15.10 %
TNJ2	3.08	24.42 %
PBR2	2.68	22.13 %
KUM1	2.24	17.43 %
TVR2	2.10	20.63 %
TRY3	1.89	19.47 %
MDI1	1.46	22.50 %
PTK1	0.98	19.96 %
AYR1	0.70	13.71 %
PDK1	0.69	26.58 %
KIK1	0.59	12.40 %
TRY2	0.46	11.09 %
APM1	0.38	16.24 %
KRN1	0.28	22.85 %
NCK1	0.14	9.64 %
ORU1		0.00 %
TZSD		0.00 %
Total	48.21	24.01 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	22.04	30.36 %
Wash-Mac	8.18	25.77 %
Air-Cond	7.70	18.50 %
Fridge	7.66	21.45 %
Home-The	0.86	19.08 %
Dishwash	0.39	44.30 %
Oven	0.31	100.00 %
W-Purifi	0.15	17.80 %
Total	47.28	25.12 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.07	21.74 %
MDU2	3.76	18.52 %
KKD3	1.92	18.92 %
MDU3	1.79	24.12 %
TMM1	1.75	17.68 %
MDU4	1.15	24.03 %
TEN1	0.91	14.29 %
MDU6	0.79	23.67 %
TDI1	0.77	24.71 %
ATG1	0.71	12.95 %
BTU1	0.50	27.66 %
BNR1	0.49	14.73 %
NKI1	0.47	18.84 %
ADP1	0.39	16.45 %
PNV1	0.36	22.61 %
KKD2	0.26	16.83 %
CMR1	0.12	10.38 %
MPA1	0.10	3.54 %
DGL2		0.00 %
MDU5		0.00 %
MNM1		0.00 %
ODM1		0.00 %
Total	47.28	25.12 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	17.79	27.64 %
Fridge	8.04	26.44 %
Wash-Mac	7.11	23.42 %
Air-Cond	6.89	14.63 %
W-Purifi	1.40	68.25 %
Home-The	1.34	40.93 %
Oven	0.30	34.05 %
Total	42.88	24.03 %

Branch *	MTD Sales L	Brand Share %
CH15	3.97	16.70 %
CH03	2.57	14.43 %
CH12	2.51	18.96 %
CH34	2.11	26.42 %
CH18	1.96	19.91 %
CH41	1.96	21.25 %
CH06	1.85	27.17 %
CH24	1.45	14.87 %
CH44	1.40	25.69 %
CH31	1.05	25.95 %
GPD1	1.01	27.19 %
CH46	1.00	12.56 %
CH17	0.55	25.54 %
PON1	0.15	6.71 %
CH32		0.00 %
Total	42.88	24.03 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	17.86	28.54 %
Wash-Mac	7.33	26.01 %
Fridge	6.81	24.61 %
Air-Cond	4.29	31.95 %
Home-The	0.88	16.05 %
W-Purifi	0.52	64.58 %
Dishwash	0.40	43.73 %
Total	38.09	27.31 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.76	17.78 %
KMR1	1.30	10.90 %
PLI1	1.20	24.80 %
GBM1	1.17	22.70 %
CBE4	0.79	25.52 %
TPR4	0.63	26.73 %
TPR1	0.54	14.67 %
PDM1	0.52	15.05 %
UAM1	0.42	7.54 %
UMP1	0.39	8.25 %
SYM2	0.34	15.87 %
CBE5	0.14	9.59 %
CBE1	0.10	3.54 %
ANR1		0.00 %
Total	38.09	27.31 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	19.20	41.88 %
Wash-Mac	6.75	38.04 %
Fridge	5.16	25.35 %
Air-Cond	3.19	14.87 %
Home-The	1.20	29.66 %
W-Purifi	0.79	75.72 %
Dishwash	0.38	100.00 %
Total	36.67	33.07 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.70	23.28 %
KPM1	1.37	22.44 %
SBR1	1.26	26.93 %
ANI1	1.08	22.84 %
ABR1	0.88	17.39 %
AKM1	0.85	23.12 %
WJD1	0.51	10.26 %
CGM1	0.47	17.25 %
TRT1	0.38	12.58 %
CYR1	0.25	12.52 %
ARC2	0.24	12.74 %
Total	36.67	33.07 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	13.15	29.52 %
Wash-Mac	5.36	25.91 %
Fridge	4.16	20.56 %
Air-Cond	3.15	12.27 %
Home-The	0.97	28.97 %
W-Purifi	0.72	86.11 %
Oven	0.21	64.65 %
Total	27.72	23.77 %

Branch *	MTD Sales L	Brand Share %
NVL2	2.96	24.99 %
CUD1	2.56	18.83 %
POY1	2.22	18.64 %
KKI2	1.68	20.07 %
KLM1	1.46	22.84 %
VPM2	1.23	16.76 %
PRT1	0.54	17.30 %
STP1	0.30	19.70 %
MKM1	0.28	7.07 %
VPM1	0.27	6.81 %
VCM1	0.26	17.33 %
CDM1	0.18	5.60 %
TVM2	0.18	7.28 %
SJI1		0.00 %
Total	27.72	23.77 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Wash-Mac	0.47	34.46 %
Dishwash	0.38	100.00 %
Air-Cond	0.27	14.13 %
Home-The	0.15	61.46 %
LED TV	0.12	4.68 %
Total	1.40	18.35 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.95	18.78 %
KLR1	0.30	17.90 %
PAS1	0.15	16.79 %
Total	1.40	18.35 %